



THE 2026 PLAYBOOK FOR CANADIAN DAIRY DISTRIBUTORS

Reclaim a **Full** Employee.

Automate orders, deliveries, invoicing, and payments — purpose-built for Canadian dairy distributors. Documented savings. 90-day path to go live.

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New to DSD, ERP, or order-to-cash? [Start with the Executive Summary](#) →

SECTION 1

Executive Summary

Canadian dairy distributors are running their businesses on manual processes built for past decades. The phone calls to remind customers to reorder. The driver paperwork. The A/R chase. The double entry into QuickBooks, SAGE, SAP, or Acoma – not because those systems are wrong, but because nothing connects them to the order flow. The work gets done. It just costs a full-time employee to do it.

This playbook shows what that hidden cost actually looks like, where it hides, and how to remove it. The numbers come from a real cost-benefit audit conducted last year with a Quebec independent dairy distributor – anonymized but verifiable under NDA. The math is conservative, the savings are documented, and the path to capturing them is 90 days, not 90 months.

1 FTE RECLAIMED	1,500+ HOURS RECOVERED ANNUALLY
13 mo TYPICAL PAYBACK	90 days TO GO LIVE

FTE = Full-Time Equivalent – one employee working approximately 1,950 hours per year.

This platform isn't an ERP replacement. It's the order-to-cash layer that sits on top of what you already have. Four stages — Order, Delivery and Billing, Payment, Receivables — each independently deployable, each measurably valuable, all connected to your ERP and to each other when you're ready to compound them.

Order-to-cash: the full business cycle from the moment a customer places an order to the moment payment is received and posted in your accounting system — including order processing, delivery, invoicing, and accounts receivable.

Who this is for

- Owner-operators of Canadian dairy distribution businesses, \$5–200M revenue.

- Sales leaders and GMs spending 1+ hours a day on order administration.

- Anyone wanting to offer a better customer experience and optimize their B2B business processes.

SECTION 2

The 2026 Reality for Dairy Owners

Four pressures are squeezing Canadian dairy distributors at the same time. None of them are going away in 2026, and none of them get easier by waiting.

Labour Shortage & Wage Inflation

Wages in distribution and warehousing grew 5.8% last year — faster than inflation, faster than most other sectors.¹ If your admin costs you \$59,000 loaded, that's \$3,400 more than last year for the exact same work. It will compound again next year. And the year after that.

Retailer Digital Expectations

Your buyers — whether it's a Sobeys, a local grocery store, a restaurant group, or a school cafeteria — increasingly expect to order on their own schedule, without picking up the phone. Manual order intake by email or phone call is friction they feel every week. The distributors winning new accounts are the ones who make it simple to buy from them.

Margin Compression

Fuel is up. Supplier prices are up. Your drivers cost more than they did two years ago. Every dollar of margin you can't recover at the top line has to come from somewhere inside the operation. The only costs you actually control are the ones built on manual process — and those compound quietly, year over year, until someone adds them up.

Leadership Time Scarcity

Most Canadian dairy distributors at the \$5–200M scale are still tightly managed at the top. Whether it's the owner reconciling invoices at night or a director of operations fielding exception calls all day, the same pattern holds: management time is being consumed by operational noise that should never reach their desk. That's the cost the math rarely captures — and the one leadership feels most.

SECTION 3

Where 1,500 Hours Hide Every Year

Last year, we ran a documented cost-benefit audit with a Quebec independent dairy distributor — roughly 430 orders per month, \$5–8M in revenue, running QuickBooks Online, with one to two DSD (Direct Store Delivery) trucks.² The audit captured the manual time spent on every recurring operational task. Here's what the year looked like before automation.

TASK	TIME / ORDER	HOURS / YEAR	ANNUAL COST
Order creation	4 min	344 h	\$10,400
Delivery adjustments / returns	3 min	258 h	\$7,800
Invoice creation in QBO	3 min	258 h	\$7,800
Payment posting	3 min	258 h	\$7,800
A/R follow-ups + statements	4 min	344 h	\$10,400
Supplier consolidated orders	25 min	90 h	\$2,700
Total	—	1,552 h	\$46,957

1,552 hours is more than three-quarters of a full-time annual schedule (Canadian FTE = 1,950 hours, fully loaded at ~\$59,000). That single audit identified **\$46,957 in recurring annual labour that produces no value** — it's pure friction inside the order-to-cash cycle.

Find your scenario → Five typical ROI scenarios are laid out in [Section 5](#) — find the one closest to your operation. For a first-pass estimate, visit wegotrade.com/#calculate-savings.

SECTION 4

The Four Stages of a Modern Order-to-Cash Operation

A modern dairy distribution operation runs on four distinct operational stages – Order Capture, Delivery + Invoicing, Payment, and A/R Automation – all connected through a real-time ERP integration layer. Each stage tackles a specific category of manual friction. Each is independently deployable – start with the stage that hurts most today and add the others at your own pace. The full stack is what produces the full-employee reclaim.

Stage 1 • Order Capture

Replace the phone, email, fax, and text channels with a single online ordering interface. Customers self-serve 24/7. Standing orders run automatically. Your order desk staff sees at a glance who hasn't ordered this week – and only needs to act on exceptions, not chase every account. Orders flow directly into your ERP without re-keying.

Replaces: Manual phone/email order entry into QuickBooks, Acoma, SAP, or Sage.

Annual recovery: ~588 hours / ~\$17,800 (*per audited baseline*)

Stage 2 • Delivery + Invoicing

The driver app lets drivers adjust or create orders directly at the customer's site – managing sales, returns, and substitutions on the spot. The customer receives a digital invoice that reflects exactly what was delivered. When the invoice matches what the client received, there are no grounds for adjustment requests – which means fewer disputes and faster payment. No paper notes. No back-office reconciliation when the driver returns.

Replaces: Driver paperwork plus office reconciliation, double-entry of returns into the ERP.

Annual recovery: ~76 hours / ~\$2,300 – plus the elimination of reconciliation errors that compound into customer disputes.

Stage 3 • Payment

The B2B payment module is a **flat-fee service – no percentage commission**. Customers pay by bank transfer or credit card. Pre-authorized debits (PAD) automate recurring payments

based on invoice payment terms — so collection happens on schedule without anyone having to chase it. Every payment posts to your accounting system in real time.

Annual recovery: ~219 hours / ~\$6,600 in labour + ~2% of B2B payment volume in avoided processing fees.

Stage 4 · A/R Automation

Automated reminders. Automated statements. Customers can see their own balance at any time. It's even possible to manage a Cash on Delivery scenario using the pre-authorized payment functionality — ensuring payment is collected at the time of delivery, without a manual step. The result is money in your account faster, fewer chase emails, and a cash position you can actually plan around.

Annual recovery: ~292 hours / ~\$8,800 in labour plus DSO compression, which directly improves working capital.

ERP Integration — The Connective Layer

ERP integration is what makes the four stages above actually work. Every order, delivery, invoice, and payment flows in and out of your accounting software automatically — QuickBooks Online, SAP Business One, Microsoft Business Central, Sage 300, Acoma, NetSuite, and others. This eliminates double entry entirely. The savings in Stages 1–4 are only achievable because this layer exists. It's not a standalone saving — it's what unlocks all the others.

Annual Savings Recap — All Four Stages

All savings below are enabled by real-time ERP integration.

STAGE	HOURS RECOVERED / YR	ANNUAL SAVINGS
Stage 1 · Order Capture	~588 h	~\$17,800
Stage 2 · Delivery + Invoicing	~76 h	~\$2,300
Stage 3 · Payment	~219 h	~\$6,600 labour + payment fee savings
Stage 4 · A/R Automation	~292 h	~\$8,800
Full stack (all 4 stages)	~1,175 h	~\$35,500+

Numbers use the audited Quebec independent baseline (Scenario A, ~430 orders/month). Your actual recovery will depend on order volume, loaded labour rate, and which stages you deploy. See [Section 5](#) for scenario-specific projections at different scales.

SECTION 5

Five Scenarios — Find Yours

Every dairy distributor at the \$5–200M scale operates differently. Some run 1–2 DSD trucks and most orders flow through a small office team. Some run 15+ trucks and a dedicated rep team. We've built five archetypes to help you self-identify. Each one shows the recommended stage stack, expected annual savings, and typical payback period.

\$203,040

AVERAGE ANNUAL SAVINGS POTENTIAL (ALL SCENARIOS)

< 60 days

AVERAGE PAYBACK — SCENARIOS B THROUGH E

#	ARCHETYPE	REVENUE	VOLUME	STACK	SAVINGS / YR	PAYBACK
A	Independent · 1–2 DSD	\$5–30M	~430/mo	Stages 1+2+3 + ERP	~\$19K	13 mo
B	Independent · 3 DSD	\$40–60M	~1,000/mo	Stages 1+2+3+4 + ERP	~\$62K	~5 mo
C	Mid · reps + 10 DSD	\$80–150M	~3,500/mo	All 4 stages + ERP	~\$140K	~4 mo
D	Manufacturer · no DSD	\$100–200M	~2,500/mo	Stages 1+3+4 + ERP	~\$100K	~5 mo
E	Large · 15+ DSD	\$150–200M+	5,000+/mo	All 4 stages + ERP + Apps	~\$225K	~5 mo

These numbers are illustrative, derived from the Quebec independent baseline (Scenario A) and scaled by order volume and labour load. Your actual savings depend on your specific mix of DSD routes, rep coverage, ERP, and payment volume.

Calculate Your Own ROI – Three Ways

1. Use the savings slider at wegotrade.com/#calculate-savings – takes 60 seconds.
2. Find your archetype in the table above and adjust proportionally to your volume.
3. Talk to a dairy distribution specialist – a 30-minute call builds a number around your specific operation.

SECTION 6

Two Real-Life Examples

Two real Canadian dairy operators. Numbers are real and verifiable under NDA on request.

Case Study #1 • A Quebec Independent Dairy Distributor

\$5–8M in revenue. Roughly 430 orders per month. QuickBooks Online. One to two DSD trucks. Family-owned. Owner approaching succession planning. The audit we ran with the team last year produced the numbers used as the baseline throughout this whitepaper.²

1,552 h MANUAL WORK / YEAR (BEFORE)	\$46,957 ANNUAL COST (BEFORE)
\$18,836 NET SAVINGS YEAR 1	13 mo PAYBACK PERIOD

What the owner cared about wasn't the percentage return. It was the practical question: "Can I prepare the business for transition without hiring more people I'd have to train, manage, and eventually lay off?" The answer turned out to be yes. The operation now runs with the same headcount but produces more output, cleaner books, and an exit narrative the owner can credibly defend to a buyer or successor.

"I wasn't looking for ROI. I was looking for a way to step back without dropping the ball.

WEGOTRADE *gave me the operational stability to start that conversation."*

— QUEBEC INDEPENDENT DAIRY DISTRIBUTOR OWNER (AUDIT CONDUCTED LAST YEAR)

ROI = Return on Investment — $\text{annual savings} \div \text{platform cost} \times 100$. A 13-month payback means you've recovered your full cost by month 14; everything after is net gain.

Case Study #2 · A Leading Canadian Dairy Cooperative

Multi-province operation. Enterprise scale. Same operational method as Case Study #1 – just at significantly larger volume. Same platform backbone, deployed gradually. The point of including this case isn't to suggest you should aim for enterprise scale; it's to show the same model holds at any scale.³

2.86M DIGITAL ORDERS PROCESSED	\$18M CAD LABOUR COST SAVINGS
477,916 h HOURS RECOVERED	11× VOLUME SCALED, 0 HIRES

Error rate on order entry went from approximately 7% (manual) to essentially zero. Order volume grew 11× without proportional growth in administrative headcount. The same method that produces a 13-month payback for a Quebec independent produces eight-figure annual savings at cooperative scale. **The model compounds – that's the point.**

SECTION 7

Vendor Evaluation

Most dairy distributors evaluating dairy distribution software or an order-to-cash platform are going through this for the first time. The questions below are designed to help you compare any vendor – including us – on the dimensions that actually matter for Canadian dairy operations.

The 10-Question RFP

#	QUESTION	WHY IT MATTERS	WHAT TO LOOK FOR	WEGOTRADE	ALT 1 YOUR EVAL	ALT 2 YOUR EVAL
1	Does the vendor include a multi-vendor buyer network?	More buyers = faster client adoption without sales effort	Network size + F&B coverage	✓ 21,000+ connected businesses		
2	Bilingual EN/FR + Quebec-native support?	Quebec clients and ops teams work in French – a translated UI isn't enough	Native FR ops, not just translated UI	✓ Yes		
3	White-label / private community option?	Marketplace gives access to thousands of buyers; white-label gives a fully branded private B2B platform. The strongest vendors let you choose either – or run both.	Marketplace exposure, fully branded private platform, or both	✓ Both – Marketplace (21,000+ buyers) + private white-label.		
4	ERP integration: QBO, SAP, BC, Sage, Acomba?	No integration = double entry continues = zero net saving	Real-time, bi-directional sync – no manual export	✓ Yes – all major ERPs, real-time		
5	B2B payments without percentage fee?	% fees on volume destroy the ROI at any meaningful scale	Flat fee per transaction, not % of value	✓ Flat fee only		
6	F&B-specific workflows out of the box?	Generic platforms require months of configuration before you see value	No custom dev or long config required	✓ Yes – no configuration required		
7	Native DSD driver app?	Drivers need a simple mobile tool – not a web form on a phone	Dedicated driver app, works offline	✓ WEGODeliver		
8	Supports consolidated supplier order management?	Reduces time spent consolidating orders to send to your suppliers	Aggregates client orders into consolidated supplier transmissions	✓ Yes		
9	Proven at enterprise scale in dairy?	Proof the model works – not just a demo environment	Reference customers in Canadian dairy	✓ See case study #2 above		

Next Step

If any part of this whitepaper resonated with your operation, the next step is a 30-minute discovery call. We'll map your specific situation to one of the five scenarios in **Section 5**, run your numbers through our cost-benefit audit framework, and tell you whether the math actually works for your business. If it doesn't, we'll tell you that too.

Bring Your Operations Leads

The people who will feel the difference most are the ones doing the work today. Bring your sales manager, your customer service team, whoever manages deliveries, and your controller or bookkeeper. These are the people whose day changes — and whose buy-in makes the rollout stick. You don't need IT involved to get started.

30 minutes. Your numbers. Our team.

Mention this whitepaper for a same-week booking.

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SOURCES & NOTES

- ¹ Statistics Canada, Labour Force Survey, January 2026. Average hourly earnings, transportation and warehousing sector. Table 14-10-0223-01. [↩](#)
- ² Quebec independent dairy distributor cost-benefit audit, conducted by **WEGOTRADE** last year. Anonymized for publication. Underlying data and methodology available under NDA on request. [↩](#)
- ³ WEGOTRADE internal data, 2017-2025 multi-year deployment with a leading Canadian dairy cooperative. Aggregate impact figures only; case study available under NDA. [↩](#)



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