



By Harvey F. Chartrand

WHAT DO RESPONSIBLE CARE TRUCKING PARTNERS OFFER THEIR CUSTOMERS THAT NON-RESPONSIBLE CARE TRUCKING FIRMS DON'T?

Tom Blaney, President of Northwest Tank Lines

RESPONSIBLE CARE PARTNER companies are directly involved in handling chemicals, but do not manufacture them. They may transport, store, recycle, use or dispose of chemicals. The Responsible Care Transportation Partner subcategory for trucking and rail has been specifically designed to attract chemical transportation companies that find value in participating with the Canadian Chemical Producers' Association (CCPA), because they do business with CCPA members, have a vested interest in the growth of the industry and subscribe to the ethic of Responsible Care.



Responsible Care also assists these partner companies in upgrading their management systems, especially in the key aspects of health, safety, environment, security and TransCAER® (Transportation Community Awareness Emergency Response).

“Yet, however noble their intentions, it would be nice for these trucking firms to get some extra business out of it from CCPA member-companies for the investment they are putting into becoming a Responsible Care Partner,” says Brian Wastle, CCPA’s vice-president for Responsible Care. “These haulers don’t mind losing a bid if they are wildly out of whack, but to not at least be included on a bid list puzzles them. Responsible Care (trucking) Partners should have some recognized value for

the fact that the chemical company doesn’t have to do as much due diligence with them as they do with a trucking firm that is not in Responsible Care. This would probably be worth something in terms of the price paid by the customer. For example, these Responsible Care Partner trucking firms have a big emergency response capability, so would be a Johnny-on-the-spot carrier able to handle any emergency that might occur on-site right away. There would be no need to bring in a clean-up crew from afar. That’s got to count for something.”

At the moment, Responsible Care appeals to a limited number of dangerous/hazardous goods bulk carriers. There are now only four Responsible Care (trucking) Partners: Northwest Tank Lines of Calgary and Langley, B.C.; Harmac Transportation Inc. of North York, Ont., and Dartmouth, N.S.; Harold Marcus Ltd. of Montreal and Bothwell, Ont.; and PDI (Polymer Distribution Inc.) of Guelph, Ont. However, according to Wastle, there is a good chance that another four trucking firms will become Responsible Care Partners over the next year.

“We have relatively few members (especially trucking members) in the partnership,” says Michael J. Bourque, CCPA’s vice-president for public affairs. “We’ve got four... and there are growing pains. It will take a little while before Responsible Care Partners are automatically considered for more work. The truth is – it’s a new category. All of a sudden, you have a new situation where some of your suppliers are Responsible Care Partners, and others are not. There might be some initial resistance to treating them differently because of existing

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supplier relationships, but we need to open producers’ eyes to the amount of effort that the partners are going through to be in Responsible Care, and the added value they provide. Are their services slightly more expensive? Probably, but we’re talking about going beyond the minimum... as well as a greater understanding of the business. In the end, you get what you pay for.”

“We want to recognize our Responsible Care Partners and show them that we are paying attention to their concerns,” Wastle says. “We’re trying to get the message out that if you want to be a better-run company and gain a measure of exclusivity, become a Responsible Care Partner.”

Terry Litchfield, CCPA Responsible Care Partner Support for Western Canada, notes that: “The biggest



stumbling block I have encountered in trying to sign on trucking companies as Responsible Care transportation partners... is that the CCPA member-company contacts the carriers deal with place no value on whether their transportation suppliers are Responsible Care partners – or not. Most trucking companies are very hesitant to incur the significant costs and time/resource commitments necessary to meet the stringent requirements of Responsible Care, when their major chemical customers do not support it. It’s that simple.”

Tom Blaney, president of Northwest Tank Lines Inc., explains why he decided his trucking firm should become a Responsible Care Partner: “The opportunity to improve my company’s Health, Safety and Environment management systems, through sharing best practices with the chemical industry, really appealed to me. I am always looking for ways to continuously improve areas such as safety systems, security, risk management and emergency response preparedness. The bottom line for me is... I feel that I will sleep better at night knowing I have done everything possible to provide the best systems and training available for my drivers and staff to safely transport dangerous goods through communities in North America.”

Harvey F. Chartrand is an Ottawa-based freelance writer. His stories have appeared in The Globe & Mail, The National Post, the Ottawa Citizen, Filmfax, Rue Morgue and Outré.