### ONLINE APPENDIX

#### TABLE A1. Evidence for Goal-Derived Category Construction

| First-Order Codes                                                                 | Second-Order Themes                                                                 | Aggregate Dimensions |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------|
| **Motivating goal of “tasting Quebec”**                                           |                                                                                    |                      |
| **Cycle 1: Cuisine of the terroir**                                               | “By the same token, nouvelle cuisine is also very regional, favouring products of  |                      |
|                                                                                 | the terroir in its execution and also in its naming. We can give a little more   | Motivating the      |
|                                                                                 | personality to our tourism by further personalizing our cuisine.” (Institut de  | goal-derived        |
|                                                                                 | tourism et d’hôtellerie du Québec, 1980)                                         | category             |
| **Cycle 2: Cuisine and agricultural products of the terroir**                     | “Mr. Beaulne suggests consuming our products and creating this identification,  |                      |
|                                                                                 | which is so deficient today. Finally, he concludes, the ‘Regional Quebec     | Elaborating         |
|                                                                                 | Cuisine’ [program] aims to introduce Quebec products into Quebec restaurants and | ideals for category  |
|                                                                                 | hotels.” (Le Comité Provincial, 1990)                                            | membership           |
| **Cycle 3: Artisanal products of the terroir**                                     | “Closer to heritage than it seems, terroir products reflect the tangible or     |                      |
|                                                                                 | intangible relationships that people have with nature; they reflect a daily    |                      |
|                                                                                 | domestic life that has now been somewhat erased.” (Solidarité rurale du Québec,|                      |
|                                                                                 | 1999)                                                                              |                      |
| **Elaborating ideals for category membership (i.e., qualities of foods that taste of Quebec)** |                                                                                    |                      |
| **Cycle 1: Elaborating ideals of dishes**                                         | “Definition of the concept of ‘regional Quebec cuisine’: It is a cuisine that   | Envisioning the     |
|                                                                                 | must be representative of Quebec culture, regional products, our eating habits,| category             |
|                                                                                 | our lifestyles and the realities of the restaurant and hotel industry. The      |                      |
|                                                                                 | cuisine must be delicious and pleasant. A regional Quebec cuisine is authentic  |                      |
|                                                                                 | given the origin of the products, the ease of supply and the art of preparation  |                      |
|                                                                                 | of the dishes.” (Société des chefs, cuisiniers et pâtissiers de la province de    |                      |
|                                                                                 | Québec, 1988)                                                                     |                      |
| **Cycle 2: Elaborating ideals of dishes and agricultural products**                | “The criteria retained to identify products are the quality of the product, its  |                      |
|                                                                                 | ease of supply, its commercial potential at the regional, provincial, national  |                      |
|                                                                                 | and even international levels. The target products are necessarily regional and  |                      |
|                                                                                 | that by regional products is meant a product that comes from the region and/or  |                      |
|                                                                                 | a well-established company; it may also be a newer production but it must have  |                      |
|                                                                                 | a certain development potential; this production must also be well represented  |                      |
|                                                                                 | and important.” (Le Comité Provincial, 1990)                                      |                      |
| **Cycle 3: Elaborating ideals of artisanal products**                              | “Within the framework of this measure, a Québécois terroir product is an agri- | Elaborating         |
|                                                                                 | food or agro-forestry product. It originates from a specific territory, more    | ideals               |
|                                                                                 | or less large (a region or a locality), is developed by its inhabitants and is  |                      |
|                                                                                 | bounded. It is the result of traditional wisdom (knowledge) and know-how (skills)|                      |
|                                                                                 | linked to the history of this terroir. It has an authenticity and identity     |                      |
|                                                                                 | that differentiates it from any other product of the same nature. It is also    |                      |
|                                                                                 | distinguished by excellence and quality, which are directly associated with    |                      |
|                                                                                 | the identity of the production region. A terroir product is therefore rooted in  |                      |
|                                                                                 | the geographical area that defines the territory. Its production method is      |                      |
|                                                                                 | preferably artisanal and must be in harmony with the environment.” (Ministère   |                      |
|                                                                                 | des Régions, 1998)                                                               |                      |
### Collecting data

**Cycle 1: Collecting data on dishes**
There were expanding waves of recipe collection on the part of the ITHQ. First, its professors and students informally collected traditional recipes for the publication of a book in 1977. Then the ITHQ greatly expanded the collection process to create a database containing 30,000 recipes and published another book in 1985.

“The collection of regional recipes that the I.T.H.Q. is currently undertaking has got off to a very good start... This is only the beginning, however, since these 400 recipes come essentially from pre-research done in the Bois-Francs region during the first months of the year.” (Institut de tourisme et d’hôtellerie du Québec, 1978a)

**Cycle 2: Collecting data on agricultural products**
The government’s regional committees were charged with the following task: “Inventory bio-food products and local and regional sources of supply.” (Société des chefs, cuisiniers et pâtissiers de la province de Québec et Ministère de l’Agriculture, des Pêcheries et de l’Alimentation, 1990)

**Cycle 3: Collecting data on artisanal products**
“For the past two years, the coalition has been conducting the first research and inventory work on terroir products in Quebec to showcase and make fashionable again the many natural, human and ethnological resources of the rural regions.” (Solidarité rurale du Québec, 2000)

### Vetting

**Cycle 1: Vetting of dishes**
“More than 30,000 recipes were collected throughout Quebec and initially classified into regions according to their origin. A second selection allowed the grouping by category of the most characteristic recipes in their genre and the most accessible from the point of view of their execution.” (Institut de tourisme et d’hôtellerie du Québec, 1985)

**Cycle 2: Vetting of agricultural products**
“The preparation of the specification sheets was done in small groups... the objective of the sheets is to highlight regional products, their economic importance, certain generalities and characteristics. These sheets are intended for the media, consumers, chefs and restaurateurs. The criteria retained to target products are the quality of the product, its ease of supply, its commercial potential at the regional, provincial, national and even international levels.” (Le Comité Provincial, 1990)

**Cycle 3: Vetting of artisanal products**
“In order to highlight the typicality of products from the Quebec terroirs, we have presented examples of peripheral productions as well as artisanal or traditional products. In addition, the graph on the page illustrates how prominent are all these products. The need to distinguish them is a fundamental exercise in order to give them both cultural and market value, in addition to being the basis for a possible initiative to provide Quebec with a rigorous system of labelling.” (Solidarité rurale du Québec, 2002)

### Inventing

**Cycle 1: Inventing of dishes**
“It is with this in mind that the authorities of the Institut de tourisme et d’hôtellerie du Québec wish to work, not only to restore to the good old recipes of our grandmothers all their flavor, but to add to our prized dishes new recipes, whose main elements will be products from here.” (Institut de tourisme et d’hôtellerie du Québec, 1977)

**Cycle 2: Inventing of agricultural products**
The inventing role of the ITHQ was carried over and formalized. Among the responsibilities of the ITHQ within the government program was to “create a research center to experiment with new products and dishes.” (Ministère de l’Agriculture, des Pêcheries et de l’Alimentation, 1993). [The distinction with the previous cycle is that the ITHQ was now working with new products, versus creating dishes simply using already well-known products as it had previously.]

**Cycle 3: Inventing of artisanal products**
N/A
Involving stakeholders in collecting

**Cycle 1: Involving stakeholders in collecting of dishes**

“The population is responding well to the requests made to it [for recipes] by the various media and nearly 400 recipes have already been received to date.” (Institut de tourisme et d'hôtellerie du Québec, 1978a)

**Cycle 2: Involving stakeholders in collecting of agricultural products**

“Mr. Beaudoin will visit the Gaspésie to establish contacts with certain companies working in the fisheries sector. The purpose of this exploratory visit is to identify products eligible for research.” (Table de Concertation, 1996)

**Cycle 3: Involving stakeholders in collecting of artisanal products**

“Firstly, Solidarité rurale du Québec consulted its archives. Then, for each of the regions, it issued a call to the Local Development Centres (CLDs), the Community Futures Development Corporations (SADCs), the regional offices of the Ministry of Agriculture, Fisheries and Food, the Regional Agri-Food Coordination Tables, the Regional Agri-Food Corporations and the regional offices of the Union of Agricultural Producers. The Federation of Dairy Producers of Quebec, Equiterre, the Workshop of Living Heritage, The Network of Art and Heritage Cities and Villages, the International Corporation of Économusées.”¹ (Solidarité rurale du Québec, 2002)

Involving stakeholders in vetting

**Cycle 1: Involving stakeholders in vetting of dishes**

“All these recipes were then tested, then submitted to regional committees composed of representatives of the regional tourism association, women's associations, local associations of hoteliers and restaurateurs, history federations, artisans, the media, and, where appropriate, well-known chefs.” (Institut de tourisme et d'hôtellerie du Québec, 1978b)

**Cycle 2: Involving stakeholders in vetting of agricultural products**

The provincial committee, which made the final judgment on the proposals submitted by the regional committees, comprised diverse actors. Among them, the Ministry of Agriculture and the chefs’ association (SCCPQ) had veto rights, but the committee also included the Association of Restaurateurs of Quebec, the Association of Hoteliers of the Province of Quebec, the Union of Agricultural Producers, the ITHQ, and the Ministry of Tourism. There was also a larger general assembly made up of a broader set of actors having differing levels of voting rights. (Ministère de l’Agriculture, des Pêcheries et de l’Alimentation, 1993)

**Cycle 3: Involving stakeholders in vetting of artisanal products**

“Finally, Solidarité rurale du Québec brought together a group of specialists as advisers: Paul-Louis Martin, Dominique Malack, Gynette Tremblay, Françoise Kayler, Gilbert Guérin, Gaétan Désilet, Lucie Dumas and Pierre Desjardins. After studying the definitions of the designations and reviewing the completed sheets, the committee suggested publishing a third of them.” (Solidarité rurale du Québec, 2002)

Educating practitioners

**Cycle 1: Educating practitioners about dishes**

“It appeared important to us to include in our curriculum this module on Quebec nouvelle cuisine, in order to introduce our students to what tomorrow's cuisine should be, so that they are ready to meet the requirements of the gastronomy of the future... The general objective of this course is to enable students to create new Quebecois recipes.” (Institut de tourisme et d'hôtellerie du Québec, 1978b)

**Cycle 2: Educating practitioners about agricultural products**

The ministry of agriculture called upon the ministry of education to “Promote new products because school is considered a privileged crossroads for exchange and experimentation, such as the adaptation of meat cuts; Develop agricultural and industrial visits or classroom interventions with either farmers or industrialists; Plan adjustments to [educational] programs to train the next generation with the same objectives and designations of the concept [of the government’s program].” (Société des chefs, cuisiniers et pâtissiers de la province de Québec et Ministère de l’Agriculture, des Pêcheries et de l’Alimentation, 1991)

¹ Not all the discussed organizations have official English language names. The names were translated to provide the reader a sense of the scope of the research.
**Cycle 3: Educating practitioners about artisanal products**
The SRQ was involved in guiding regional business development officers and producers concerning the commercialization of terroir products: “Projects can be submitted at any time. In developing their project, promoters may benefit from the assistance of rural development agents active in each of the Local Development Centres (CLDs) or of Solidarité rurale du Québec, which has received a mandate from MDERR [Ministry of Economic Development, the Regions and Research] to provide support and advice... the promoter may receive a preliminary opinion on the project’s eligibility. This opinion is prepared by Solidarité rurale du Québec and essentially determines the admissibility of the project as a traditional product in the territory concerned. It does not therefore replace the promoter’s research and does not signify acceptance of the project at a later date: profitability, compliance with production standards, etc.” (Cimon-Morin, 2004)

**Educating public**

**Cycle 1: Educating public about dishes**
“By undertaking to collect, with a vision of identifying regional cuisines in Quebec, family recipes throughout the province, the Institut de tourisme et d’hôtellerie wanted to contribute to making this common heritage known to all in a publication of regional recipes identified in the eighteen touristic regions of Quebec.” (Institut de tourisme et d’hôtellerie du Québec, 1985)

**Cycle 2: Educating public about agricultural products**
“Thirty METRO supermarkets in the Montreal agricultural region will promote bio-food products in their region during the summer months. These stores have agreed to join the project launched by the Société des chefs, cuisiniers et pâtissiers du Québec, in conjunction with the Government of Quebec – Ministry of Agriculture, Fisheries and Food, to promote the implementation of a regional cuisine using local bio-food products.” (Métro-Richelieu, 1990)

**Cycle 3: Educating public about artisanal products**
The “Consultation Group on Agritourism in Quebec” was created by the Ministry of Agriculture in 1988 and included the SRQ and tourism associations across the province. The group’s mandate was to develop a coherent vision for agritourism in the province. Starting in the early 2000s, the regional business development agencies began publishing agritouristic directories of the artisanal agricultural producers within their regions.

**Certifying**

**Cycle 1: Certifying restaurants**
The Société des chefs, cuisiniers et pâtissiers de la province de Québec developed a certification program for restaurants offering a “regional” cuisine: “It is necessary to encourage restaurateurs and hoteliers to offer their customers menus or specialties typical of the food and marine products of their region.” (Société des chefs, cuisiniers et pâtissiers de la province de Québec, 1988)

**Cycle 2: Certifying agricultural products**
The legislative process began in 1994 to develop a legal framework recognizing and protecting the names of agricultural product categories (e.g., in Europe category names such as Champagne wine are legally protected). The law passed in 1996 stated: “The object of this Act is the recognition of designations which are attributed to agricultural and food products as an attestation of their method of production, region of origin or specificity. A further object of this Act is the accreditation of certification bodies entrusted with certifying products bearing a reserved designation and the supervision of the use of the designations.” (Loi sur les Appellations Réservées, 1996, c. A-20.02)

**Cycle 3: Certifying artisanal products**
SRQ called for a certification system to valorize and protect terroir products: “Designations provide a product differentiation tool for artisans and farmers in a context of competition and market segmentation. They promote the capture of the added value associated with products for the benefit of artisans and the territory. The local processing of raw products and the valorisation of local know-how thus contribute to the preservation of jobs and the development of communities.” (Solidarité rurale du Québec, 2005)
Celebrating
Cycle 1: Celebrating restaurants
N/A
Cycle 2: Celebrating agricultural products
The same provincial committee involved in identifying “targeted” products oversaw the addition of a new category to the government’s annual hospitality awards. The award was to be given to restaurants and required the use of the products identified by the committee: “50% of the menu must offer targeted and regional products and 70% of Quebec products.” (Le Comité Provincial, 1990)
Cycle 3: Celebrating artisanal products
The Renaud-Cyr award was created at the ITHQ in 1999. The award was named after a chef who had advocated the creation of a distinctively Quebec cuisine and the strengthening of links between chefs and their local suppliers. There was a category of the award for artisanal agricultural producers: “Long before we spoke of niche or terroir products, he encouraged and supported local production by maintaining close links with producers.”

Subsidizing
Cycle 1: Subsidizing restaurants
N/A
Cycle 2: Subsidizing agricultural producers
A subsidy program was active between 1993 and 1996 entitled “Development Projects Concerning the Value-Added of Local and Regional Products.” The objective of the program was: “the Ministry wanted to promote the development of bio-food businesses bringing an added value to a local agricultural product. This measure was intended to support activities involving the first processing of agricultural products of local or regional origin.” (Dugas and Martin, 1996)
Cycle 3: Subsidizing artisanal producers
A new subsidy program active between 1998 and 2004 entitled “Measure of Support for the Development of Terroir Products” coincided with the participation of the SRQ. The SRQ was in charge of helping implement the subsidy program by guiding businesses and program administrators in the identification and commercialization of terroir products. The definition used in the program was taken directly from a report published by the SRQ. The promotional material described terroir products in the following manner: “In addition to its reputation and age, the local product is distinguished by the uniqueness of the resource and processes used for its production in a specific, defined and identified territory. In the specific context of this measure, a local product is a food or agri-forestry product derived from a specific territory, knowledge and know-how related to its history. It has an authenticity and identity that differentiates it from any other product of the same nature... The promoters are producer-operators, artisans, self-employed workers and cooperatives that directly or indirectly hold the know-how related to the good to be produced and marketed.” (Ministère des Régions, 2003)

Building infrastructure
Cycle 1: Building infrastructure for restaurants
N/A
Cycle 2: Building infrastructure for agricultural producers
One of the primary objectives of the government was to help bring the diverse actors in the agricultural supply chains together to facilitate the availability of fresh, local products: “To rally the various stakeholders in Quebec from production to consumption to the bio-food project, both in the private and public sectors, to position Quebec products and have the ear of the consumer.” (Société des chefs, cuisiniers et pâtissiers de la province de Québec et Ministère de l’Agriculture, des Pêcheries et de l’Alimentation, 1991)
Cycle 3: Building infrastructure for artisanal producers
The “Consultation Group on Agritourism in Quebec” (Groupe de concertation sur l’agrotourisme au Québec) was created by the Ministry of Agriculture in 1988 and included the SRQ as one of its members. Its mandate included, for example, developing a standard set of road signs to be used across the province to guide motorists to small-scale agricultural producers. Likewise, during this cycle we see an explosion of efforts by regional governments to encourage agritourism by creating culinary routes.
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