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By Fred Searle

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FTA launches campaign to keep goods moving



Logistics Helps Logistics social media campaign is designed to plug labour shortages and help sector cope with huge rise in retail demand

A social media campaign to keep goods and services flowing during the Covid-19 pandemic is helping fresh produce logistics firms fill labour shortages and identify vehicles with capacity.

The outbreak of the virus has placed huge strain on the logistics sector, largely due to a surge in retail demand that saw UK supermarkets record their **best-ever sales month in March**.

In response, the Freight Transport Association (FTA) launched #LogisticsHelpsLogistics five days ago. So far, more than 150,000 logistics workers and business owners have engaged with the campaign on social media, posting jobs or requirements for support accompanied by the hashtag. Over 831,000 individuals in the sector have already been reached.

FTA policy director Elizabeth de Jong

said: "The British public is relying on the logistics sector to keep supermarkets and other essential retailers stocked with food, medicines, hygiene products and other basic items throughout the Covid-19 pandemic, as well as keeping loads moving for industry.

"As such, we are determined to do everything possible to keep goods moving across the UK. Through the #LogisticsHelpsLogistics campaign, FTA is linking businesses in need of logistics staff with available workers.

"I would like to encourage everyone to get involved in the campaign – whether it is just by retweeting or sharing content – so we can work together as an industry to navigate the challenging times ahead."

If a business requires drivers, warehouse operators or transport managers, they can post their vacancies on Twitter, Facebook or LinkedIn using the hashtag.

Similarly, anyone looking for work should use the hashtag to advertise their availability.

Information on how to get started can be found by searching #LogisticsHelpsLogistics on any of these three platforms.

The campaign is supported by the Department for Transport and the Chartered Institute of Logistics and Transport.