From Serendipity to Planned Practice

Welcoming Temporary Foreign Workers in Brandon, Manitoba

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• Brandon
• Moving from serendipity to a planned process
Brandon, Manitoba

Population = 41,511

- 2007: Highest rate of immigration growth in the province
- 1999: Maple Leaf Foods (MLF) pork processing plant opened
- 2001: MLF began foreign recruitment campaign in Mexico
- Today there are about 1,500 international recruits employed at MLF
  - 70% of employees are international recruits
  - From Mexico, El Salvador, Ukraine, China, Colombia, and Mauritius.
Maple Leaf Foods Brandon

- 1999: Maple Leaf Foods (MLF) pork processing plant opened
- 2001: MLF began foreign recruitment campaign
- 2008: Second shift fully operational
- Today there are approximately 1500 international recruits employed at MLF
  - 70% of employees are international recruits
  - From Mexico, El Salvador, Ukraine, China, Colombia, and Mauritius.
Transitional Migration

- Unique situation where ‘temporary’ actually means ‘transitional’
  - Community preparedness
  - Community welcome
  - Community development

Resources for rural immigration planning are difficult to locate

Immigration is not the sole responsibility of either the federal or provincial government
RDI Temporary Foreign Worker Dialogue Group

- 2007: First meeting
- Forum for community organizations, industry, government, and researchers
- Bridge information and communication gaps
- Information sharing

**Membership**
- Economic Development Brandon
- Manitoba Agriculture, Food and Rural Initiatives
- Manitoba Labour and Immigration
- Citizenship and Immigration Canada
- Rural Secretariat
- Service Canada
- Brandon School Division
- Brandon Regional Health Authority
- Westman Immigrant Services
- Maple Leaf Foods
Mutual Intercultural Relations in Plural Societies

• International collaborative project
• Designed to understand intercultural relations from the perspectives of recent immigrants and long-time residents

Survey Themes

- Multicultural Ideology
- Ethnic identity
- Prejudice/discrimination
- Attitudes towards immigration
- Welcoming communities

- Tolerance
- Language
- Safety/security
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