

## EDITORS' NOTE

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It is our collective privilege to present to you the fall 2015 issue of the *Journal of Eastern Townships Studies (JETS)*, showcasing new interdisciplinary research focused on the Eastern Townships, Quebec, and the United States. In the following pages you will find four scholarly articles covering a range of compelling topics, and a very promising essay from an undergraduate student at Bishop's. These papers were recently showcased as part of the third annual Bishop's University-State University of New York College at Plattsburgh student-faculty "International and Domestic Colloquium on Quebec Studies." The colloquium, jointly organized and convened by the Eastern Townships Resource Centre (Bishop's) and the Institute on Quebec Studies (SUNY Plattsburgh), was held at Bishop's, March 27–28, 2015. Each of the contributions presented in this issue were subject to formal presentations, extended discussion, and multiple academic evaluative reviews.

A central hallmark of the colloquium – expressly designed to examine original Quebec-focused research – is to serve as a decidedly intimate and constructive binational student-faculty forum in which participants present their work and receive informed, useful guidance to assist with the sharpening of their final efforts. What follows is the very best professional scholarship and undergraduate papers from the colloquium.

The first contribution in this volume focuses on a growing phenomenon in the Eastern Townships and Quebec more broadly: namely, the emergence of a local food system. Researched and written by Dr. Darren Bardati of Bishop's, this article convincingly puts forth the case that community-supported agriculture, local food sources, and community gardens embody and promote significant, indeed unique and irreplaceable, values. These values, Bardati writes, are effectively absent from world food markets. Local food production and distribution, we learn, will continue to be an integral feature of life in the Eastern Townships for the foreseeable future. As Dr. Bardati's study suggests, there is a wide range of investigative research on this topic simply waiting to be tackled.

Dr. Lise Héroux, in "Agritourism Marketing Strategies: A Comparative Study of Apple Orchards in Southern Quebec and Northeastern New

York/Vermont,” provides readers with a comparative analysis of current marketing practices employed by apple orchards in both Canada and the United States. A wonderful companion article to Dr. Bardati’s work, Héroux’s work advances a carefully structured binational analysis of marketing strategies focused on issues of product, place, price and promotion. The qualitative and quantitative results of her study, derived from a significant sample of case studies, convincingly illustrates that there is a high degree of similarity between Quebec and northern New York/Vermont. In short, both geographic areas are characterized by the use of underdeveloped and underperforming marketing strategies vis-a-vis agritourism consumers. Dr. Héroux, to her credit, is not simply satisfied to identify real areas of concern for apple orchard owners; indeed, she advances a detailed and informative range of specific recommendations, which if adopted, would arguably serve to simultaneously advance the interests of apple orchard owners and agritourism devotees alike.

Dr. Cheryl Gosselin’s interdisciplinary inquiry as to the impacts associated with, and arising from, Bills 14 and 60 (now a historic legacy of the Parti Québécois government of Pauline Marois), persuasively demonstrates that the principal effects on Quebec’s English-speaking linguistic minority of these proposed legislative initiatives would have been decidedly negative. In short, these politically motivated efforts would have unequivocally resulted in the construction, and solidification of new geographic, socio-cultural, linguistic, economic and political borders – all of which would have served to further significantly marginalize the ability of Anglophones in the province to meaningfully identify with, and participate in, Quebec society. Not a model designed to advance inclusive pluralism and interculturalism in Quebec, Bills 14 and 60, Gosselin suggests, would have collectively further eroded Anglophone identity.

In the fourth scholarly contribution to this volume of *JETS*, Rachel Hunting offers an intimate examination of the “socio-economic characteristics of English-speakers” of the historical Eastern Townships in the context of youth retention activities and access to health and social services. Her work highlights the use of the Collective Impact model by the Townshippers’ Association to challenge issues such as out-migration and access to services in the English language. The results of Hunting’s investigation suggest that the Collective Impact model – i.e., essentially the use of a common perspective utilized by multiple parties to collaboratively identify and share best practices and resources in pursuit of a collectively agreed upon objective – is, in this instance, both a useful and persuasive analytical prism in these specific demographic and social issue areas for furthering our

understanding as to the continued vitality of the English-language minority community in the Eastern Townships.

This special issue, we are pleased to note, also features an excellent paper from undergraduate student Mackenzie Kirkey, currently a History Honours student at Bishop's. His work, an examination of the origins and implementation of the James Bay Northern Quebec Agreement (JBNQA) of 1975 – a paper originally researched and written for Dr. Jean Manore's History 328 class, *First Nations/settler relations in Canada* – suggests that while the agreement was “progressive in its scope and breadth,” it should be most fully approached and “understood as an initial, incomplete, and unfulfilled accord.” The author examines the historical context in which the JBNQA emerged, the factors that drove the government of Robert Bourassa to pursue the single largest provincial public works project in the history of Quebec, the principal features of the agreement, and the most significant impacts for Quebec and Native Peoples arising from the agreement.

As editors of this special issue of *JETS*, we believe that you will find these scholarly research articles, accompanying undergraduate essay, and archival note from ETRC Archivist Jody Robinson, offer a compelling range of insightful and engaging perspectives. Support for the 2015 colloquium and this issue of *JETS* was generously provided by the Eastern Townships Resource Centre, the Institute on Quebec Studies, the Quebec Ministry of International Relations and La Francophonie, and the United States Department of Education.

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