

6. Only for shippers of extremely large volumes of low value resource type freight moving very long distances do rail and rail/truck intermodal services compete effectively with motor carriers.
7. Shippers with full loads to offer may wish to explore the occasional availability and cost of using ocean container services to very distant destinations such as Miami and Los Angeles/San Francisco.
8. For small shippers located in rural areas where combinations of modes may be required (e.g., truck/air for urgent shipments) and in other locations where several shippers are producing goods for export, freight forwarders and shippers' agents providing freight consolidation services sometimes are able to offer better rates than carriers approached directly.
9. Regulatory reform and the changing transportation environment in general may assist Atlantic Canada shippers whose movements are voluminous and regular, and small exporters whose success allows their freight volumes to grow substantially, to negotiate volume discount rates with motor carriers and airlines.

Section I of this report discusses the importance of managing transportation and the relative simplicity of shipping to markets in the United States. The importance of transportation costs as a percentage of the delivered price of goods, alternative terms of sale which may be used in exporting to the United States, and information which will help you organize your transportation arrangements for U.S. exports more effectively are also examined. Section II of the report discusses the availability and applicability of alternative means of transportation. A transportation selection decision tree and a checklist for first time exporters are also provided.

The four following sections deal with current transportation patterns (that is, how goods are moving now), success stories and hints from current exporters, a transportation decision-making framework, origin/destination/cost matrices for available options, and transit times from each of New Brunswick (Section III), Newfoundland (Section IV), Nova Scotia (Section V) and Prince Edward Island (Section VI). Additional considerations in exporting to the U.S. are covered in Section VII including packaging, handling of dangerous goods, export documentation, and the changing transportation environment.

Having explored various sales and transportation related matters in Sections I and II, and having reviewed the options and related costs in Sections III to VI, you should be in a position to select the most efficient and cost effective method of transportation. At this point you can contact any of the transportation companies listed in Section VIII. If you wish further information on markets, general transportation and distribution management, or any of the modes or intermediary means of transporting goods to the United States, you may wish to use additional information sources listed in Section IX.

In order to help you evaluate transportation alternatives we have also provided a detailed checklist of points to keep in mind in the decision-making process. A glossary of transportation terms concludes the document.