

INTRODUCTION

The general purpose of this report is to assist and encourage Atlantic Canada businesses who wish to expand their sales coverage into the Northeastern states and other parts of the United States. Specifically, the report identifies the transportation alternatives available to Atlantic Canada shippers, and provides information to help them decide which transportation option is best suited to their particular needs. The report should also be useful to those who are already exporting to the United States, but who wish to improve their knowledge of available transportation alternatives.

The study combines several important elements. The study identifies and describes the types of transportation services available to Atlantic Canada shippers and some of the key characteristics of the different options. A comprehensive search has been undertaken of existing transportation companies, thus providing shippers with a handy directory of carriers and intermediaries. A list of helpful government contacts is also included. The document also reports on the expertise and experience of several Atlantic Canada shippers who currently are exporting to the United States, and the transportation management suggestions of a number of these shippers. Major observations and recommendations arising from the study are summarized below.

Companies in New Brunswick, Newfoundland, Nova Scotia, and Prince Edward Island wishing to export to the Northeastern states and other parts of the United States have several available transportation alternatives, depending on shipment size, as follows:

1. Companies shipping documents and urgently required small parcels weighing less than two pounds will generally find that couriers offer the most efficient and cost effective service from any point in Atlantic Canada. For shippers located in major airport cities, airline express services are competitive.
2. For shipments weighing 100 pounds, the rates and services of airlines and common motor carriers are competitive, one sometimes being less expensive than the other depending on the destination. The further away a shipper is from an airport however, the more expensive the air mode becomes because of the need to truck goods to the airport. Therefore shippers located quite far from an airport will find motor carrier services more cost effective and efficient.
3. For shipments of most products weighing 1,000 pounds or more, motor carrier is the fastest and least expensive means of transportation.
4. The most efficient and cost-effective way of trucking a load to the Northeastern states is directly through the New Brunswick/Maine border rather than over points in Quebec and Ontario. An adequate choice of carriers offering direct service is available.
5. For the most part, shippers in Atlantic Canada do not find it economical to haul goods to the United States in their own private fleet of trucks.