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

Susan Yaeger Boeve, Maple Leaf Foods
Robert Annis, Rural Development Institute
January 2008
Session Outline

- Brandon Manitoba
- MLF need for labour
- MLF experience with TFWs
- MLF International recruitment strategy
- TFW settlement strategies and issues
- Residency options for TFWs - PNP
- RDI initiates research project
- Understanding TFWs current and future settlement, integration and residency issues
Maple Leaf Foods Brandon Fast Facts

- 1700 plus employees
- Approximately 60% of current MLF Brandon employees are foreign workers
- Approximately 300 of current MLF Brandon workers are Aboriginal
- 1400 anticipated family arrivals in the next 24 months as applications for permanent resident status are approved (Economic Development Brandon)
MLF International Recruitment

- Need for foreign workers both skilled (1995) and unskilled (2002).
- 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)
TFW Settlement

- MLF transition of workers to Canada
- Pre-arrival orientation
- MLF settlement objectives and practices
- Language
- Housing
- Integration into the Community
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
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
MLF Retention

- Retention at the work site
  - MLF experiences
  - Impact of country of origin on retention
  - Successes & challenges
Collaborative Research

- Multi-stakeholder engagement in the research process
- MLF has been open to research activities
- TFWs in Transition
  - Permanent residency for TFWs
  - Provincial Nominee Program
  - Family reunification program
Research Purpose

- Contribute to collaborative, local-level research on TFWs outside of major metropolitan regions.
- To better understand the existing and expected TFW populations in Brandon.
- Bridge knowledge gaps with regards to the TFW program, process, and population.
- Provide demographic analyses to inform forward-looking programs and policies.
Research Interests

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

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

Understanding the Worker
- Explore workers’ experiences with the TFW process

Understanding Workplace & Community Experiences
- Explore the 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
Cumulative TFW Arrivals & Projections

Source: January 2008 Stakeholder Update
Economic Development Brandon
Cumulative Actual & Projected Arrivals

RDI TFW Dialogue Group

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

- Topics for further discussion:
  - Roles & responsibilities of actors; implications for smaller centres & service providers; understanding the process of TFW to Provincial Nominees / landed immigrants; families; community preparedness; recruitment & retention.

- Dialogue topic for January 31 meeting:
  - Settlement
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 Project Outcomes

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

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## Dependant Arrivals

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Family Reunification Projections

Source: Population Projections Economic Development Brandon