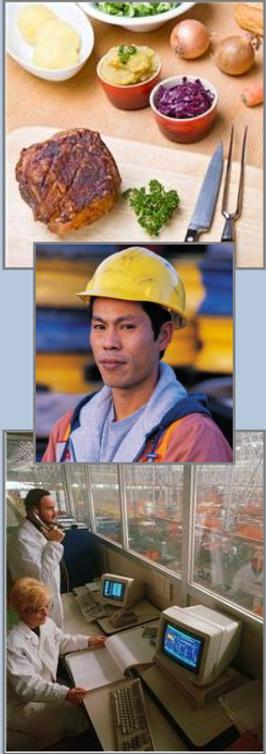


# MB Food Processing Research 2012-13

Funded by Manitoba Agriculture, Food and Rural Initiatives



## Research Activities

This MB Food Processing Research is funded by Manitoba Agriculture, Food and Rural Initiatives (MAFRI) and the research is completed by the Rural Development Institute (RDI).

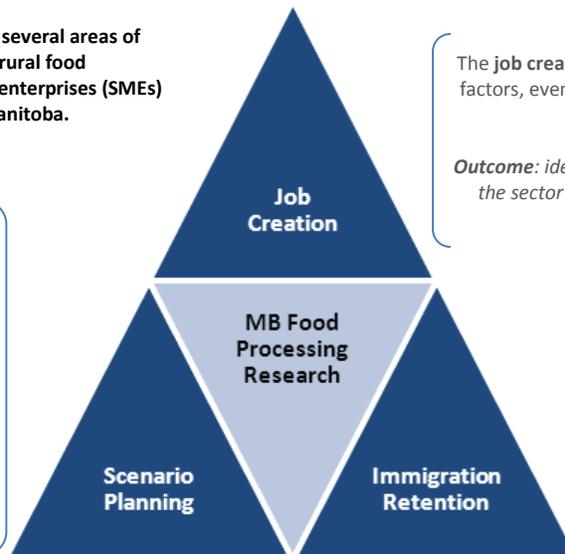
**The purpose of this research** is to help businesses and stakeholders engaged in Manitoba's Food Processing Sector better understand job creation and employee retention scenarios in rural Manitoba's food processing small and medium enterprises (SMEs). Additionally, the research will increase understanding of the sectoral impacts of projected regional population changes.

The project team will conduct semi-structured interviews with participants to examine job creation and immigration employee retention. Participants and stakeholders will also validate the research findings. One of the outcomes of the research will be a scenario-planning session that examines how population predictions for the region will impact both the community and the food processing sector.

The project team is examining several areas of research amongst Manitoba's rural food processing small and medium enterprises (SMEs) within the central region of Manitoba.

The scenario planning research engages business participants and stakeholders to determine community and sectoral impacts of population change in the region.

*Outcome: contribute to regional and sectoral discussions and planning by identifying future issues and opportunities*



The job creation research focuses on determining which factors, events and decisions lead to job creation within the participating businesses

*Outcome: identify how jobs are created amongst SMEs in the sector and provide recommendations on how to support future job creation*

The immigration retention research focuses on determining what employee retention strategies are most suitable the participating businesses with an emphasis on retention of immigrant employees.

*Outcome: identify current employee retention strategies and determine preferred strategies with emphasis on immigrant employees*

## Research Participants

The participants for this research consist of food processing businesses in rural Manitoba.

- A minimum of 12 businesses between 5 and 100 employees (SMEs) in the province's central region will be engaged in the research
- Business owners/ CEO's/HR managers along with long-term employees and immigrant employees will be the target sample within the participating businesses.



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## Research Team:

The MB Food Processing Research will be conducted under the leadership of RDI in consultation with MAFRI and Food Development Centre staff.

[www.brandonu.ca/rdi/](http://www.brandonu.ca/rdi/)

