



# **Exploring the Dimensions of Self-Sufficiency For New Brunswick**

Second Annual Conference of the  
New Brunswick and Atlantic Studies Research and Development Centre

May 9-10, 2008  
St. Thomas University

# Exploring the Dimensions of Self-Sufficiency for New Brunswick

May 9<sup>th</sup> & 10<sup>th</sup>, 2008  
St. Thomas University  
Fredericton, New Brunswick

	Brian Mulroney Hall, Lower Concourse	Brian Mulroney Hall, Room 101
<b><u>Friday, May 9<sup>th</sup></u></b>		
<b>8:30 – 9:00</b>	Registration and coffee/tea	
<b>9:00 – 9:15</b>		<b>Welcoming Remarks</b> Patrick Malcolmson (Incoming Vice-President Academic)
<b>9:15 – 10:15</b>		<b>Session 1 – Round Table – Resilience as a Conceptual Framework for a Future New Brunswick</b> Chair: Tony Tremblay
9:15 – 9:25		Janice Harvey – Resilience as a Conceptual Framework for a Future New Brunswick
9:25 – 9:35		Leah Levac - “ “ “ “ “ “ “
9:35 – 9:45		Bronwyn Davies - “ “ “ “ “ “ “
9:45 – 10:15		Discussion
<b>10:15 – 10:30</b>	Nutrition break	
<b>10:30 – 12:30</b>		<b>Session 2 – Self-Sufficiency and Higher Education</b> Chair: Sharon Murray
10:30 – 10:50		John McLaughlin and David Foord – Contributions of New Brunswick Universities to the Provincial Economy
10:50 – 11:10		Emery J. Hyslop-Margison – A Response to <i>Advantage New Brunswick</i>
11:10 – 11:30		Colm Kelly – Culture, Excellence, “Self-Sufficiency” and the Modern University
11:30 – 11:50		Chris Doran – Transformational Change and New Brunswick’s Post-Secondary Education System: Towards a Genealogical Critique
11:50 – 12:30		Discussion
<b>12:30 – 1:15</b>	Lunch	
<b>1:15 – 3:15</b>		<b>Session 3 – Self-Sufficiency and Economic Development</b> Chair: Jane Jenkins
1:15 – 1:35		Dorothy Turner and Dong Cheng – Self-Sufficiency in an International Framework: Global Markets for Local Infrastructure

	<b>Brian Mulroney Hall, Lower Concourse</b>	<b>Brian Mulroney Hall, Room 101</b>
1:35 – 1:55		Erin Hancock – Sustaining Communities through Co-operation: How Co-operatives and Community-Centered Development Can Help Achieve Self-Sufficiency
1:55 – 2:15		Greg LeBlanc – Self-Sufficiency or Sustainable Development: Using Our Resources, People, and Communities More Effectively
2:15 – 2:35		Kurt Peacock – Urban Growth and its Challenges: How New Brunswick’s Urban Centres Are Transforming the Province
2:35 – 3:15		Discussion
3:15 – 3:30	Nutrition break	
<b>3:30 – 5:00</b>		<b>Session 4 - Historical Perspectives on Self-Sufficiency</b> Chair: Catherine Gidney
3:30 – 3:50		Greg Marquis – The Population Growth Strategy in Historical Perspective
3:50 – 4:10		Bonnie Huskins and Michael Boudreau – Getting By in Post-War Saint John: Working-Class Families and New Brunswick’s Informal Economy
4:10 – 4:30		Bill Parenteau and Mark McLaughlin – A ‘Fundamental Cost That We Can’t Deal With’?: The Political Economy of Pulp and Paper in New Brunswick, 1960 to the Present
4:30 – 5:00		Discussion
<b>5:00 – 5:15</b>	Nutrition break	
<b>5:15 – 6:45</b>		<b>Keynote address – Heather Menzies</b> Thinking Self-Sufficiency from the Perspective of Community and the Commons
<b>7:30</b>	Conference dinner-Terrace Room, Beaverbrook Crowne Plaza	
<b><u>Saturday, May 10<sup>th</sup></u></b>		
<b>8:30 – 9:00</b>	Registration and coffee/tea	
<b>9:00 – 10:00</b>		<b>Session 5 - Self-Sufficiency in New Brunswick Agriculture</b> Chair: Michael Boudreau
9:00 – 9:20		R. Steven Turner – Potato Pathogens, International Trade, and Agricultural Science: The Challenges of Regulatory Self-Sufficiency
9:20 – 9:40		Jane Jenkins – Clean Cows for Healthy Consumers: Tuberculin Testing of NB Dairy Herds, 1915-1930
9:40 – 10:00		Discussion

	<b>Brian Mulroney Hall, Lower Concourse</b>	<b>Brian Mulroney Hall, Room 101</b>
<b>10:00 – 10:15</b>	Nutrition break	
<b>10:15 – 11:45</b>		<b>Session 6 - Self-Sufficiency and Cultural Production</b> Chair: Tammy Armstrong
10:15 – 10:35		Tony Tremblay - Theorizing Self-Sufficiency from Historical and Cultural Perspectives
10:35 – 10:55		Jo-Anne Elder – To Know Ourselves, To Grow Ourselves: Tending Sustainable Gardens of Artistic Production, Cultural Autonomy and Language Diversity in New Brunswick
10:55 – 11:15		Thomas Hodd – Creativity without Culture: The Mythical Shortcomings of New Brunswick’s Self-Sufficiency Agenda
11:15 – 11:45		Discussion
<b>11:45 – 12:45</b>	Lunch	
<b>12:45 – 2:15</b>		<b>Session 7 – Self-Sufficiency and the Self</b> Chair: Derek Simon
12:45 – 1:05		Ellen Rose – The Road to Self-Sufficiency and the Path to Enlightenment: A Comparison of Growth and Development Policies in New Brunswick and Bhutan
1:05 – 1:25		John Cathcart – Self-Sufficiency: From the Perspectives of an Immigrant and a Person of Faith
1:25 – 1:45		Michael Clow – Saying What You Don’t Mean
1:45 – 2:15		Discussion
<b>2:15 – 2:30</b>	Nutrition break	
<b>2:30 – 4:30</b>		<b>Session 8 – Round Table – The Self-Sufficiency Agenda: Impact and Implications for the Agricultural, Forestry, Energy and Call Centre Sectors of the New Brunswick Economy</b> Chair: Joan McFarland
2:30 – 2:50		Susan Machum - Agriculture
2:50 – 3:10		David Coon - Forestry
3:10 – 3:30		Andrew Secord - Energy
3:30 – 3:50		Joan McFarland – Call Centres
3:50 – 4:30		Discussion
<b>4:30 – 5:00</b>	Closing Remarks	

## Conference Abstracts

**HARVEY, Janice**, Policy Studies, University of New Brunswick;  
**LEVAC, Leah**, Interdisciplinary Studies, University of New Brunswick; and  
**DAVIES, Bronwyn**, Interdisciplinary Studies, University of New Brunswick.

### **Resilience as a Conceptual Framework for a Future New Brunswick**

The self-sufficiency of weaning the province off equalization payments appears, in the face of competing challenges, to be of minor consequence. Our current economic system is marginalizing ever-increasing numbers of people, including youth, single mothers and their children, and First Nations people. It is also undermining the ecological foundation of human society. Global climate change is quickly moving from abstraction to reality at the most local of scales. Sooner rather than later governments at all levels are going to have to come to grips with the reality of a carbon-constrained future. These social and ecological conditions increase individual and community vulnerability at a time when dramatic change is increasingly likely to occur.

A self-sufficiency agenda can either exacerbate that vulnerability or build resilience to external shocks allowing for creative renewal and reorganization. This round table will propose that an interdisciplinary understanding of the concept of resilience can provide an organizing framework for a future New Brunswick. Resilience is best understood as the capacity of individuals and communities to withstand and adapt to social, economic, political and natural disturbances, and to seize opportunities for renewal and creative reorganization in the aftermath of disruption.

**McLAUGHLIN, John**, President and Vice Chancellor, University of New Brunswick; and  
**FOORD, David**, Interdisciplinary Studies, University of New Brunswick

### **Contributions of New Brunswick Universities to the Provincial Economy**

We provide a brief review of various scholarly literatures that bear on the topic of university contributions to regional economic development, and then present and discuss the results of a survey of New Brunswick information communication technology (ICT) executives, senior government officials, and senior university administrators. The survey examines their views on how universities can contribute to economic development in the Province of New Brunswick. Differences in the university and business responses are discussed, as well as public policy options related to the study.

**HYSLOP-MARGISON, Emery J.**, Education, University of New Brunswick

**A Response to *Advantage New Brunswick***

These are especially dangerous times for democracies and for the institutions designed to protect the fundamental principles and practices on which they are based. At the forefront of our democratic institutions are administratively independent and intellectually free universities whose primary mission is the unencumbered and sometimes politically controversial pursuit of knowledge and truth. Thomas Jefferson, a great American champion of universities described their democratic importance in the following terms:

What object of our lives can we propose so important [as establishing a university]? What interest of our own which ought not to be postponed to this? Health, time, labour – on what in the single life which nature has given us, can these be better bestowed than on this immortal boon to our country? The exertions and the mortifications are temporary; and benefit eternal.<sup>i</sup>

Many individuals within our neo-liberal society no longer consider questioning the assumptions of social organization a necessary condition or requirement of democratic citizenship. For these individuals, a group largely comprised of industry captains, government officials and economic policy makers, all of the important decision about society have been made and are irreversible. The only remaining role for the rest of us, whether we are pipefitters, plumbers, students or academics is to respond, passively of course, to the technical and labour market demands of industry.

In our neo-liberal era, all authentic democratic learning, or education that encourages meaningful and engaged political participation of citizens in public policy discussions and development, is under constant siege as the labour market and its corporate directors now define what counts as “quality” education. *Advantage New Brunswick* represents yet another example of this anti-democratic perspective since it proposes dismantling significant portions of our provincial university system, institutions designed to keep questions about contemporary social and economic organization at the forefront of political debates.

The democratic role of the university includes providing space and opportunity for the critique of public policy decisions and the corresponding ideological agendas that drive them. Within a social and political milieu where the university’s mission in this area is undermined, democracy is threatened because public debate and the scope of accepted circulating ideas are narrowed to predetermined assumptions and objectives that comply with a monolithic point of view. Success, as defined by *Advantage New Brunswick*, is consistent with the neo-liberal vision of education: a human capital enterprise designed to meet corporate and labour market needs.

**KELLY, Colm**, Sociology, St. Thomas University

### **Culture, Excellence, “Self-Sufficiency” and the Modern University**

This paper will discuss some central models of the university developed over the past 200 years, including the research university which carries and develops a national culture, the teaching university which cultivates virtue in its students, and the multi-versity which pursues excellence. The present paper asks what “self-sufficiency” might mean for a national or regional culture and what role universities might play pursuing, evaluating or criticizing such a societal or cultural goal.

**DORAN, Chris**, Social Science, University of New Brunswick Saint John

### **“Transformational Change and New Brunswick’s Post-Secondary Education System”: Towards a Genealogical Critique**

The aim of this paper is to situate this province’s 2007 Post-Secondary Education debate within the wider, global (or at least, Western) context of social reform. Specifically, my aim is not so much to evaluate the PSE report and its subsequent debates and developments, but rather to contextualize and situate it (and its accompanying debate) within the wider social transformation which many commentators call ‘neo-liberalism.’ Theoretically, it seeks to go beyond those explanations which see the present calls for ‘transformational change’ within the post-secondary education system, as being informed by the demands of big business and as exemplifying the trend towards marketization and commercialization which infiltrated universities some years ago. Instead, it seeks to show these reforms as one ‘political technology’ being used to help construct a ‘neo-liberal’ discursive paradigm within Canada.

But my intention is not simply to use the ‘governmentality’ perspective to empirically show how the New Brunswick proposals follow, in many ways, the reforms to the higher education system which occurred in Britain almost two decades ago. Instead, I deviate from this approach in two significant ways. First, I insist that one must always remain faithful to the specificity of the system being studied. More concretely this means understanding not only the ways in which the New Brunswick model follows the English model, but also understanding their significant differences, as well. Furthermore, this necessitates also understanding the intertwined histories of the two domains as well. Second, I insist on understanding these social changes from within. Following a long line of social analysts who insist that one can only know the social world from within, my starting point, like the feminists before me, is to begin from my own embodied situatedness within these changes, and to explain these changes from that perspective.

The resulting analysis shows that these New Brunswick proposals are indeed part of a larger set of ‘political technologies’ for transforming societies into ‘neo-liberal’ ones (although one has to be very sensitive to the specific ways in which these technologies are constituted in the different societies); and that resistance to such impositions of what Foucault called ‘disciplinary power’, must take a different form from the types of resistance typically employed against the forces of ‘marketization’ and ‘commercialization.’

**TURNER, Dorothy**, Moncton Flight College/CANLink Global; and  
**CHENG, Dong**, Air China

### **The International Framework: Global Markets for Local Infrastructure**

At the Moncton Flight College, campuses in Moncton and Fredericton, Chinese commercial airline pilots are trained, both in flight skills and in Aviation English skills. We trade New Brunswick’s developed assets (aviation infrastructure, spaces for training, English environment) in an expanding global market. China alone projects a need for 11,000 new pilots by 2010 and 18,000 by 2015. We would like to discuss these initiatives in the contexts of the reports of both the Self-Sufficiency Task Force and the Commission on Post-Secondary Education.

The Self-Sufficiency Task Force identified a skilled labour shortage as one of the greatest challenges facing our province in the coming decades. At MFC we face the global challenge to find highly-skilled instructors and to train new ones. In part, we need to retain young people and existing workers, and we certainly rely on inter-provincial migration and repatriation for our instructors. At the same time the Report on Post-Secondary Education recommends education across disciplines and pedagogy. Aviation training, this node of global trade in New Brunswick, offers our local youth a realistic range of well-paid and challenging careers at home, through partnerships with other local post-secondary institutions and through access to international markets.

In short, the Moncton Flight College embodies the potential, and the challenges, faced by private businesses and private-public education partnerships as we align ourselves here in New Brunswick to global economic trends.

**HANCOCK, Erin**, Interdisciplinary Studies, University of New Brunswick

**Sustaining Communities Through Co-operation: How Co-operatives and Community-Centered Development Can Help Achieve Self-Sufficiency**

As self-sufficiency has become an interest of policy makers and the public in New Brunswick, community solutions and small enterprises are being overlooked as possible solutions to our self-sufficiency and sustainability goals. Based on my ongoing theses research (The Policy Context for co-operatives in New Brunswick), I will present an analysis of how co-operative enterprises as community-based organizations can contribute towards a stable New Brunswick with thriving rural and urban communities.

Grounded in community development literature, I will present an analysis of how a predominantly rural province can mobilize its citizens to participate in small-scale development projects that attain community goals and provide needed goods and services. However, just as government efforts and policy changes are required for large enterprise development, so too are these efforts needed for small collective enterprise development. In contrast to the Graham government initiated Self-Sufficiency Task Force reports, there are alternatives to focusing government and economic efforts on attracting solely outside investments and large-scale capital development projects.

Through supporting co-operative enterprise development, New Brunswick can move towards a more self-sufficient future.

**LeBLANC, Greg**, Environment and Sustainable Development Research Centre, University of New Brunswick

**Self-Sufficiency or Sustainable Development: Using Our Resources, People, and Communities More Effectively**

The self-sufficiency agenda sets a mostly economic path for development in New Brunswick. Getting the provincial tax base to a point where it will no longer need equalization payments seems to be the sole goal. Within the documents, it briefly touches upon the concept of sustainable development, saying that “New Brunswick should set for itself a goal to be a leader in sustainable development.” However, beyond this and a few other brief references, the concept is not developed further. It is believed that this should not be a side note, but, rather, the key to true development. Defining what sustainable development is and how New Brunswick can become a leader will be the topic of my presentation, and will be the alternative agenda that, it will be shown, should be the driving force behind not only economic, but also social, environmental, and cultural transformation in this province.

**PEACOCK, Kurt**, Social Science, University of New Brunswick Saint John

### **Urban Growth and its Challenges: How New Brunswick's Urban Centres are Transforming the Province**

This paper will examine the recent history of economic and population growth in the province, with a focus on the urban centres of Fredericton, Moncton and Saint John. While most Canadian provinces have a strong metropolitan influence, for much of its history New Brunswick has been essentially a rural province, and as a result has never developed governance models that respond to urban life.

Now that the areas surrounding Moncton, Fredericton and Saint John are increasingly seen as drivers of the provincial economy, a closer examination of the urban-rural dynamic in New Brunswick may be needed. This paper will seek to highlight some of the challenges New Brunswick's three largest cities face, if they are expected to continue building the provincial economy.

**MARQUIS, Greg**, History and Politics, University of New Brunswick Saint John

### **New Brunswick's Population Growth Strategy in Historical Perspective**

According to the Population Growth Secretariat, New Brunswick "is at a critical point in its history. The province is experiencing the longest period of sustained decline since the Great Depression. It is time for all New Brunswickers to act. New Brunswick must increase its population and labour force to reduce shrinking population trends." Not for the first time since entering Confederation, New Brunswick is experiencing a population decline that is much problematized by business and political leaders. In the 1890s, for example, the province's population stagnated and during the 1920s it increased by less than 6% when the national average was 18%. Between 1966 and 1971, net out-migration was more than 35,000. Given the lack of substantial immigration after 1850, the key issue was out-migration, which was viewed either as a symptom or a cause of regional weakness. This paper compares recent claims about population with two periods in the past: the Maritime Rights era of the 1920s and early 30s, and the Regional Development era of the 1960s and 1970s. It will explore the degree to which population change was a 'real' public problem as opposed to a manufactured one.

**HUSKINS, Bonnie**, History, University of New Brunswick

**BOUDREAU, Michael**, Criminology and Criminal Justice, St. Thomas University

### **Getting By in Post-War Saint John: Working-Class Families and New Brunswick's Informal Economy**

The Liberal Government of New Brunswick, in a recent action plan to create a self-sufficient province, has stated that “We must make improvements that will result in healthier children, stronger families, less poverty and give the next generation of New Brunswickers a head start toward more productive and fulfilling lives.” How do we go about this mammoth task? What sorts of improvements are necessary?

In order to answer these important questions, it is useful to investigate how families in the past have “gotten by” in New Brunswick. This paper will examine the rhythms of working-class family life as revealed in the postwar diaries of Ida Louise Martin, a longtime resident of Saint John. Like most working-class wives, Martin was the household manager who controlled the family's finances. She also performed most of the domestic labour and entered the paid labour force when the family needed additional income.

The Martin family, like many working-class families today, had to contend with the uncertainties of seasonal and casual labour. Husband and father Allan Robert Martin was the main bread winner, working as a longshoreman at the port of Saint John and taking on odd jobs whenever he could. Daughter Barbara contributed to the family's economy informally until she entered the labour force, at which time she contributed a portion of her cheque to her mother for room and board. Ida Martin faced many challenges in keeping her family financially afloat. Although we often associate post-war Canada with economic prosperity and material wealth, New Brunswick continued to lag behind the rest of Canada. In particular, New Brunswick had the country's lowest wages and the highest rates of illiteracy and child mortality.

Therefore, it is not surprising that the Martin family welcomed the benefits offered by the welfare state. Ida Martin used her diaries to record the filing of unemployment insurance (u.i.) claims: indeed, u.i. “brought important benefits to a region where seasonal and structural unemployment” was “consistently higher” than elsewhere in Canada. She also recorded workers' compensation payments, and the family's frequent utilization of the healthcare system.

The Martins adapted welfare state benefits into a larger survival strategy. The welfare state did not significantly transform the Martins' family economy; rather, social programs helped them to navigate through rough patches with more ease and dignity.

Lastly, it is clear that the Martin's engaged in an informal economy, wherein family and friends exchanged labour and material goods. Scholars suggest that an informal exchange network continues to be an integral, and necessary, part of the Atlantic Canadian economy. As Rosemary Ommer and Nancy Turner suggest, in some sectors, "the informal economy is, quite literally, enabling communities to survive...".

New Brunswick is "a place where we look out for one another, in our families and in our communities," writes Premier Shawn Graham. If this is the case, any future plans for the province must answer this question: How can we ensure that struggling families in our province survive with a modicum of dignity? If the Martin family is any indication, we must acknowledge and address the following issues: the vitality and viability of informal exchange networks; the financial challenges faced by working-class families in marginal resource-based economies; and the continued importance of welfare state benefits. Benefits, that if New Brunswick hopes to become "self-sufficient" and a "have" province by 2026, must, by the government's own admission, disappear.

**PARENTEAU, Bill**, History, University of New Brunswick

**McLAUGHLIN, Mark**, History, University of New Brunswick

### **A "Fundamental Cost That We Can't Deal With?": The Political Economy of Pulp and Paper in New Brunswick, 1960 to the Present**

One of the most prominent public issues in the province during the past decade has been the crisis in the New Brunswick forest industries, particularly in the pulp and paper sector. Cutbacks in production and plant closings have raised important questions as to the future of the industry in the province, and stimulated a debate on the wisdom of providing the government assistance again requested by the industry. As CBC Radio host Terry Seguin recently asked a group of prominent industrialists, in reference to a \$250 million government-aid package in 2005, "what are the taxpayers getting for the money they're giving you?" It is an important question that has not, up to the present time, included an historical understanding of the economic benefits or, conversely, any social, economic, or environmental costs that large-scale pulp and paper manufacturing has brought to the province. Our paper will address this question by comparing the economic impact of pulp and paper manufacturing against the hundreds of millions in public funding and subsidies given the industry from the early 1960s (when the first of several cyclical crises hit the industry) up to the present. We will also examine the relationship between the industry and New Brunswick workers and their communities during this period. The intent is to inform the public debate in the province over the future of the New Brunswick pulp and paper industry.

**MENZIES, Heather**, Author and Adjunct Professor, Carleton University

**Keynote Address**

**The Place Modernity Forgot: Thinking Self-Sufficiency from the Perspective of Community and the Commons**

Award-winning and best-selling author, Dr. Heather Menzies, will critique the atomized, out-sourced global Walmart economy and identify what is driving it toward crisis. She will then explore what hope for renewal might lie beyond modernity and post-modernity for both the collective and the individual in communities like New Brunswick.

**TURNER, R. Steven**, History, University of New Brunswick

**Potatoes Pathogen, International Trade, and Agricultural Science: The Challenges of Regulatory Self-Sufficiency**

One little-discussed aspect of the provincial self-sufficiency debate is how provinces are integrated into science-based, technological regulatory systems that are largely administered by the federal government. Policy-decisions emanating from such regulatory systems may sacrifice the interests of some actors to those of others and in their complexity may be opaque to those affected. A case study of such dependency is illustrated in a civil case recently concluded before the Court of Queen's Bench in Woodstock. A group of New Brunswick potato farmers had sued the Federal Department of Agriculture for alleged scientific errors made by that Department in diagnosing an outbreak of the PVYn potato virus during the 1990s and in formulating a regulatory response. In addition to difficult scientific and legal issues involved, the case was further complicated politically by the fact that the federal government had earlier reached an out-of-court settlement with farmers in Prince Edward Island that was seemed unwilling to extend to New Brunswick farmers, and by the perception that the federal Department of Agriculture had sacrificed the interests of New Brunswick producers to maintaining amicable trade relations and open borders with the United States. The paper describes the incident and discusses its implications for issues of provincial self-sufficiency in trade and regulatory matters.

**JENKINS, Jane**, Science and Technology Studies, St. Thomas University

**Clean Cows for Healthy Consumers: Tuberculin Testing of New Brunswick Dairy Herds, 1915-1935**

In the 1920s, public health officials in New Brunswick sought to eliminate milk-borne diseases, such as tuberculosis, using several strategies. These included the pasteurization of milk and the certification of dairy herds as disease-free. While milk pasteurization was regulated under provincial regulations dedicated to public health, the tuberculin testing of dairy herds was required to be performed by federally-licensed veterinarians. The tests were also costly, unreliable and controversial. The etiological role of bovine tuberculosis in causing tuberculosis in humans was still being debated in the scientific and medical arenas. Milk producers and consumers alike resisted regulatory changes that might raise costs. Provincial politicians, also, questioned the powerful role of Dominion veterinarians in determining the fate of New Brunswick dairy farm operations. My paper examines the social, economic and political complexities arising from balancing provincial public health reform, promoted as part of the self-sufficiency campaign in the early twentieth century, with science and food safety regulations administered by the federal government.

**TREMBLAY, Tony**, Canada Research Chair in New Brunswick Studies, St. Thomas University

**Theorizing New Brunswick's Self-Sufficiency from Historical and Cultural Perspectives**

In this paper I will pursue two lines of inquiry into Self-Sufficiency, the first tracing the notion back to its European and continental roots in an Enlightenment discourse of utility and rational liberalism, and the second addressing how that powerful and still-gathering wave in the political economy might intersect with the cultural economies within which many of us work. My objective in examining the historical basis and trajectory of Self-Sufficiency is to ascertain whether it is malleable enough to accommodate the cultural industries that, if marshalled effectively, can contribute meaningfully to its larger programme of social renewal.

**ELDER, Jo-Anne**, Research Associate, New Brunswick and Atlantic Studies Research and Development Centre, STU

**To Know Ourselves, To Grow Ourselves: Tending Sustainable Gardens of Artistic Production, Cultural Autonomy and Language Diversity in New Brunswick**

In THB Symons' 1975 report on Canadian Studies, the author noted the Americanization of Canadian education and urged the hiring of Canadians and diligent efforts to integrate Canadian materials and curricula at all levels, so that Canadian students would be able to "know themselves." In the three decades following his report, many of Symons' recommendations were implemented, resulting in an encouraging growth of Canadian institutions and programs. Nonetheless, challenges to the autonomy of Canadian education and culture have continued to be raised by free trade, market-driven cultural industries and "big box" economies. These hegemonic forces threatened New Brunswick's alternative model for integrating four founding linguistic communities and newcomer cultures through communitarian art forms. The zero-sum, bottom-line model of non-renewable resources results in a monoculture that erodes the organic growth of our "family farm," small-scale arts production, hindering the growth of "particularist," populist and local producers, voices of dissent or diversity. Arts and cultural policies and practices have supported artists, independent producers and minority voices in New Brunswick. How are government and funding bodies likely to respond to the call for self-sufficiency? Who owns culture, and who will determine what forms, practices and policies are viable?

**HODD, Thomas**, Independent Scholar

**Creativity Without Culture: Exposing the Mythical Fallacy in New Brunswick's Quest for Self-Sufficiency**

The Government of New Brunswick's Action Plan to be Self-Sufficient sculpts for readers the vision of a future province with an "innovative economy [and] thriving entrepreneurial province," a place that can "let our imaginations soar." Yet the document almost completely ignores the central role culture must play in order to bring about such sustained creative energy: less than half a page is dedicated to addressing the issue of culture in New Brunswick, and even here it is interpreted along economic lines as products for cultural export instead of serving as identity markers for present and future inhabitants.

Grounding my reading in the archetypal theories of Moncton-born Northrop Frye, as well as exploring comparisons between New Brunswick's current approach and Angus L. MacDonald's re-branding of Nova Scotia in the 1930s and Ireland's recent Celtic Tiger phenomenon, this paper will argue that New Brunswick's road to Self-Sufficiency cannot begin (or succeed) without the presence and promotion of provincial cultural myths. For at the heart of New Brunswick's quest for self-sufficiency is the desire for a new provincial identity, and re-branding the province via largely utilitarian reforms will surely result in creative mediocrity if culture does not factor prominently in the formation of any future vision for its citizens.

**ROSE, Ellen**, Education and Multi-Media, University of New Brunswick

### **The Road to Self-Sufficiency and the Path to Enlightenment: A Comparison of Growth and Development Policies in New Brunswick and Bhutan**

Both New Brunswick and the Himalayan Kingdom of Bhutan are currently overseen by governments that have expressed a commitment to lead their respective jurisdictions in a process of planned growth and development. In New Brunswick, that plan is called Self-Sufficiency; in Bhutan, Gross National Happiness. My purpose, in this paper, is to compare Self-Sufficiency and Gross National Happiness as political mantras and ideologies. Rather than weighing one against the other, my strategy is to use the uniquely Bhutanese approach to development as a counterpoise to Self-Sufficiency, a means of making the underlying values and premises of the Self-Sufficiency agenda more explicit and therefore open for discussion. Gross National Happiness is balanced upon four key platforms – cultural preservation, environmental conservation, good governance, and economic self-sufficiency – all of which must support the ultimate goal of happiness. In New Brunswick, Self-Sufficiency alone is elevated to the status of a political ideology and end in itself. Ultimately, through comparison with Gross National Happiness, Self-Sufficiency appears to be a neoliberal plan based upon the principle of *laissez-faire* capitalism and the redirection of government energies toward the promotion and enlargement of corporate rather than citizen interests.

**CATHCART, John**, Anglican Priest, Diocese of Fredericton

### **Self-Sufficiency: From the Perspectives of an Immigrant and a Person of Faith**

I propose to consider Self-Sufficiency from two perspectives: first, my experience as an immigrant to Canada and, second, my perspective as a person belonging to a faith community. Both perspectives lead me to the conclusion that, while the concept of Self-Sufficiency encourages New Brunswickers to dream about the benefits and freedoms of self-reliance, the practical and spiritual dimensions of that dream set up difficult conditions for both “new” Canadians and the exercise of faith. Rather, the reality of the individual’s (and, by extension, the community’s) achievement of self-reliance depends greatly on inter-dependant relationships, the dynamics and inefficiencies of which I will discuss in this paper.

**CLOW, Michael**, Sociology, St. Thomas University

### **Saying What You Don't Mean: "Self," "Sufficiency" and the "Self-Sufficiency Agenda"**

Advertising and sloganeering aren't about rational argument. They're opposed to it. They're about utilizing emotion in order to deceive people into doing the bidding of the sloganeer. No clearer case can be found of this than the current New Brunswick government's "Self Sufficiency" package of economic projects, where the efforts suggested are at variance with all commonly understood meanings of the words, except one. The slogan thus manipulates the emotional resonance of "self" and "self-sufficiency," obscures the loss of real self-sufficiency, and undermines the desire to obtain it – while manipulating the emotional appeal of the phrase. To further develop our capacity as a provincial "self," and real "self-sufficiency," would require a very different policy agenda at variance with the group within the province who have set the government's agenda. Which raises the question: Just who are "we" anyway?

**McFARLAND, Joan**, Economics, St. Thomas University (co-ordinator of Round Table);

**MACHUM, Susan**, Canada Research Chair in Rural Social Justice, St. Thomas University;

**SECORD, Andrew**, Economics, St. Thomas University; and

**COON, David**, Conservation Council of New Brunswick.

### **The Self-Sufficiency Agenda: Impact and Implications for the Agricultural, Forestry, Energy and Call Centre Sectors of the NB Economy**

First and foremost, the self-sufficiency agenda concerns the economy of New Brunswick. It is an agenda which seeks to transform New Brunswick from a "have-not" to a "self-sufficient" province by the year 2026. Yet the Self-Sufficiency Task Force recommendations largely ignore the agricultural sector and would lead to the elimination of all but the biggest mills in the forestry sector – not to mention the destruction of the forest itself. Further, the Task Force recommends a leading role for the energy sector, particularly in terms of big projects and exports, with all of the environmental implications that entails. As well, the agenda gives a central role to the creation of still more jobs in the call centre sector by attracting further foreign investment to the province. Susan Machum has done extensive research on agriculture in New Brunswick, as has David Coon on forestry, Andrew Secord on energy and Joan McFarland on call centres. Based on their knowledge and insights from this work, they will discuss the impact and implications of the self-sufficiency agenda for the New Brunswick economy.

## Notes

## Notes



**The mission of the NBASRDC is to enrich, expand and develop knowledge about Atlantic Canada, particularly the province of New Brunswick, through individual, collaborative, interdisciplinary, and inter-institutional research studies.**

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