



*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
Halifax, Nova Scotia
April, 2008



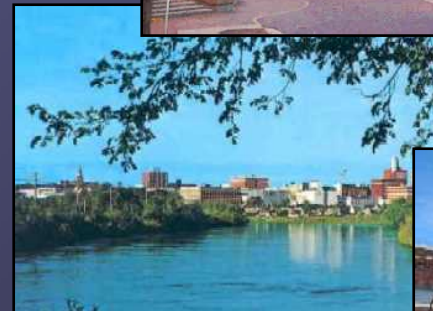
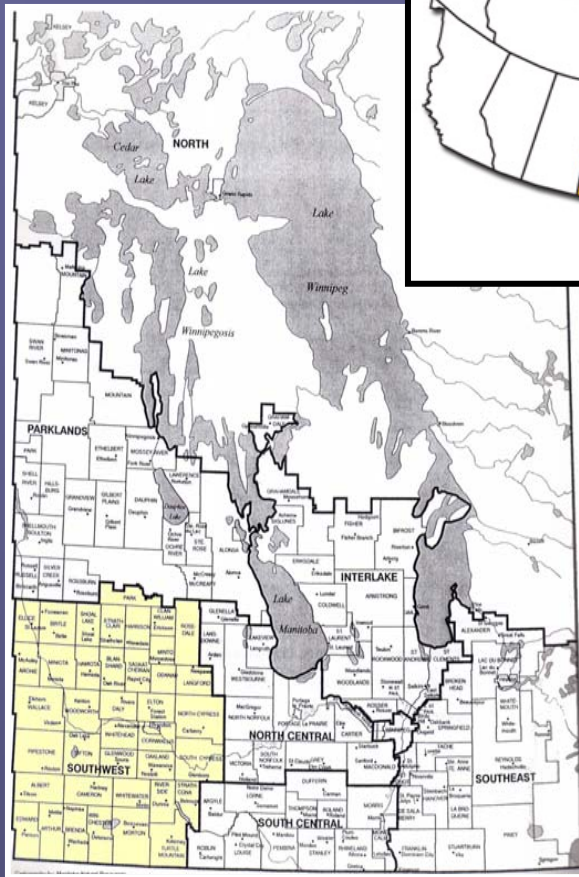


Session Outline

- 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 ee's 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

Rural Development Institute

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