

From Serendipity to Planned Practice

Welcoming Temporary Foreign Workers in Brandon, Manitoba

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**BRANDON
UNIVERSITY**

Founded 1899



**RURAL
DEVELOPMENT
INSTITUTE**



- 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



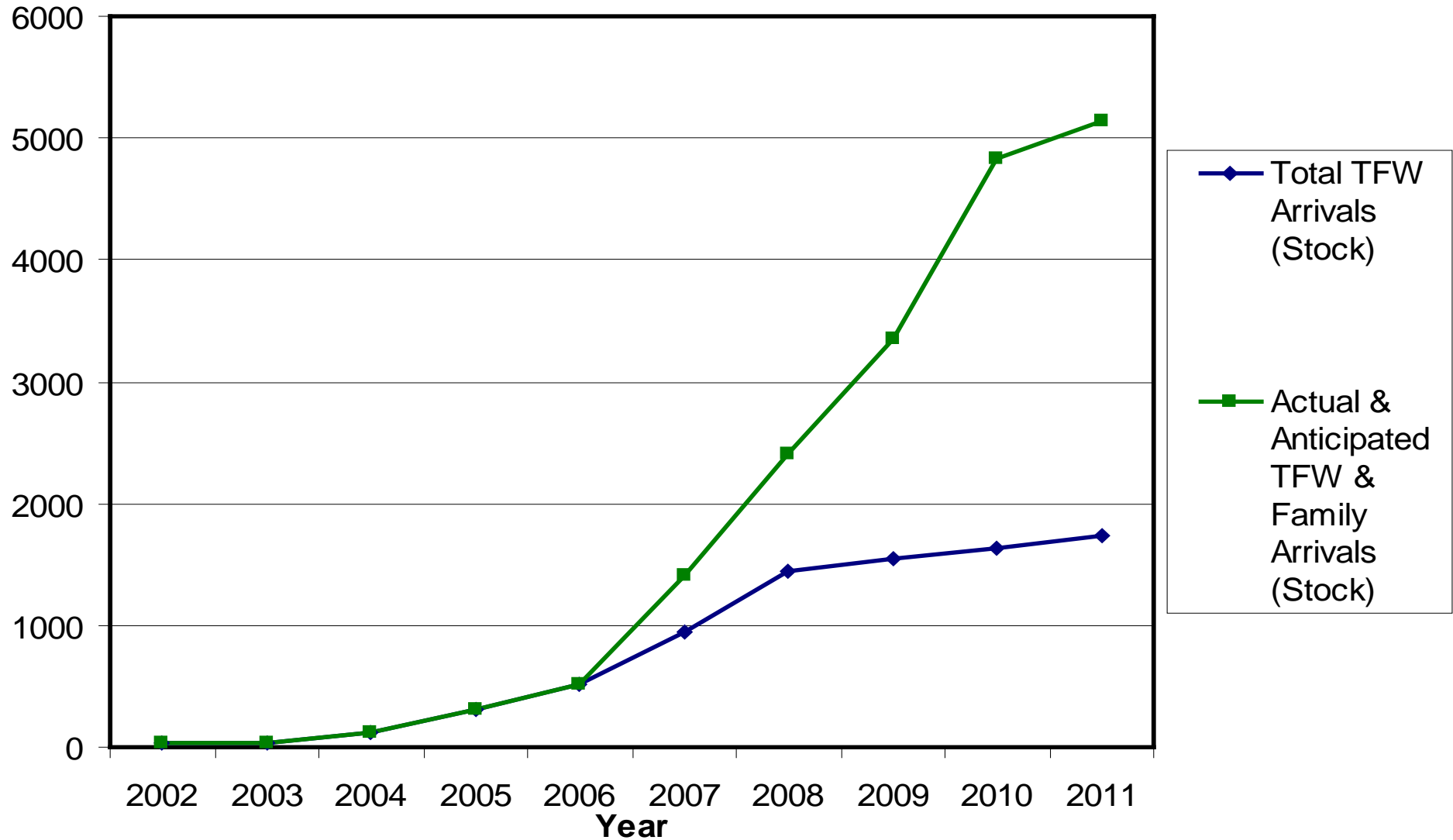
- Unique situation where ‘temporary’ actually means ‘transitional’
 - Community preparedness
 - Community welcome
 - Community development

Resources for rural immigration planning are difficult to locate

Immigration is not the sole responsibility of either the federal or provincial government



Temporary Foreign Workers and Family Arrival Estimates



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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