

mode fits all" conclusion as to the most efficient and cost-effective means of transportation. If in order to build a competitive edge in your Canadian markets you are doing things differently than your direct competitors, it stands to reason that you will be able and want to do different things to secure your export markets. *A guiding principle to remember in transportation is to never accept a no-choice situation; choices are available for you to seek out and evaluate.*

Although the type of evaluation you should be conducting requires some homework on your part, it will help you determine your true total transportation and distribution costs (as opposed to simply comparing freight rates) and allow you to pick the transportation alternative which allows you to ship to Southern U.S. markets most profitably.

Section II of this report is intended to cut down on the amount of research you have to do by providing you with information which will narrow down the transportation alternatives to a few best suited to your needs. *A checklist at the end of this report takes you through the transportation selection process by raising questions you should be asking yourself, your potential (or actual) customers in the Southern United States, and transportation companies, from the closing of the sale to final delivery of the goods in order to arrive at the best transportation decision.*