

## Accepted Manuscript

Logistics network design for perishable products with heterogeneous quality decay

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PII: S0377-2217(17)30271-0  
DOI: [10.1016/j.ejor.2017.03.049](https://doi.org/10.1016/j.ejor.2017.03.049)  
Reference: EOR 14333



To appear in: *European Journal of Operational Research*

Received date: 1 November 2015  
Revised date: 19 January 2017  
Accepted date: 18 March 2017

Please cite this article as: Marlies de Keizer, Renzo Akkerman, Martin Grunow, Jacqueline M. Bloemhof, Rene Haijema, Jack G.A.J. van der Vorst, Logistics network design for perishable products with heterogeneous quality decay, *European Journal of Operational Research* (2017), doi: [10.1016/j.ejor.2017.03.049](https://doi.org/10.1016/j.ejor.2017.03.049)

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**Highlights**

- Comprehensive modelling of quality decay in network design for perishable products.
- Heterogeneity in quality can be actively used to match product flows with demands.
- Quality decay causes an upstream move of the customer order decoupling point.
- Changing product quality decay rates affects the level of postponement.
- Numerical results based on fresh produce supply chain in the floricultural sector.

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