

exports is not done in Atlantic Canada for two very good reasons:

- the speed, quality, reliability and cost of service and transportation equipment offered by common carriers is adequate; and,
- export sales and the availability of return loads from the United States are not sufficient to make a private fleet operation to the United States economically viable.

Economic evaluations of private fleet operations by Atlantic Canada exporters to the United States have caused them to avoid "making" their own transportation to United States markets, except for a few potato farmers who occasionally haul loads in their own trucks across the border. Moreover, now that potato transport has been deregulated, the expected abundance of low cost potato truckers will make private trucking for this commodity even less worthwhile.

Because private trucking from Atlantic Canada to U.S. markets generally is not an economical option, your choice of transportation purchasing arrangements boils down to whether you have available internal transportation management staff who can deal with motor, rail, marine and air carriers directly or whether an external resource (transportation intermediary) can look after your needs more attentively and thoroughly.

C. USING INTERNAL RESOURCES TO MAKE DIRECT ARRANGEMENTS WITH CARRIERS

If your domestic sales are large enough to have warranted your hiring full time transportation management staff, you are likely in a position to "buy" transportation services directly from airlines, motor carriers (including independent contractors or backhaulers), railways and marine carriers. The nature of your goods is likely to have an important bearing on the mode of transport you use. To help you place the different modes in perspective, the following table rates the suitability of the different modes available in Atlantic Canada (high, medium, or low) according to different kinds of goods currently moving into U.S.