Maple Leaf Foods & the Rural Development Institute Collaborate to Better Understand the Recruitment, Settlement, Integration & Future Residency of Temporary Foreign Workers in Manitoba

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Metropolis
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Session Outline

- Brandon Manitoba
- Maple Leaf Foods (MLF) need for labour
- MLF experience with TFWs
- MLF International recruitment strategy
- Temporary Foreign Workers (TFW) settlement strategies and issues
- Residency options for TFWs - PNP
- Rural Development Institute (RDI) initiates research project
- Understanding TFWs current and future settlement, integration and residency issues
Brandon, MB
MLF Brandon

- 1700 plus employees
- Approximately 60% of current MLF Brandon employees are foreign workers
- Approximately 300 of current MLF Brandon workers are Aboriginal
- 2700 anticipated family arrivals in the next 24 months as applications for permanent resident status are approved

(Economic Development Brandon)
MLF International Recruitment

- Need for skilled (1995) and unskilled (2002) foreign workers
- MLF participation in low skill TFW pilot project
- MLF expands recruitment efforts across western Canada
- Participation with International Organization for Migration
- MLF establishes International Recruitment Office (2007)
MLF Settlement

- MLF transition of workers to Canada
- Pre-arrival orientation
- MLF settlement objectives and practices
- MLF launched Community Steering Committee (CSC) in Nov 2006
  - Role is to act as liaison b/w activities at MLF that impact community and key community stakeholders
    - Housing
    - Child Care
    - Education
    - Language
    - Transportation
    - Health Care services
MLF CSC

- MLF liaisons meet with stakeholders at a minimum of once per month.
- Communicates updates b/w MLF and community and work together to mitigate issues:
  - E.g. changes in transit routes to accommodate shift changes and residences of workers.
  - E.g. communication to Brandon School Division on forecast of children for each school year by age group.
MLF Orientation

- 2 components
  - Daily Living Orientation
    - Provides new employees with information on how to live in Canada
  - MLF Manufacturing Orientation
    - Provides information on MLF, Brandon plant, and job specific
- Orientation is 10 days
- On the job training is 2 to 12 weeks depending on skills required
Research Purpose

- Contribute to collaborative, local-level research on TFWs outside of major metropolitan regions
- Increase understanding of existing and anticipated TFW populations in Brandon
- Bridge knowledge gaps between TFW program, process, and population
- Provide demographic analyses to inform forward-looking programs and policies
Research Interests

Understand TFW Program
- Gain information on the process of recruiting and hiring TFWs

Understand Retention Rates
- TFWs’ use of the Provincial Nominee Program
- Welcoming communities
- Community services, support, & ethnocultural organizations

Understanding the Worker
- Workers’ experiences with the TFW process

Understanding Workplace & Community Experiences
- Implications of an influx of diverse cultures on Brandon and southwestern Manitoba, and in workplaces

Understanding Demographic Shifts & Population Change
- Utilize traditional data analyses (Statistics Canada)
- Utilize demographic modeling
- Build an international research network, exploring comparability
RDI TFW Dialogue Group

- Multi-perspective dynamic discussions amongst community, employers, government, & researchers

Topics explored
- Settlement considerations (January 2008)
- Roles and responsibilities (November 2007)

Topics for further discussion
- Implications for smaller centres & service providers; understanding the process of TFW to Provincial Nominees / landed immigrants; process of family reunification; community preparedness and welcome; recruitment & retention.
RDI TFW Dialogue Group

- **Products resulting from the discussions at each meeting:**
  - Record of meeting notes
  - **RDI TFW Discussion Paper Series**
    - Summary of topic
    - Key issues
    - Challenges and /or barriers
    - What is working
    - Policy implications
    - Questions for further research
Anticipated Research Project Outcomes

- Increased communication amongst all stakeholders to benefit those in positions of planning and policy making.
- Increased knowledge and clarity regarding the TFW program and process in the context of rural immigration.
- Informed demographic analyses and population projections.
For Additional Information

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