



Onsite refuelling company helps keep the hungry fed through fuel crisis

4Refuel has kept the trucks rolling so that Second Harvest can keep delivering food to those in need throughout the GTA

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Now in its third week, the effects of the Ontario fuel crisis have reached every corner of the province. While refineries still struggle to maintain a fuel supply, motorists are running on empty and businesses find themselves unable to move goods. So, amid this shortage, how does one of Toronto's largest food programs continue to deliver food to thousands of disadvantaged children, seniors and homeless everyday?

4REFUEL Canada, one of the country's largest onsite refuelling companies, has ensured that an uninterrupted supply of diesel fuel reaches SECOND HARVEST's small fleet of refrigerator trucks which pick up and deliver enough donated food for over 13,000 meals everyday.

"Our trucks are the core of our operation," says Kate Ledgley, Operations Manager at SECOND HARVEST, "We pick up and distribute close to 5 million pounds of food annually – much of it perishable. Pulling a truck off the road means we can't collect food donations and can't deliver food to the people who need it."

4REFUEL began providing onsite diesel refuelling to SECOND HARVEST in December 2006. The charity relies on the delivery of 4,000 litres per month, essential in operating a small fleet of refrigerator trucks, seven days a week, delivering millions of pounds of much needed food per year to social service agencies feeding people in need. "Many of our recipients rely on us to provide between 50-100% of their food supply. It is critical we have fuel." adds Ms. Ledgley

Where bulk fuel buyers typically have an exclusive arrangement with one fuel supplier, 4REFUEL maintains strong relationships with all the majors, and especially with ULTRAMAR, who has helped ensure clients like SECOND HARVEST haven't run dry through the crisis.

"4REFUEL has certainly helped us a great deal throughout the fuel crisis." says Abby Robins, Communications Manager at SECOND HARVEST. "Without their refuelling service, it is likely we would have had to pull trucks off the road or cancel deliveries and pick ups – leaving people without food."

In addition, to providing automated fuel management systems, 4REFUEL assists clients in maximizing fuel economy through such fuel-saving techniques as eco-driving and reducing fuel waste through excessive idling, speeding and jack-rabbit starts.

"This fuel shortage is highlighting again the need for companies to think about their fuel consumption," says to Jack Lee, CEO of 4REFUEL. "Now more than ever, fuel-reliant businesses

must look at how much they are spending on fuel and then ask themselves how much value they are getting from each litre and how much is being wasted through inefficient – but easily-corrected – driving habits.”

In addition to onsite refuelling, 4REFUEL is a pioneer in fuel management technology and reporting systems which account for every drop of fuel – from fuel pump to tail pipe. The automated system tracks and stores fuelling data – the time, date, vehicle number and volume of fuel pumped. Then the system merges fuel data with engine data to create a complete picture of fuel efficiency. This enables 4REFUEL clients to increase productivity, economy and efficiency and to reduce fuel waste through idling, speeding and even theft. It is one of the only end-to-end fuel management systems available in the world. Reducing fuel consumption reduces fuel emissions, and that helps 4REFUEL help the communities it serves.

“We are proud to be part of this very noble project,” says Kevin Banfield, Territory Manager with 4REFUEL. “SECOND HARVEST is an outstanding organization and we stand committed to doing everything we can to support their efforts.”

4REFUEL INC. is a privately held Canadian company that specializes in Fuel Management Technology. Headquartered in Langley, BC, the company’s National Operations Office is in Oakville, Ontario. Through a coast to coast network of corporate and franchise operators, 4REFUEL will deliver over 250 million litres of diesel and biodiesel to cities and businesses this year. 4REFUEL is proud and committed to support the work of SECOND HARVEST.

Every day, SECOND HARVEST picks up donated fresh food and delivers it to 240 social service programs in Toronto. Second Harvest currently provides enough food for 13,000 meals a day to children in breakfast programs, seniors on fixed incomes, women fleeing domestic abuse, homeless people, and many others who have fallen on hard times. Donations from businesses and the public are always needed to keep trucks on the road and the operation going. For every dollar donated, SECOND HARVEST can deliver enough food for three meals .

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