

4. Fresh and Frozen Food Products from British Columbia to Coastal States

This medium sized exporter (approximately 1.2 million pounds per year to Western U.S. markets) requires refrigerated vans which are abundantly available because of the imbalance of fresh fruit and vegetables moving north into British Columbia compared to the amount of refrigerated freight moving south. The firm reports that it had been a rail user at one time but since deregulation of transportation in the U.S. has found that truck (especially independent truckers, backhaulers, and "gypsies") is cheaper and quicker. The firm uses a transportation broker to identify a backhauler looking for a truckload whenever they have a shipment to make. The firm recommends that shippers talk to the other local manufacturers (keep your ears to the ground) to search for transportation bargains and to get references on truckers. Air transport is used only occasionally where specified by a consignee who is in a hurry to obtain goods and is willing to pay a premium.

5. Fresh and Frozen Seafood to Coastal States

A number of this company's customers are willing to pay premium air freight costs to obtain fresh seafood. However, most of their customers are sensitive to costs and would rather wait a little longer to get the product in by truck at a lower cost. This firm's advice to new exporters is that because transportation services and costs change frequently, you should never make a delivered price commitment to a customer before you have obtained transportation quotes.

6. Other Successful Exporters to the Western U.S.

A few examples of other small and medium companies in British Columbia and Alberta which have penetrated western U.S. markets successfully include:

1. bulk agrifood products from British Columbia and Alberta to western United States, Alaska and Hawaii
2. concrete waterproofing chemicals from British Columbia to points throughout the U.S.
3. prepared meat products from Alberta to coastal states
4. specialty bakery products from Alberta to Northern and Southwestern U.S.
5. canned fish from British Columbia to California and southwestern states

The above movements are just a few examples of British Columbia and Alberta U.S. export success stories. As one current exporter states: "Shipping into the U.S. is simple; you can do it too." Pointers in this section and in the transportation checklist on pages 82 to 85 are intended to help make export transportation to the Western United States, Hawaii and Alaska, simple for you too.