

# AgTC Agriculture Transportation Coalition

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## **Complete Results of the 2010 AgTC Ocean Carrier Performance Survey Released**

June 10, 2010

Washington, DC – The 4<sup>th</sup> Annual AgTC Ocean Carrier Performance Survey, the national survey of agriculture shippers and forwarders, to determine and rank ocean carriers' performance, is complete. The top ranked carrier this year, announced June 10, 2010 at the AgTC's 23<sup>rd</sup> Annual Conference in San Francisco, is APL.

The full list of ocean carriers is being released, together with the complete rankings from the three previous years' surveys. This provides a useful overview of agriculture shippers' view of carrier performance over an extended period.

The AgTC initiated the Annual Survey in 2007 in order to address significant shortcomings on the part of some carriers in the area of documentation, specifically, timely and accurate bills of lading. In recent years, with the proliferation of government data collection requirements and commercial and financial demands, and the shifting volumes, from imports to exports, has severely challenged both carriers and shippers. The Wall Street Journal has recognized the lack of export capacity as a significant barrier to US exports. Lack of equipment and vessel space, rolled or cancelled bookings, involuntary rate increases, and surcharges imposed during the life of the contract are the current nemesis of the ag shipper. The shippers value the ability of the ocean carrier to provide necessary documentation, dependable booking realization, smoothly functioning electronic data and web portals, prompt and effective customer service. Increasingly, the ocean carriers' performance in these areas prevails over freight rates as the basis for an ag shipper's selection of carriers.

The objective of the AgTC Ocean Carrier Performance Survey is to recognize those carriers who consistently perform well, and to incent the others to focus their company, personnel and resources on doing better. The AgTC has each year extended an invitation to each carrier to work with the AgTC and our members to address documentation and other performance practices, in order to improve them and enhance the shipper-carrier relationship.

A demonstration of positive potential of the Survey has been the effort of Maersk to address documentation issues. Maersk met with ag shippers at the AgTC Mid-Year Conference, established a documentation initiative, with dedicated personnel, and heard, directly from the AgTC members, the specific documentation metrics required for the shipper to perform under their contracts to their foreign customers. Maersk has accepted the invitation to work directly with individual AgTC shippers to improve the documentation function. There is more work to be done, but those shippers report significant improvements; some have moved cargo back to Maersk. Thus, both the carrier and the ag shipper are the beneficiaries of this exercise. Maersk has moved up in the rankings in this year's survey.

The invitation for such engagement is extended to all carriers. It is our hope that all carriers will take advantage of this opportunity to address their customers, and their prospective customers' needs in documentation, booking, process and booking fulfillment and customer service. The carriers that can perform will be more likely to get the business.

At the Annual Conference the Shipper Panel was comprised of representatives of diverse ag cargos (dry, reefer) and diverse geographic origins, both exports and imports. Their presentations are available on the AgTC website, [www.agtrans.org](http://www.agtrans.org). Notable was the focus of their presentations. Even in this past year, which has seen outbound rates skyrocketed, carrier selection is often, even usually, based less on the rates, than on service. Shippers want a relationship, and that appears to be based on the service a carrier offers, its dependability, not the price it quotes.

The Confidential Survey asks each shipper to “assign a number that reflects your overall experience with the booking, equipment and space allocation, documentation and customer service practices of the carriers with whom you ship: 1. Among the best; 2. In the upper half; 3. In the bottom half; 4. Among the worst.” To calculate a score for each carrier, all the submissions are aggregated and averaged. The submissions of each participating shipper are completely confidential, and after the scores are calculated, all individual submissions are discarded.

Carriers who would like to meet with the AgTC or with individual shippers towards the objective of addressing customer documentation and booking procedures, dependability, and other service needs, should contact Peter Friedmann, AgTC Exec. Director, at 202 783 3333.

## AgTC Annual Ocean Carrier Performance Survey -- Yearly Results Comparison

2010 Results		2009 Results		2008 Results		2007 Results	
	Carrier		Carrier		Carrier		Carrier
1	APL	1	APL	1	OOCL	1	APL
2	Hamburg Sud	2	OOCL	2	Yang Ming	2	Hyundai
3	OOCL	3	MOL	3	Hanjin	3	OOCL
4	Hapag-Lloyd	4	Hanjin	4	K-Line	4	MOL
5	Evergreen	5	K-Line	5	APL	5	Matsui
6	Yang Ming	6	Hyundai	6	Hamburg Sud	6	UASC
7	Maersk	7	U.S. Lines	7	Hyundai	7	K-Line
8	K-Line	8	Yang Ming	8	Cosco	8	Yang Ming
9	MOL	9	Evergreen	9	Evergreen	9	Hanjin
10	U.S. Lines	10	NYK	10	MOL	10	Evergreen
11	Hanjin	11	Cosco	11	UASC	11	Hamburg Sud
12	NYK	12	China Shipping	12	CMA CGM	12	ZIM
13	Cosco	13	Hamburg Sud	13	Hapag-Lloyd	13	NYK
14	Hyundai	14	Maersk	14	China Shipping	14	CMA CGM
15	China Shipping	15	CMA CGM	15	ZIM	15	Cosco
16	UASC	16	Hapag-Lloyd	16	Maersk	16	Hapag-Lloyd
17	CMA CGM	17	UASC	17	NYK	17	China Shipping
18	MSC-Mediterranean Shipping	18	MSC-Mediterranean Shipping	18	MSC-Mediterranean Shipping	18	MSC-Mediterranean Shipping
19	ZIM	19	ZIM			19	Maersk