FORZA EXECUTIVE REVIEW / NOVEMBER 12 EDITION



Holiday freight planning

Forza recommends securing appointment-sensitive van and refrigerated freight before holiday receiving windows compress. Prices rose in both DAT and Truckstop for those equipment types; lower diesel does not remove the coverage risk. Preserve lane flexibility and agree the response when a receiver cannot take the load.

DRY VAN

$2.26

DAT linehaul per mile

→ +2.8% weekly

REFRIGERATED

$2.77

DAT linehaul per mile

→ +3.3% weekly

U.S. DIESEL

$6.127

EIA retail per gallon

→ –$0.165 weekly

The executive decision

→ **Protect the selling window.** Confirm receiver hours, last appointments and the next available slot before committing the pickup.

→ **Buy comparable service.** Separate linehaul, fuel and accessorial terms; assign verified backup coverage for critical loads.

→ **Measure the delivered outcome.** For produce, review accepted quantity, exception records and complete transportation cost together.

Build one Lane with Forza

Prepared November 10 for November 12 review. DAT November 9, freight week ended November 6; Truckstop/FTR Week 44, same week; EIA November 9 benchmark released November 10. National benchmarks are not shipment quotes. Analysis and recommendations are Forza's.

01 / DAT MARKET BENCHMARKS

Capacity pressure differs by equipment

Reefer demand tightened most sharply: posted loads rose while posted trucks fell. Van rates strengthened despite slightly lower weekly postings. Flatbed postings increased on both sides of the board. These measures describe platform activity, not the total carrier fleet.

Equipment	Linehaul $/mi	Weekly change	Yearly change	Load posts	Truck posts	Load to truck
Dry van	2.26	+2.8%	+34.9%	−2.0%	−1.7%	10.90
Reefer	2.77	+3.3%	+34.0%	+15.7%	−4.2%	19.01
Flatbed	2.63	+1.0%	+30.5%	+4.8%	+3.5%	42.26

DAT reports weekly dollar increases of $0.06/mile for van, $0.09 for reefer and $0.02 for flatbed. Ratios compare with 10.93, 15.73 and 41.73 in the prior period. Published percentage and dollar changes use source calculations and rounding.

Regional signals worth checking

Equipment and origin	$/mi	Weekly $/mi	Yearly $/mi
Van · California	2.77	+0.15	+0.92
Van · Lower Atlantic	2.11	−0.04	+0.45
Reefer · Upper Midwest	3.56	+0.12	+0.91
Reefer · Pacific Northwest	3.21	+0.15	+0.92
Reefer · California	2.91	+0.15	+0.81
Flatbed · Ohio River	3.10	−0.14	+0.81

Forza’s interpretation: qualify exposure by origin, equipment and appointment. Reprice flexible freight selectively; protect a critical receiving window before assuming a national average can be bought on the lane.

Sources: DAT dry van, reefer and flatbed articles, November 9, 2026; regional tables explicitly cover week ended November 6. All figures on this page exclude fuel. DAT top-ten origin regions represent 87.9% of van, 84.2% of reefer and 88.2% of flatbed outbound volume. Regional figures are aggregates, not city-pair quotes.

02 / INDEPENDENT MARKET CROSS CHECK

Truckstop shows a tighter load board

Truckstop/FTR's overall Market Demand Index rose 22.0 points to 152.2 as loads increased 7.0% and trucks declined 8.5%. Yet its combined posted rate fell 0.6% to $3.21/mile, up 40.7% yearly. Stronger demand pressure does not require every equipment rate to rise in the same week.

Equipment	Posted $/mi	Weekly rate	Yearly rate	MDI	Weekly MDI points
Dry van	2.89	+1.5%	+50.0%	273.5	+33.3
Reefer	3.52	+2.1%	+44.3%	348.8	+35.1
Flatbed	3.25	−1.7%	+39.6%	178.6	+19.7
Specialized	3.33	−0.1%	+37.7%	44.1	+7.6

What sits behind those indexes

Equipment	Loads weekly	Trucks weekly	MDI yearly
Dry van	+5.6%	−7.3%	+97.6%
Reefer	+18.4%	+6.5%	+127.4%
Flatbed	+6.2%	−5.5%	+87.3%
Specialized	+4.5%	−13.6%	+89.8%

Use the agreement and the differences

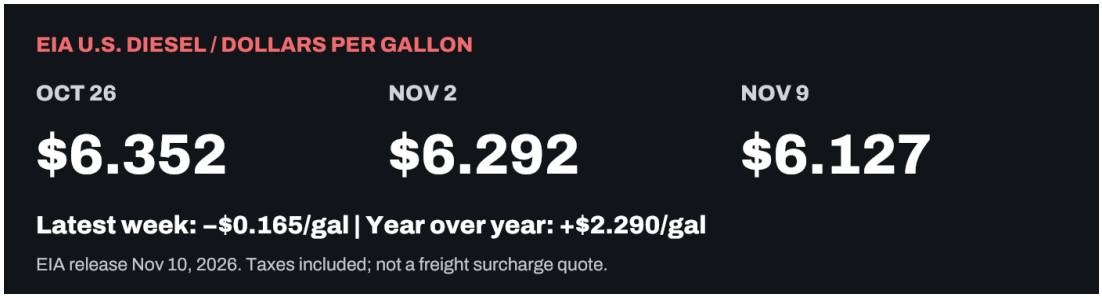
Both sources show weekly gains for van and reefer. Flatbed differs: DAT linehaul rose 1.0%, while Truckstop broker-posted rates fell 1.7%. The samples and rate definitions differ; the attachment does not specify fuel treatment. Do not average these rates, subtract them to infer a margin or treat MDI as a DAT load-to-truck ratio.

Forza recommends comparing like-for-like offers on the actual shipment. Truckstop also describes seasonal tendencies for the following week; those tendencies are context rather than promised prices.

Source: user-supplied Truckstop/FTR Spot Market Insights, Vol. 18 No. 44, issued November 9, 2026; week ended November 6, pages 2–5. Overall MDI is +90.1% yearly. No supplier chart or page is reproduced.

03 / FUEL AND PROCUREMENT

Fuel relief does not settle the freight bill



EIA's national on-highway diesel benchmark declined $0.165/gallon to $6.127 on November 9, but remained $2.290 above a year earlier. For 100 gallons, the weekly movement is $16.50 less at the benchmark; actual consumption, geography and surcharge terms determine the shipment effect.

The procurement spread is equipment specific

October month end	Spot $/mi	Contract $/mi	Contract premium
Dry van	2.22	2.45	0.23
Reefer	2.69	2.71	0.02
Flatbed	2.61	3.04	0.43

October comparisons exclude fuel and differ from the weekly November values. The narrow reefer spread supports reviewing scope and reliability together; it does not establish which procurement model is best for every lane.

DAT published planning ranges

Equipment	35 day $/mi	Low $/mi	High $/mi
Dry van	2.32	2.25	2.39
Reefer	2.76	2.66	2.85
Flatbed	2.64	2.57	2.70

DAT expects retail replenishment to support van activity and holiday food and Christmas-tree movements to support reefer demand. Flatbed's seasonal industrial and construction slowdown can limit momentum. The ranges are forecasts, not quotes or guaranteed bounds.

Sources: EIA release November 10, benchmark November 9, taxes included; DAT November 9. Forecasts are 35 days from the source snapshot and exclude fuel. EIA regional Nov9 diesel: Gulf Coast $5.741, Midwest $6.201, California $7.897/gal. Truckstop's separate fuel reference is $6.25; definitions differ.

04 / HOLIDAY SHIPPING

Plan from the receiving calendar



Thanksgiving falls on Thursday, November 26. A public holiday date does not establish a private receiver's operating hours. Forza recommends confirming each facility's appointment cutoff, closure, staffing and reopening plan directly, then scheduling the shipment backward from the accepted delivery window.

Planning point	What to confirm	Decision owner
Before tender	Receiver hours, transit allowance, capacity and quote validity	Procurement and receiver
Before dispatch	Approved instructions, equipment readiness and after-hours contacts	Operations and shipper
When plans change	Next receiving slot, protective conditions, cost approval and next update	Named exception owner

Keep refrigerated freight within its approved plan

Holiday food demand can pull shipments forward. Before loading, align commodity instructions, trailer preparation, setpoint and operating mode. If a delay threatens the delivery appointment, preserve the required conditions while the authorized parties agree the next action; a new ETA alone does not resolve the product or receiving decision.

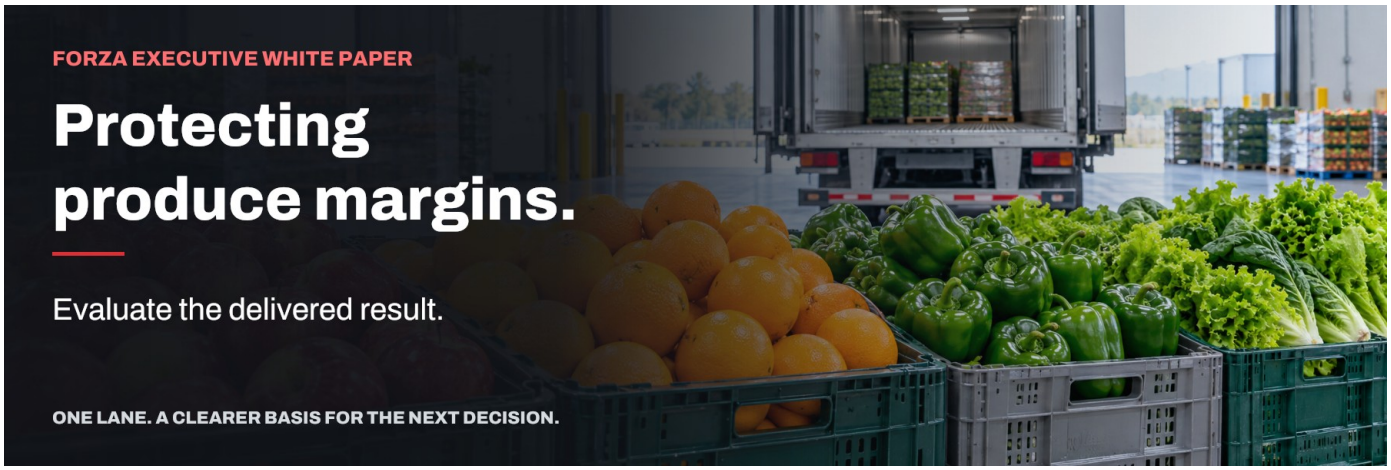
Set the backup before the gap appears

Name a primary and backup contact across the holiday and shift changes. Record who can authorize storage, redelivery or other recovery costs. Keep a dated handoff record so the next person can see the current custody, evidence and instruction.

Sources: DAT November 9 holiday outlook; OPM 2026 holiday calendar. Planning steps are Forza recommendations, not carrier cutoffs, facility hours or universal commodity-handling instructions. Use approved product specifications. Illustrative AI-generated dock image; not a Forza facility photograph.

05 / PRODUCE AND THE NEXT LANE

Protect the margin through delivery



The quoted rate is only one part of a produce freight decision. A missed selling window, unapproved recovery charges or a disputed condition record can change the result. Forza recommends agreeing the delivered outcome before the first shipment, then reviewing the evidence and complete transportation cost together.

Apply the Protecting Produce Margins framework

→ **Define the service.** Confirm the product requirements, receiving window, included charges and authority to change the plan.

→ **Make evidence usable.** Keep origin observations, transit exceptions, receiving findings and approvals with the shipment record.

→ **Measure consistently.** Transportation cost per accepted case equals agreed freight and attributable transportation charges divided by cases accepted under the agreed criteria. Define the scope; evaluate product losses and recoveries separately to avoid double counting.

Start with a meaningful lane

Select a recurring lane and a review period. Record the baseline, total charges, accepted quantity and exceptions. Keep product mix and service requirements visible. A small trial can reveal a process gap; it cannot prove network-wide savings, a reliable claims rate or guaranteed performance.

Next week's procurement discussion can use that record to compare spot and contract options or consider a small expansion. Expand only when the evidence supports the agreed service standard; otherwise refine the plan or extend the observation period.

Build one Lane with Forza

Send the origin, destination, product requirements and pickup date or frequency. We can discuss the service scope, decision owners and measures appropriate to that lane.

Sources and scope: Forza Protecting Produce Margins, R2, October 2026, original commercial analysis. Its historical USDA benchmark and hypothetical example are not current market evidence and are not repeated as results here. Market evidence in this report: DAT November 9, week ended November 6; Truckstop/FTR Week44; EIA November10/November9. Prepared November10. Benchmarks, seasonal observations and forecasts do not replace shipment-specific quotes or approved operating instructions.