

# Shipping Designed Specifically for the Growing Industry

It wouldn't seem that a guy who has been in the media production business for 30 years would know anything about shipping plants. But it is exactly this experience that Kris Dunn has transferred to a shipping company that specializes in shipping for growers.

Photo by Tayla



KAF Productions, Inc. ships everything from large trees to seedlings in flats, and the secret is a mid-sized truck he once used for his media business he modified to ship plants. The truck was initially bought for use as a "grip" truck, which, in production terminology, translates into lighting and rigging for the film and video industry.

At the end of a 12-year contract with Intel,

Dunn, who had put most of his resources into his efforts for Intel, was left needing to reinvigorate his business. That's when the idea of using the truck to ship plants came to him.

"I've always been intrigued by the driving and shipping business. I had this 26,000 GVW box truck sitting there and decided I was going to put it to work," Dunn explained. "Through some networking I met a couple of gentlemen who encouraged me to use it for shipping nursery stock. Once it took off, it really took off."

The consensus among growers and nurseries was a need for a mid-sized truck, which meant not having to pay for a full-sized, 53-foot trailer. Dunn — whose deliveries have not only taken him throughout Oregon, but into Washington, California, Idaho, Canada and beyond — is able to be creative with his shipping rates. Another benefit to using KAF Productions for nursery shipping is the attention and care Dunn gives to everything he ships. Plants are not piggy-backed with pallets of non-nursery related items, but are loaded with preservation as a top priority. Now in his third year in the trucking business,

Dunn has worked with over 150 nurseries, landscapers and retailers. His reputation precedes him almost everywhere he goes and the business has grown so well, he is now mapping a future that includes employees and more trucks.

"I kept hearing horror stories of plants being shipped and showing up damaged," Dunn said. "I'm small enough that I can give personal care to each load. I'm carrying someone's goods, their livelihood, and I want to take care of that and make sure it gets from a to z in a healthy environment. As a business owner I have a responsibility to understand my customers' needs from a business owner's perspective."

For more information, call Kris Dunn, based out of the Willamette Valley area in Oregon, at 1.503.761.4474.

