

(vii) Less than Container Load Service - A number of small shippers view LCL rates as being excessive and suggest the need for more consolidation services for goods exported to the LDC's.

(viii) Ocean Carriers Serving Canadian Ports - It is suggested by some firms that the Canadian government attempt to attract a greater number of competing carriers to Canadian ports but very few shippers favour the concept of a Canadian national flag line because of possible escalation of freight rates or of mandatory use.

(ix) Government Assistance - Notwithstanding several concerns, the frequency of specific reported problems is not viewed as being sufficient at this time to warrant specific federal government policy formulation with regard to ocean transportation to LDC's. However, given the number of individual difficulties, a government program aimed at assisting individual exporters could prove to be of considerable benefit. Assistance could be provided to those firms inexperienced in exporting to the LDC's by clarifying documentation requirements, and providing ocean vessel sailing schedule and rate information, etc. Systematic documentation of exporters' difficulties and concerns would provide a detailed, current and reliable information source for guiding future government policy.

## 6. ASSESSMENT

Overall, Canadian exporters are reasonably satisfied with available ocean carrier service and the cost of transportation to LDC's. There is no indication of any common or pervasive major problem experienced by exporters in general. However, although the "average" firm does not have any significant concerns regarding ocean transportation to developing markets, this situation reflects the combined experiences of those having no problems with those who experience difficulties. A significant portion of Canadian exporters have experienced at least occasional difficulties; in fact, a significant number of firms feel that inadequate services or excessive costs of ocean transportation are sufficient to cause them either to lose sales or suffer reduced profits in their exports to LDC markets. LDC markets, however, are generally regarded as holding considerable potential for increased Canadian exports.