**Biologistics 101**

1. Thinking about what you know about the roots of the word ‘biologistics’, compose a complete definition for what this word may mean (hint: how might this be related to transportation?). Be prepared for your group to share your definition with the class.
2. What kinds of products do you think may be part of the biologistics supply chain? What do you think might be three of the biggest challenges facing this industry?
3. Memphis is known as ‘America’s Distribution Center’ for extensive infrastructure in all modes, boasting the second busiest cargo airport in the world, five Class I railroads, the fourth busiest inland port in the country, and the ability to reach more major markets overnight by truck than any other metropolitan area in the nation. This nexus of transportation infrastructure creates significant transportation, logistics and distribution sector job opportunity, with Memphis having a greater percentage of logistics workers in its workforce than any other metropolitan area in the country. What other industry has a significant presence in Memphis? Why might this make Memphis a good location for a booming biologistics sector?