

flag line. In general all factors receive a rating of average importance with land transportation service and cost being rated slightly higher than the others. Proximity of a port to the firm's plant or warehouse, and frequency of sailings are also relatively significant considerations. Flag line routing is the least important port selection factor except to firms in certain machinery and equipment manufacturing industries. To many firms, none of these factors particularly affect their choice of port. Rather, decisions of this nature are based on the consignee's expressed desire to use a particular port, and the overall least cost of door-to-door transportation. In addition, exporters tend to select those ports where desired ocean lines call.

3.4 DETERMINING THE MANNER OF TRANSPORTATION

Numerous options are available to Canadian exporters. Seven alternatives are presented in Table 3 to demonstrate who makes the arrangements as well as what modes and routes are commonly used.

TABLE 3: ALTERNATIVE TRANSPORTATION OPTIONS

Options	Value \$ millions	Number of Shipments	Thousands of tonnes
Sales Agent Makes All Arrangements	46.7	237.0	17.9
Freight Forwarder Makes All Arrangements	165.5	1854.0	147.2
Freight Forwarder Acts on Your Instructions	81.5	998.0	122.1
Ocean Carrier Direct From Canadian Port	450.5	2546.0	933.0
Ocean Carrier Direct From U.S. Port	430.3	836.0	20.1
Air Carrier Direct From Canadian Airport	33.9	87.0	23.7
Air Carrier Direct From U.S. Airport	4.4	7.0	16.6
TOTAL	1212.8	6565.0	1280.6