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The Dalhousie Review Dalhousie University Halifax, Nova Scotia B3H 4R2 Canada

Telephone: (902) 494-2541
Dalhousie.Review@dal.ca
http://www.dalhousiereview.dal.ca

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GROUNDTRUTHING: CANADA AND THE ENVIRONMENT

AS KERMIT THE FROG SO OFTEN SAID, "It's not easy being green." It would appear, though, that it is easy to buy green. Increasingly, companies selling everything from cars to clothes are harnessing the language of sustainability to convince consumers to spend their way to a greener planet. Though wary of seeming cynical, we begin by noting the prevalence of corporate greenwashing because it speaks to the very pervasive perception of ours as an era of ecological crisis. Equally important, it reminds us to take stock of the ways in which the pressing realities of environmental degradation are understood and represented. As humanists, we are very aware of language's power to shape, demonstrate, and disguise the "inconvenient truth" of an environmental situation, and that awareness is reflected in the essays selected for this special issue of The Dalhousie Review. To reflect the vibrant and multifaceted nature of Canadian Studies, a number of the essays are also rigorously and self-consciously interdisciplinary; for example, one offers a history of Bruce Peninsula National Park that foregrounds the "web of commodity relations" in which its many varieties of orchids are enmeshed (Sandilands); another carefully draws on orthinology so as to read bird poems in a manner that "measures the distance" between poetic and scientific languages and the things they describe (Mason); and a third uses literary representations of sugar beet production to address "the transnational flows-of geography, capital, technology, and human and nonhuman life—that will need to be better understood if future environmental challenges are to be met equitably and sustainably" (Kerber).

In an attempt to speak to both the interdisciplinary range and the very disciplined attention to detail that characterizes the essays collected here, we have borrowed the idea of "groundtruthing," a scientific term for a method of verifying or measuring location coordinates that places particular emphasis on site visits. In essence, it is about verifying the abstract conclusions in scientific analysis by surveying actual terrain. For us, groundtruthing also signals the distances between observed environmental realities and popular Canadian