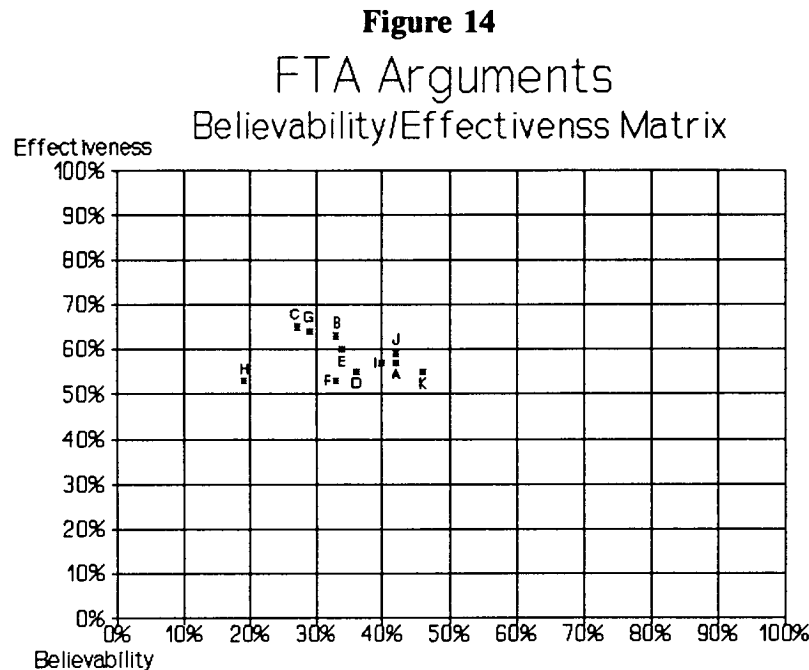


While an understanding of effectiveness and believability were important individually, it is important to understand which of the statements is most effective, and yet is also credible. A matrix of the statements based on their effectiveness and believability is presented in below [figure 14].



- A. Seven of 12 trade disputes between the U.S. and Canada have been won by Canada under the dispute settlement system established by the U.S. Canada free trade agreement
- B. Canada's exports to the U.S. have increased by \$31 billion as a result of the free trade agreement
- C. Several American and Canadian owned companies have closed plants in the U.S. and opened new or expanded facilities in Canada
- D. The free trade agreement has been used to force the U.S. government to reverse earlier trade dispute decisions against Canadian companies
- E. The free trade agreement permits Canadian exporters to settle disputes with the U.S. in a fast and impartial manner
- F. The free trade agreement has been used successfully to exempt Canada from potentially damaging U.S. trade legislation