

possibilities of dealing with carriers directly, using knowledgeable intermediaries, or transporting goods privately are presented and important characteristics of the transportation modes are provided to help you determine which one(s) is (are) most closely suited to your requirements. Section III illustrates the magnitude of costs that are involved in shipping to the Western U.S. and provides service and cost comparisons for export transportation to Hawaii and Alaska; a note on alternatives for Yukon firms wishing to ship to Alaska is also included.

Apart from transportation considerations, new exporters should be aware that the Canadian and American Governments require certain documents to be completed; the principal ones are highlighted in Section IV. Ways in which companies can reduce their overall transportation costs by using public warehousing in major U.S. centres, and/or redistribution centres in major cities in British Columbia and Alberta, are the subject of Section V.

Although this report is aimed at simplifying your transportation to the Western United States by making you more aware of options that are available, it is not intended as a substitute for common sense or your own personal research. In this regard, a selected listing of transportation organizations serving Western U.S., Alaskan and Hawaiian markets, and a number of additional sources of information are listed in Sections VI and VII respectively.

In order to help you organize your evaluation of alternatives now and for future shipments, we have also provided a check list of points you should keep in mind in the various stages of the transportation selection decision-making process. A glossary defining transportation terms concludes the document.