

TABLE OF CONTENTS

	PAGE
EXECUTIVE SUMMARY	i
INTRODUCTION	ii
SECTION I	-
THE IMPORTANCE OF MANAGING TRANSPORTATION IN SELLING TO THE UNITED STATES	1
A. Transportation Costs as a Percentage of Delivered Prices	1
B. Terms of Sale	2
C. Evaluation and Cost Effective Use of Transportation Services	5
SECTION II	-
CURRENT U.S. EXPORT TRANSPORTATION OPTIONS AVAILABLE TO SHIPPERS IN ATLANTIC CANADA	10
A. Deciding Whether to Use Internal or External Resources to Manage U.S. Export Transportation	10
B. "Making Your Own" Transportation - Private Carriage	11
C. Using Internal Resources to Make Direct Arrangements with Carriers	12
- Air Freight	13
- Road Transport - Common Carriers	14
- Road Transport - Independent Truckers/ Owner-Operators/Backhaulers	15
- Rail	16
- Marine-Ferry	16
- Marine-Ocean Container	17
- Intermodal Options	17
D. Using External Transportation Resources to Manage Export Transportation - Intermediaries	18
- Freight Forwarders	19
- Shippers' Agents	20
- Truck Brokers	21
E. How to Make Your Transportation Arrangements	21
SECTION III	-
EXPORTING TO THE U.S. FROM NEW BRUNSWICK	26
A. Practices Used by Current New Brunswick Exporters	26
B. Selecting Transportation for U.S. Exports	31
C. Origin/Destination Cost Comparisons	32
D. Transit Times	35
SECTION IV	-
EXPORTING TO THE U.S. FROM NEWFOUNDLAND	36
A. Practices Used by Current Newfoundland Exporters	36
B. Selecting Transportation for U.S. Exports	39
C. Origin/Destination Cost Comparisons	40
D. Transit Times	42