

diverting distortions, but nevertheless encourages pursuit of free trade arrangements with the United States. He also considers the possible trade-off between price and availability in meeting consumers' interests and the implications of less than full employment situations and developmental or infant industry justifications for subsidies and protection in recognition of the shortfall of economic analysis. Although Hazledine disregards studies of the regional impact of free trade as being directed to producer rather than consumer interests, in the context of his discussion of agricultural and food and beverage products he notes that provincial restraints on international as well as interregional trade are significant and questions whether the nine provinces that recently endorsed bilateral free trade are willing to bring such restraints to the negotiating table.

The task set for Hazledine, it might be emphasized in order to provide further balance, was to analyze and report on Canadian studies that revealed consumers' interest in freer international trade, particularly in a Canada-United States context. As he himself notes, the literature reflects the imperfect state of the economic art and is replete with gaps in relevant information. Still, this evidence uniformly qualitatively supports the conclusion that freer trade between Canada and the United States would not only serve the interest of Canadians, but, in particular, Canadians as consumers. In achieving this result, free trade between two countries does not represent "a great leap into the unknown" but "a relatively modest and quite logical last step in a long historical process towards free movement of goods between these two closely-linked economies".

Part II

Harmonization of Standards

Standards relating to the quality, performance or distribution of particular products are commonly established to protect the consumer's interest or the culture and environment in which the consumer lives. The right to establish such standards is recognized in Article XX of the GATT.

In most cases, such standards are stated in a positive vein in terms of minimum requirements. However, they can also be stated as "thou shalt not" prohibitions as in the case of laws related to marketing practices such product misrepresentation or misleading advertising. And as already noted, standards can be privately or publicly set and administered and be either compulsory or voluntary.