

# Tribu-Terre in Dudswell

## A Boutique in the Image of the Community

by Fay POIRIER

Its opening was barely a year ago, but the owners of the Tribu-Terre Boutique felt the need to move into larger premises. The business in Dudswell saw a surge in popularity last spring as Quebecers became more and more conscious of the importance of buying local.

When Mireille Rodrigue and Marie-Ève Gagnon started the project, it was first and foremost to be a model for their children. “In life, you do what you love, you build and you create the world of tomorrow as you see it. You have the choice of being in the action or in the inaction,” said Gagnon, speaking in French. She explained that when her friend proposed this idea to her, she did not hesitate. “I decided to embark with Mireille because it matched my values and a lot of things that I wanted to create in the future,” she said. For her part, Rodrigue wanted to show her children that it is possible to make a difference. “You just have to get into action.”

Food in bulk and locally sourced, hygiene products, natural health, thrift store for the whole family and health care: These are what make

the Tribu-Terre Boutique a unique business model in Estrie, according to the owners. Various eco-responsible companies in the region have come to visit these women who have an unusual idea. Previously in a small house on Champlain Street in the Marbleton sector, the store has now moved to the former premises of the Caisse Desjardins on Principale Street East, just one block away.

### **A Boutique in the Image of the Community**

When starting up the business, the businesswomen first wanted it to be a collective project. This is how Diane Emond, who was a client and volunteer at the time, joined the team. For the owners, the name says it all: Tribu, or tribe, signifies a spirit of community, family. “We wanted people to feel challenged by this project. Together, let’s create a small community that aims to bring about positive changes from a social point of view, and also from an ecological perspective,” explained Gagnon. She considers it to be an ethical company that puts people at the heart of it. In the thrift store section, the idea was to make everything as accessible as possible,

which is why all items are under \$5, she said, with clothes for everyone, no matter what age, gender or style of dress. “Since I was a teenager, I’ve been buying clothes in thrift stores and transforming them. It is a pleasure for me to provide this service to Dudswell,” said Emond, who was more than delighted to join the tribe.

In addition to the products that are on sale, the team wants to offer various care services, such as massage therapy, thalassotherapy, osteopathy, etc. Rodrigue, being an herbalist, will be able to offer different natural remedies to help bring relief to people. “We try to offer resources to help troubles-hoot minor ailments when you don’t feel like going for a consultation and you know you are able to heal yourself,” she said. The products are tailor-made according to the customer’s needs. “The demos are served here,” she adds with a laugh. “They take them away, try them out to see if they work. We make little recipes, they leave with their recipes. If they work, they come back for more.”

During the move, nearly thirty volunteers stepped in to help the three owners. “We really feel supported



**Local produce in bulk, hygienic products, natural health foods, a thrift store for the whole family, and health care products make the Tribu-Terre Boutique a unique business model in the Estrie, according to the owners.**

by lots of volunteers,” said Gagnon. The clients feel that they can also make a difference by participating in this project and supporting the local economy.

### **The Family at the Heart of the Project**

“We really want to target the family, in a broad sense. Both young babies and seniors,” explained Gagnon. Because of that, all the services and products offered are suitable for everyone. If the name Tribu-Terre refers to the spirit of community, it also refers to the small tribe of the two instigators of the project. Between them, they have nine children. “And as a result, I have nine grandchildren,” says Emond, who considers them her family. There is even a room reserved for them and their friends. “We want people to come with their children, for them

to walk around. Not for this to be a ‘granola’ store. We really want it to be a meeting place,” says Rodrigue.

### **Environment and Buying Local**

Environmental and ecological awareness is a founding element of the business. “People, when they come here, they don’t just buy a product, but also a conscious way of purchasing,” said Gagnon. For the entrepreneurs, caring about the environment goes hand-in-hand with the importance of buying things locally. That’s why many of their upcoming projects are moving in this direction. Collaborations with local entrepreneurs, future distributors of Étoiles du terroir and many others. “We want to have Discovery Fridays where we would invite chefs. People would be able to taste local

products, not necessarily in the form of a meal, but in the form of tapas, small snacks with a local beer or drink. Really in the perspective of discovering the riches of here,” explained Gagnon.

Despite everything on offer at the Tribu-Terre Boutique, the three entrepreneurs still have plenty of ideas for projects. “We would like Haut-Saint-François businesses to support local buying, local producers,” explained the owners. In this sense, they would like to offer custom-made corporate gift baskets that companies would offer to their employees. A large room is also accessible above the shop, and the businesswomen are bubbling over with ideas on how to make the most of it. Yoga classes, presentations, retreats: ideas are flowing and multiplying.

# Magasinage des Fêtes local : un mariage réussi entre le cœur et la raison !

Cadeaux, décorations, vêtements, nourriture... votre liste d’achats des Fêtes est prête ? Fantastique ! Ne reste plus qu’à effectuer vos emplettes avant que la cohue ne s’installe dans les commerces ou que les délais de livraison des produits qui vous font envie dépassent la période de réjouissances — ce que personne ne souhaite, évidemment ! Que vous aimiez magasiner ou que cette activité représente une corvée, prenez connaissance des multiples avantages que procure l’achat de proximité ! **Vos commerçants ont besoin de vous**

Depuis déjà plusieurs années, la promotion de l’achat local est omniprésente, particulièrement pendant la période des Fêtes. Or, avec la

pandémie de la COVID-19, cette pratique tombe encore plus sous le sens ! Pensez-y : vos commerces locaux ont subi des pertes considérables pendant des mois... Pour les soutenir dans cette épreuve et les aider à remonter la pente, vous avez tout intérêt à les encourager lors de votre magasinage en prévision de Noël et du jour de l’An !

### **L’achat local est gagnant sur tous les plans**

Un geste qui vient du cœur, l’achat local ? Assurément ! Cela dit, les consommateurs autant que les clients sont gagnants ! Comment ? C’est simple : en faisant votre magasinage des Fêtes dans vos commerces locaux, vous profitez d’un service personnalisé et vos déplacements sont diminués. Dans certains



cas, vous pouvez combiner vos achats de proximité, et ainsi cocher nombre d’éléments sur votre liste en quelques heures à peine !

De surcroît, en effectuant vos courses dans votre municipalité, vous stimulez son économie, ce qui vous permet de profiter d’un environnement dynamique et attrayant ! Toujours pas convaincu ? Songez que l’achat local contribue à la réduction des émissions de gaz à effet de serre, car le transport des marchandises est plus court. Si le sort de la planète vous préoccupe, n’hésitez plus : procurez-vous des produits d’ici à volonté !

### **Les produits locaux sont variés et de qualité**

Dans vos commerces locaux, vous trouverez assurément de quoi répondre à tous vos besoins pour des Fêtes mémorables : accessoires décoratifs, cadeaux, alcools du terroir, mets préparés, tenues stylées... Les possibilités sont illimitées, sans compter que la qualité est toujours au rendez-vous !

Un problème avec un article ? Les politiques de retours et d’échanges ainsi que le service après-vente sont nettement simplifiés lorsqu’on peut discuter directement avec le commerçant. Autrement dit, satisfaction garantie !

Tout bien considéré, acheter localement pour les Fêtes est à la fois un geste de cœur et de raison. Et vous, où irez-vous magasiner en premier ?