

## PREFACE

The Government of Canada accords the highest priority to increasing Canadian exports, particularly to the United States which accounts for over three quarters of our exports and creates two million jobs in Canada.

This report has been prepared on behalf of the Department of External Affairs' United States Trade and Investment Development Division and the Canadian Consulates General in Dallas, Texas, Seattle, Washington and Los Angeles and San Francisco, California. These offices have identified many potential sales opportunities for Canadian products in the rapidly growing Western U.S. markets. In selling to these markets for the first time, some companies find that although their products are well accepted by potential customers and their "domestic" price seems reasonable, the final landed or delivered price of the goods in the United States, including freight, can end up being too high unless shippers explore and take advantage of the most economic means of transport they can find. The intention of this document, therefore, is to provide potential Western Canada exporters with basic background on transportation and distribution systems to help them penetrate these markets with ease.

The information herein is aimed at new British Columbia, Alberta and Yukon exporters who are interested in broadening their sales coverage to include exports to the Western United States, Hawaii and Alaska but who might not be employing fulltime traffic management staff knowledgeable of the supposed intricacies of exporting to the U.S. The report also should be of use to exporters who have had experience in selling to U.S. markets but who may be able to improve their competitive edge and increase their profit margins by exploring several economical transportation alternatives, thereby obtaining the most economical freight rates consistent with their particular needs.