

PORT LOOKS TOWARDS THE FUTURE OF CONTAINERIZED FREIGHT

By Dr. Ray Hutchinson, UW-Green Bay

While countries in Europe and Asia have developed new port facilities to handle containerized freight for both international as well as domestic markets, the United States lags far behind; at present there is essentially no containerized freight on the Great Lakes. Products produced in the Midwest are shipped by truck or rail to coastal ports. Canada and the United States are exploring issues related to short-sea shipping, which is viewed by many as offering a safe and sustainable alternative to increasingly congested land-based modes, notably highways.

In May 2008 the Port of Green Bay and the University of Wisconsin – Green Bay (UWGB) held an outreach session that included government officials, local businesses, landowners and transportation stakeholders. Attendees were generally supportive of creating a marine transportation connection using the St. Lawrence Seaway to help alleviate congested freight lanes and provide global access for Wisconsin users. An intermodal terminal is an engine of growth for the regional economy, it can help reduce transportation costs, improve global access to new markets and aid the region's economy through the use of a sustainable and environmentally responsible transportation network. An improved transportation system increases the competitive advantage of existing businesses and provides new opportunities for new economic innovations.

The introduction of containerized freight to the Great Lakes and establishment of a new intermodal freight facility at the Port of Green Bay is viewed as an important first-step for the revitalization of the area. With a grant from the Great Lakes Marine Research Institute (GLMRI) at UW-Superior and UM-Duluth, UW-Green Bay has been working with area agencies and businesses to study the feasibility of introducing containerized freight to the Port of Green Bay. Our first year research tasks included an analysis of potential freight flow, conducting an on-line survey and personal interviews. Focus group sessions were scheduled with area manufacturing and transportation firms and provided valuable feedback on shipping activities of several firms and desired preference to ship from the Port of Green Bay.

The original freight flow analysis focused on commodities produced within a 200-mile catchment area surrounding the Port of Green Bay. The revised strategy has been to identify specific commodities originating from beyond this region that must be shipped to coastal ports which might better be directed through the Port of Green Bay.

In the coming year, UW-Green Bay expects to refine the freight flow analysis and to present state-of-the-art mappings of the case study information. The study will include other supply chains that can be directed through the Port of Green Bay. The study will also identify potential terminal size, location, and other requirements, as well as building the necessary partnerships among shippers, carriers, and local agencies to establish the network support services, equipment supply and service delivery to realize global operations. Recent communication between the Port of Green Bay and Canadian National concerning future cooperation in the development a new intermodal facility is an important first step in this process.

“An intermodal port facility in Green Bay linked to a class one railroad accessible by... rail and truck will be a major stimulus for importing or exporting from Wisconsin and beyond.”

***Dr. Ray Hutchinson,
UW-Green Bay***

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An intermodal port facility in Green Bay linked to a class one railroad accessible by Wisconsin business by rail and truck will be a major stimulus for importing or exporting from Wisconsin and beyond. The UW-Green Bay research team includes Dr. Ray Hutchison (Urban and Regional Studies), Dr. John Stoll (Environmental Management and Business Institute), and Don McCartney (Business).

PORT OF GREEN BAY HEADS TO THE CLASSROOM



The Port of Green Bay is known for creating a substantial economic impact in our area. But the port is now making an impact in area classrooms as well, through two new education programs.

A Port of Call for All! is a complete unit of lesson plans and resources for 4th and 6th grade classrooms. Each curriculum focuses on the importance of the Great Lakes, shipping and commerce, geography, ecosystems, mapping skills and the history of the waterways. “We wanted to provide a resource for teachers and students to learn about the port and how it connects to the Great Lakes and the world,” stated Dean Haen. “Our goal is for students to understand the importance of the waterways so the next time they are on the Fox River Trail or walking along the City Deck, they know that the port is much bigger than a ship coming in. The port is about our history as well.”

The education materials provide educators with information, lesson plans, resources and ideas for teaching students about the Port of Green Bay and the Great Lakes. Teachers can use the unit in its entirety or as separate lessons. In addition, both units fulfill Wisconsin Academic Standards and Brown County school curriculum standards.

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Dean Haen, Port Manager

The materials were developed with support from the Wisconsin Maritime Museum and the Ashwaubenon school district. “We are very fortunate to have such supportive partners involved in this project,” Haen stated. “Together we were able to develop a sound education piece for teachers to use that will really engage their students.”

Along with the curriculum materials the port is offering the Great Lakes Shipping Trunk, which is filled with hands-on activities including a floor map with labels designed to help teach students about the Great Lakes watershed, shipping, geography and more. The Great lakes Shipping Trunk can be checked out for free from the port office.

Both the curriculum materials and the Great Lakes Shipping Trunk were recently piloted in a 4th/5th grade classroom at the Wisconsin International School with great feedback.

Teachers that use the curriculum are encouraged to complete the teacher feedback form and send in photos or video of students using the materials in the classroom. “The port hopes to build a strong base of supporters for the curriculum,” Haen stated. “We are looking forward to sharing the progress with teachers throughout Brown County.”

A Port of Call For All! curriculum is available for free at www.portofgreenbay.com

CALENDAR OF EVENTS



Event: **Harbor Commission**
Place: Holiday Inn-City Center
Time: 11:30am
Date: February 8, 2010

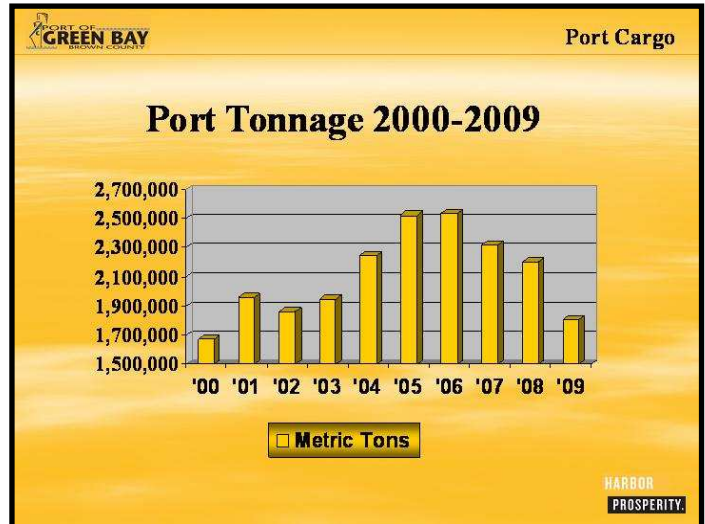
Event: **Port Symposium**
Place: TBD
Date: April 2010

2009 PORT TONNAGE TOTAL AFFECTED BY ECONOMY

2009 proved to be yet another rough year for the economy and it shows in the numbers. A drop in shipments of domestic cargo resulted in a decrease in overall tonnage received by the Port of Green Bay during the 2009 shipping season. The Port received more than 1.8 million metric tons of cargo in 2009, a decrease of about 18 percent from 2008.

Port Manager Dean Haen says domestic imports dropped from just over 1.9 million metric tons in 2008 to 1.4 million tons last year. Most noticeable was a 31% decrease in coal. "We knew the tonnage numbers were going to be down this year as a direct result of the economy," Haen said. "As the economy struggled to recover, the need for raw materials went down considerably."

Haen says an increase or decrease in tonnage is in direct relationship to the health of the local manufacturing and construction economy and its demand for raw materials such as coal, limestone, cement, salt and forest products. "Although we did see a decrease this year, the numbers were not as low as elsewhere in the Great Lakes because of the stable economy in Northeast Wisconsin," Haen commented. "The Port has historically been a leading indicator of economic conditions for the region. The end of the 2009 shipping season may indicate that we will see tonnage increase in 2010 as the economy bounces back."



Cargo (% change)	2009	2008
Domestic Imports		
Cement (-16%)	276,231	330,543
Coal (-31%)	610,911	887,517
Limestone (-19%)	535,062	662,930
Salt	25,413	0
Liquid Asphalt (-3%)	16,965	17,401
Gypsum (+28%)	4,672	3,656
Total Domestic (-23)	1,469,254	1,902,047
Foreign Imports		
Salt (+22%)	297,025	242,860
Forest Products (-19%)	0	5,727
Liquid Asphalt	0	7,003
Fuel Oil	0	17,114
Coal	4,558	0
Gasoline	7,114	0
Pig Iron (-81%)	5,552	29,381
Total (+4%)	314,249	302,085
Domestic Exports		
Pig Iron	0	9,244
Steel	4,587	0
Stone	22,221	0
Total (+290%)	26,808	9,244
Totals (-18%)	2,213,375	1,810,311
Port of Calls (-20%)	140	175

Foreign shipments through the Port of Green Bay saw a 4 percent increase from 2008 to 2009. The Port received just over 314,000 metric tons of foreign cargo last year, compared to 302,000 metric tons the previous year. A large increase in salt (22%), contributed to the increase in foreign cargo. "Foreign imports were up mainly because last year's harsh winter depleted Northeast Wisconsin of road salt and those inventories needed to be replenished," Haen commented.

Despite the decrease in 2009, Haen says there remains great growth potential for the shipping industry. "Waterborne transportation is the safest and most cost-effective mode of transportation," Haen said. "When the economy picks up and our rails and roads continue facing congestion, the port of Green Bay will provide an alternative transportation option for our regional businesses."



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ADDRESS CORRECTION REQUESTED

Linking the Midwest to the World

CHECK OUT OUR WEBSITES:

WWW.PORTOFGREENBAY.COM
WWW.HARBORPROSPERITY.COM

PORT SEEKS GREAT LAKES RESTORATION GRANT DOLLARS

President Obama's 2010 budget provides \$475 million in Environmental Protection Agency funding for a Great Lakes restoration initiative, targeting the most significant problems in the Great Lakes region. The Port of Green Bay is seeking Great Lakes Restoration Initiative dollars to fund several projects in Green Bay. The grant program could help finance the closure of Renard Island and restoration of the Cat Island Chain. Both of these projects are desired by local, state and federal agencies, but because of their cost, the implementation of the projects has taken a long time. Both projects are ready to move forward once funding is in place.

Restoring Cat Island provides a long-term solution to depositing clean dredging material from the outer harbor while rebuilding an important ecosystem for fish, plants and other wildlife. Funding has also been requested to protectively close Renard Island.

The grant applications are due January 29, 2010 and while the timeline for approval of these projects is not known, the Port expects to hear something by summer. "The federal government wants to move fast to approve projects that can hit the ground running," Haen stated. "We also have strong county and state support for these projects which helps immensely."

