

INDUSTRY NEWS | PARTNERSHIP OPPORTUNITIES | SUPPORT FOR AGRICULTURE | AND MORE

AGRI WORKFORCE MATTERS

FEBRUARY 2024

CAHRC HR RESOURCES GET AN UPGRADE

How Atlantic Canada's Post-Secondary World Is a Window Into Agricultural Career Opportunities

The Business Case for an Inclusive Workplace

The Latest Numbers on the Agri Labour Market

Programming That Will Change Perceptions and Build a Stronger Workforce

NEW WEBINARS WITH EXPERT INSIGHTS

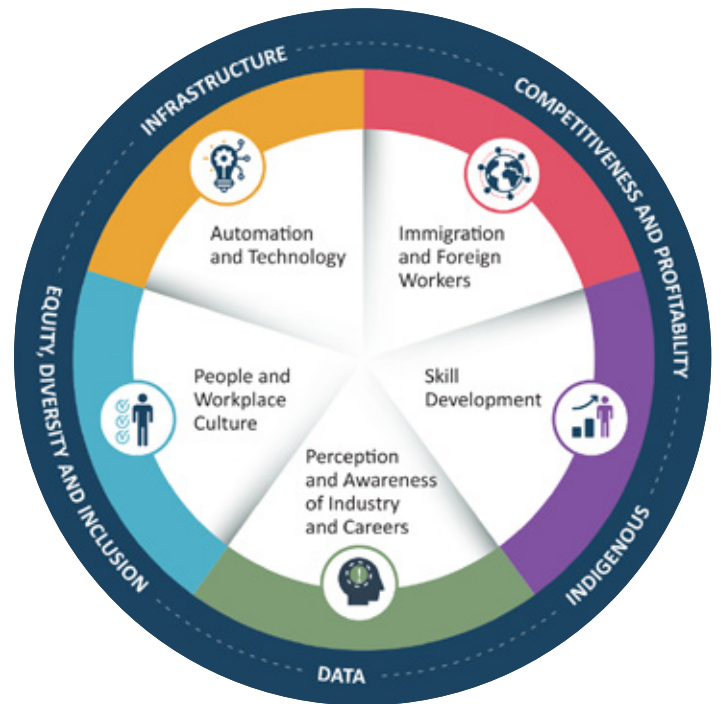


CAHRC-CCRHA
Canadian Agricultural Human Resource Council
Conseil canadien pour les ressources humaines en agriculture

OUR NATIONAL WORKFORCE STRATEGIC PLAN FOR AGRICULTURE AND FOOD

A national, actionable roadmap

Canada's agriculture and food and beverage manufacturing sectors are experiencing severe chronic labour and skills shortages while growing one of Canada's largest employment and economic sectors. A national, actionable roadmap will create the desired workforce of the future that addresses immediate labour gaps and systemic issues.



OUR VISION AND NEXT STEPS



Perception and Awareness of Industry and Careers

By 2030, the number of people entering the sector has increased due to positive perceptions of employment in the industry and greater awareness of the variety of occupations suited to various skill sets, the diverse communities in which careers are available, and the paths to career advancement.

Understanding the perception of the sectors and providing awareness of the opportunities in the agriculture and food and beverage manufacturing sectors is crucial to the growth and sustainability of the industry. The Perceptions and Awareness of Industry and Careers Working Group will amplify programs bringing greater awareness of career opportunities in agriculture and food and beverage manufacturing to potential employees, either new comers to Canada, members of underrepresented groups or high school and post secondary institution students. The group will also work towards increasing the awareness of the importance of the sector's GDP contribution with government and other leading industry stakeholders.

CAHRC is conducting perception and awareness research to investigate perceptions of job seekers who have not traditionally considered careers in the agriculture sector and will recommend strategies for promoting work in the sector to job seekers who have had no connection to the sector. This will inform the development of the strategy by providing insights into the potential of attracting a new source of labour supply.



People and Workplace Cultures

By 2030, the sector is viewed as a desired choice for work in Canada by job seekers and workers.

The People & Workplace Culture Working Group will look at increasing recruitment of underrepresented groups to the agriculture and food and beverage manufacturing sectors. By providing safe and healthy workplace culture, a generation of employees will desire to join the agriculture and food and beverage manufacturing sectors.



Immigration and Foreign Workers

By 2025 foreign workers are publicly recognized as a valued pillar of Canada's agriculture and food and beverage manufacturing workforce.

By 2025 Canada has publicly accepted programs to facilitate the entry of foreign workers and new Canadians into Canada's agriculture and food and beverage manufacturing sectors.

The Immigration and Temporary Foreign Worker Working Group understands the importance of temporary foreign workers to Canada's agriculture and food and beverage manufacturing workforce. The working group will address policy changes that provide employers with a streamlined approach to gaining

access to the workforce while remaining competitive in the agriculture sector.

The working group will conduct research to inform the development of the workforce strategy. The research project will analyze existing labor market information to understand market conditions that result in the need for foreign workers and quantify the importance of temporary foreign workers to the agriculture and food and beverage manufacturing labor force, understanding both the economic impact here in Canada and in the workers home country and gather narratives or case studies that exist outlining the value of foreign workers to Canada's agriculture and food and beverage manufacturing industry.



Skill Development

By 2030, a National Skills Strategy ensures that the sector's workforce is appropriately skilled.

The Skill Development Working Group will develop the National Skills Strategy as a registry to understand the current and future skills needs of the agriculture and food and beverage manufacturing sectors.

CAHRC will conduct skills research to clarify the potential impact of technology and automation in the agriculture and food and beverage manufacturing industry on future skill requirements and labour demand. The investigation will provide information that will inform skills development, training and education for the industry, and ensure that workers have the right skills for employment in the industry now and in the future.



Automation and Technology

By 2030, automation and technology decreases labour demand and increases productivity and competitiveness.

The industry will see an important transition to automation and technology in each sector as it continues to experience shortages in labor. Although it is not the only answer to the falling labor supply, the Automation & Technology Working Group will understand the increase in capital investments and its correlation to labor productivity. They will also examine the need for upskilling and re-skilling due to the changes in technology.

The working group will conduct research to inform the development of the workforce strategy. It will investigate the capacity of members of the agriculture and food and beverage manufacturing sectors to increase their use of automation and technology. Industry representatives will have the knowledge required to make recommendations about how, when and what technology could be adopted to decrease the demand for labour and increase the productivity and competitiveness of Canada's agricultural and food and beverage manufacturing sectors.

To learn more about the issues and CAHRC's plan to address them, [click here.](#)

CONTENTS

07. MESSAGE FROM THE EXECUTIVE DIRECTOR

08. ABOUT CAHRC

09. CAHRC'S CORNER

- CAHRC IN THE WILD
- STAYING CONNECTED
- CAHRC HR RESOURCES GET AN UPGRADE
- IMPROVING PERCEPTIONS WITH "WELCOME TO CANADIAN AGRICULTURE"
- THE STATE OF THE LABOUR MARKET AND WHAT'S TO COME
- NEW TOOLS FOR BUILDING AN INCLUSIVE WORKPLACE

21. SPOTLIGHT

23. PERCEPTION AND AWARENESS OF INDUSTRY AND CAREERS

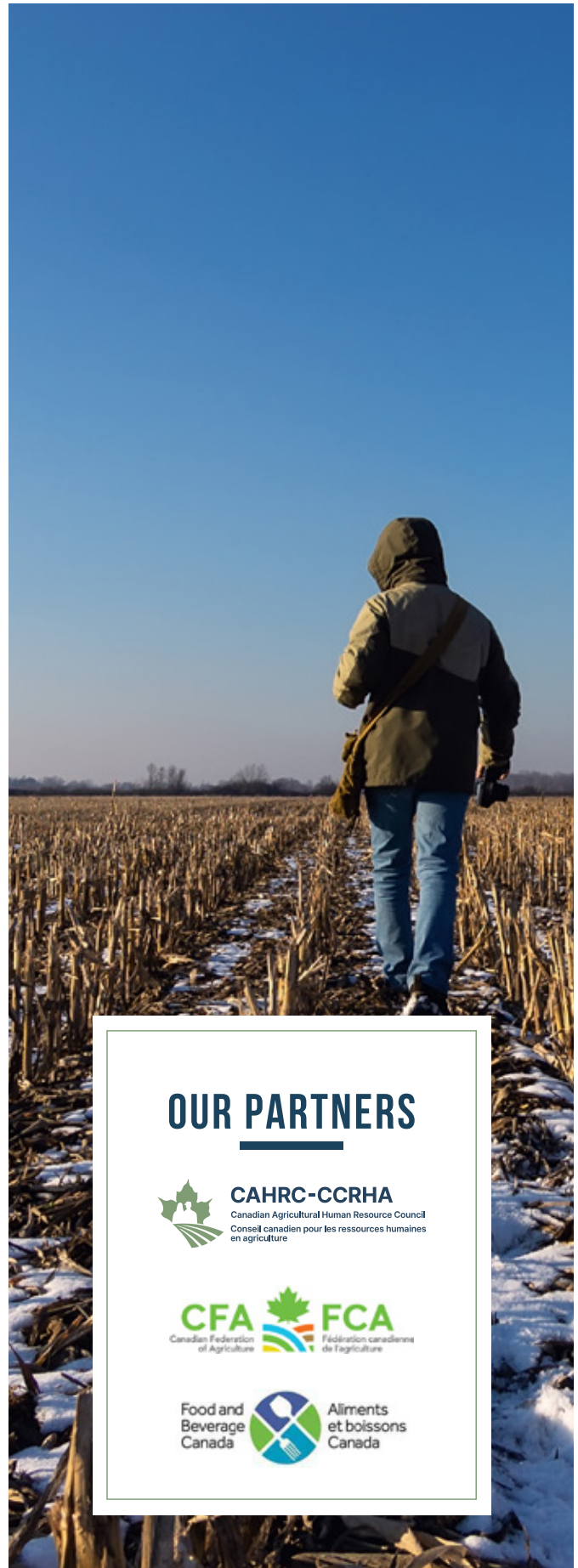
25. PEOPLE AND WORKPLACE CULTURE

27. IMMIGRATION AND FOREIGN WORKERS

29. SKILL DEVELOPMENT

31. AUTOMATION AND TECHNOLOGY

33. AROUND TOWN



OUR PARTNERS





GET INVOLVED

613-745-7457
info@cahrc-ccrha.ca



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear readers,

As an organization whose very existence depends on creating a viable future for agri-business owners, operators, and workers, it seemed fitting to release CAHRC's latest issue of Agri Workforce Matters on Canada's Agriculture Day.

At CAHRC, we recognize the vital role of our sector's workforce every day, aiming to develop solutions that will produce better outcomes for the future. We also believe that it's important to engage Canadians across the country to raise awareness and celebrate the essential work that happens from farm to table. Our producers, processors, packagers, food scientists, veterinarians, researchers, millers, technicians, and so many others are this nation's unsung heroes.

As the daughter of parents who owned and operated a farm equipment dealership, I have seen first-hand the dedication and commitment required to keep a business running at its best. Often, there's only enough time in the day to tend to the hour-by-hour or minute-by-minute needs of an operation. The CAHRC team, which includes many individuals who are running their own businesses in food and agriculture, understands this, too.

With that in mind, CAHRC has worked hard the past few months to create, develop, and revamp programs and informative resources to support employers and their workers on all labour and HR-related matters. Our new Agri-HR Community of Practice, for instance, provides an online forum where like-minded people in agriculture can connect and take part in webinars, networking, and Q&As with experts. We cover topics like best practices for

hiring a supervisor, international recruitment agencies, and reducing burnout within the workplace.

CAHRC also offers an Agri-Workforce Skills Training program to help businesses attract and retain workers in primary agriculture. This initiative provides employers with a subsidy of up to \$5,000 to be used towards skills training and skills development. In its pilot stage, employees receive wrap-around support for childcare and transportation.

These are only a few examples, just scratching the surface of CAHRC's offerings. Grounded in all our initiatives, of course, is the National Workforce Strategic Plan. This important framework continues to guide CAHRC and our partners in building a stronger workforce in agriculture. To learn more about this plan and other resources, I encourage you to flip through the pages of this current issue or visit our website. Related to this, as of April 1, CAHRC will have new rates for our suite of programs and services. I look forward to keeping you updated on the variety of options that will be available to agri-businesses and associations as CAHRC continues to exist as a support and source of knowledge on all issues facing HR and labour throughout the sector.

Thank you all once again for your support and interest. Our sector is stronger and more successful when we can all work together.



All the best,

Jennifer Wright
Executive Director
**Canadian Agricultural
Human Resource Council**



ABOUT CAHRC

The Canadian Agricultural Human Resource Council (CAHRC) is a national, non-profit organization focused on addressing human resource issues facing agricultural businesses across Canada.

This means representing and supporting agriculture in all forms, from farmers and ranchers to processors, packagers, food scientists, mechanics, veterinarians and much, much more.

We offer expertise and tools that can be tailored to meet the needs of owners, operators, and workers throughout the sector.

This includes:

- Up-to-date HR training
- Wage subsidy and skill development programs
- Industry networking opportunities
- 1:1 consultation
- Insight on emerging issues like succession planning, finding skilled workers, and improving farm safety.

Contact us to learn more about how you can take advantage of our services.



CAHRC-CCRHA

Canadian Agricultural Human Resource Council
Conseil canadien pour les ressources humaines
en agriculture

A photograph of two scientists, a man and a woman, wearing white lab coats and hairnets. They are looking at a computer monitor in a laboratory setting. The man is pointing at the screen. The background shows laboratory equipment and a clean, professional environment.

CAHRC'S CORNER

- CAHRC IN THE WILD
- STAYING CONNECTED
- CAHRC HR RESOURCES GET AN UPGRADE
- IMPROVING PERCEPTIONS WITH "WELCOME TO CANADIAN AGRICULTURE"
- THE STATE OF THE LABOUR MARKET AND WHAT'S TO COME
- NEW TOOLS FOR BUILDING AN INCLUSIVE WORKPLACE

CAHRC'S CORNER

CAHRC IN THE WILD: HOW FORGING NEW CONNECTIONS IS ENCOURAGING CAREER GROWTH IN AGRICULTURE

What happens when you put career development experts in a room with agriculture and food beverage manufacturing stakeholders?

We can tell you.

Last month, coming off the heels of the Cannexus 24 career development conference, CAHRC hosted a symposium inspired by the National Workforce Strategic Plan (NWSP) to shine a spotlight on employment opportunities throughout the agriculture industry. Based on our perceptions research that found 54 per cent of Canadians could not name any other occupation besides “farmer” when asked about jobs in the agriculture sector, we know that it is tremendously important to keep discussions continuous on the various career options within the industry.

This afternoon-long event dug deep into other areas of CAHRC’s perception research, its findings on work-integrated learning, and the benefits of using work-integrated learning for people interested in pursuing a career in the agriculture sector.

Discussions focused mainly on the road ahead — building a stronger workforce by inspiring and encouraging more people to choose agriculture. More importantly, the afternoon-long symposium forged

meaningful connections between industry and education.

This is because our research also indicates a disconnect between the agriculture sector, post-secondary institutions, and career guidance professionals. As the national organization that addresses HR and labour issues in the Canadian agricultural industry, CAHRC is committed to fostering collaboration among these stakeholders, each crucial in bridging this gap.

We know that when we work together, it will take us closer to reaching agriculture’s workforce potential.

Over the next few months, our team will be hosting a number of other NWSP spin-off events. Find us next in Calgary on March 6 at the Hyatt Place Hotel to discuss findings from our infrastructure research. Interested in attending this event and learning how infrastructure in Canada is related to attracting more agriculture workers?

Contact info@cahrc-ccrha.ca.



CAHRC'S CORNER

STAYING CONNECTED

GET INVOLVED

Do you support CAHRC's work on the National Workforce Strategic Plan? You can help us amplify the important role of the NWSP by showcasing our supporter badge! Contact us and **learn more**.



INNOVATION•COLLABORATION•AWARENESS
INNOVATION•COLLABORATION•SENSIBILISATION

UPDATED SERVICES COMING SOON

Running a business effectively means that sometimes you must make investments for long-term growth and overall success. As of April 1, CAHRC will have a number of updated packages and rates on services and programs to best meet your agri-business and/or association needs. Contact **outreach@cahrc-ccrha.ca**, and we'll be happy to discuss the options available to you.





CONTACT CAHRC FOR DATA AND RESEARCH THAT MEETS YOUR NEEDS

Did you know we offer sector- and region-specific findings on the agriculture labour market? If you are a business, association, or agricultural organization looking to understand the job market based on the sector or province you represent, we've got you covered. We also provide presentations on research to ensure you too can become an expert on the issue you seek insight on. Contact us at info@cahrc-ccrha.ca.



ATTEND OUR NWSP EVENT

Just a reminder that we have an event sharing our NWSP infrastructure research in March. Find us at the Hyatt Place Calgary Hotel on March 5 from 9 am-3 pm. This roundtable discussion will dig into findings on the state of transportation, housing, utilities, broadband, and social services and how it is impacting workforce development throughout the Canadian agricultural sector. **Contact us if you wish to attend.**



NEW SUBSCRIPTION PACKAGES FOR YOUR BUSINESS

Managing and growing an agriculture operation can be difficult, but we can help! CAHRC has launched subscriber packages as an easy way for businesses to access tailor-made services that will meet their needs. Let us help you grow! **Contact us for more info.**

WEBINARS ON ALL THINGS AGRICULTURE

Agriculture is a vibrant sector with diverse career options and opportunities to make a real impact. For people interested in agriculture and what it has to offer, we're hosting a number of webinars this month and next. See below

WEBINAR TOPIC	DATE
Into the Vines	2024-02-27
Who's in Ag?	2024-02-29
In the Business of Agriculture	2024-03-05
Creating Buzz - Marketing in Ag	2024-03-07
Canadian Agricultural Education	2024-03-09
The World of Policy, Standards and Government in Ag	2024-03-12
Fresh Produce Made Accessible	2024-03-14
Multifaceted Opportunities in Agriculture	2024-03-21
Advancing Technology in Ag	2024-03-26
Imparting Knowledge; Communications in Agriculture	2024-03-28



FUNDING SUPPORT FOR YOU

The AgriWorkplace Skills Training Program

The AgriWorkplace Skills Training Program has launched. This initiative supports the development of both employers and employees through e-learning and on-the-job training. This includes providing employers with a wage subsidy of up to \$5,000 per trained employee. Yes, it's as good as it sounds. And no, you don't have to hire more workers to qualify. **Join the program now.**

The Growing Opportunities Project

Applications are opening this month for the Summer 2024 phase of CAHRC's Growing Opportunities project. Businesses can access Canada's largest online campus recruiting platform and take advantage of a \$7,500 subsidy for each student they hire. Learn more and start your **application process here.**

INTRODUCING CAHRC CONNECT

Want to be part of an online community of leaders, learners, and employers in agriculture? CAHRC Connect is a dynamic platform offering information on HR and EDI, networking opportunities, webinars, discussion groups, and Q&As with experts. Take advantage of all of the resources it has to offer today. CAHRC Connect is a pilot project free for you to try until April 1. **More here.**

JOIN US FOR ONLINE EVENTS

At CAHRC, we're here to provide agricultural businesses and associations with the resources, information and opportunities they need to reach their full potential. We've got two online events that you can attend later this month on the following hot topics:

1. **Hiring the Right Employee and Onboarding:** Feb. 22, 12 pm EST
2. **Labour Market Impact Assessment Work Permits:** Feb. 27, 12pm EST

CAHRC'S CORNER

CAHRC HR RESOURCES GET AN UPGRADE

The success of a business depends on the capacity of its workforce. At CAHRC, we know people are the most valuable resource for a business. However, amidst the immediate demands of running a business, ensuring that workers are properly supported and managed can be a challenge.

That's why CAHRC created — and has now revamped — our Agri-HR Toolkit. We've done all the work for agri-businesses and compiled the HR resources and important information to support your short-term, medium-term, and long-term business success. Our 2.0 version provides a more modern, accessible, user-friendly experience so that you can more easily find the information you need.

WHAT'S INCLUDED?

The Agri-HR Toolkit includes several modules, templates, and guides on critical HR management issues and legal obligations for employers. Key topics in the toolkit include building a business plan, creating farm policies, finding skilled workers,

guidance on pay and benefits, succession planning, best practices for worker training and management, improving farm safety, workplace wellness and diversifying a workforce. **Contact us** to learn about our rates and how you can access the toolkit.

BUT WAIT, THERE'S MORE!

We've launched two additional initiatives to provide extra support to employers who are interested in taking a deeper dive into HR best practices.

1) Agri HR Communities of Practice

The Agri HR Communities of Practice is an online forum, part of **CAHRC Connect**, that aims to bring together employers, industry experts and stakeholders to collaborate, connect and access HR tools and training programs from CAHRC's resource bank. A community of practice is a group of people who share common concerns, a set of problems or interest in a topic, and who come together to fulfill both individual and group goals.

The communities of practice will include webinars, Q&As with experts, online chat forums and networking. Outreach and roll-out of the program material will be via email, webinar and the online website platform where the program will be housed. Topics that are covered will include:

- ▶ How to engage international recruitment agencies
- ▶ How to hire a supervisor and what to look for
- ▶ How to ensure you meet legal obligations during the recruitment, selection and hiring process
- ▶ How to onboard new employees
- ▶ How to provide constructive feedback to your employees in challenging times
- ▶ How to implement disciplinary policies and procedures, and systems for recording disciplinary actions
- ▶ How to terminate an employee
- ▶ How to lead through challenging times
- ▶ How to maintain a healthy workplace
- ▶ How to reduce burnout
- ▶ How to develop and implement an HR policy

2) HR Recognition Program

This is an additional program that will beef up employer knowledge around HR and workforce trends by highlighting HR management best practices in the agricultural industry. Those who enrol will gain valuable understanding of how HR best practices contribute to a business's profitability and sustainability.

Have more questions? We're happy to answer them. Get in touch by contacting outreach@cahrc-ccrha.ca.



CAHRC'S CORNER

IMPROVING PERCEPTIONS WITH “WELCOME TO CANADIAN AGRICULTURE”

If you have a career in agriculture, you're likely aware that the sector needs to attract and retain more workers. At CAHRC, we regularly think about how to solve the labour and skill gap so that Canada can continue to be a trusted, world-class source of agricultural products.

There is no single solution to building a stronger workforce. However, we do know that a lot of the challenges associated with worker recruitment are rooted in outdated perceptions of agriculture and a lack of awareness of the career opportunities that exist.

CAHRC's Welcome to Canadian Agriculture program was designed with this in mind. This online, self-paced e-learning initiative launched in January, and provides participants with a general overview of the agriculture sector, its main commodities, job market forecasts, salaries and various career pathways throughout the industry. Content comes in the form of virtual farm tours, interactive modules and educational videos. Those who wish to participate have until March 31 to enroll and complete the course material.

Who Can Enroll?

Anyone who is interested in understanding the agriculture sector and its variety of employment options can complete this course. However, the course material was developed to be accessible and targeted toward newcomers in Canada.

The Opportunities Ahead

The Government of Canada has said it plans to welcome more than 1.45 million new Canadians over the next three years. These individuals bring their own diverse skill sets, many of which are desperately needed in the agriculture sector. We know that the industry offers the chance to make an impact for those with a background or an interest not just in farming but also in business, science, marketing or manufacturing.

Drawing on CAHRC's perception research, we also know that immigrants (57 per cent vs. 45 per cent of non-immigrants) and more specifically recent immigrants who arrived in Canada less than 10 years ago (64 per cent vs. 51 per cent who arrived more than 10 years ago) are among the most likely to express interest in learning more about careers in agriculture. Nearly 58 per cent of new immigrants also expressed a willingness to switch careers.

Ultimately, this pairing presents a chance to further encourage newcomers to choose agriculture as the industry in which to pursue a career as part of their fresh start. Welcome to Canadian Agriculture attempts to do just that.

Help us raise awareness about this important resource. It's available free of cost for those who participate before April 1. You can learn more about the Welcome to Canadian Agriculture program by visiting our website or contacting us at outreach@cahrc-ccrha.ca.

CAHRC'S CORNER

THE STATE OF THE LABOUR MARKET AND WHAT'S TO COME

CAHRC, in an effort to address agriculture's ongoing skill and labour gap, recently released our national Labour Market Information (LMI) report. The contents of this report look at the current challenges, provide a forecast of the labour gap by 2030 and take a deep dive into the data by industry and region.

These findings are important because they not only provide our sector with detailed insight into present-day workforce issues, but also anticipate future scenarios so we can plan accordingly and work toward the best outcomes for agriculture and the next generation of workers.

A HIGHLIGHT REEL OF PRESENT-DAY CHALLENGES

Our research found that one in every five agriculture employers were unable to hire all the workers they needed to meet their demands in 2022. This, unfortunately, resulted in a 3.7 per cent decline in sales — an estimated \$3.5 billion loss from the economy. Many employers also reported excessive stress, production delays, delayed or cancelled expansion, overtime costs and business closures.

The same year, the sector had a peak vacancy rate of 7.4 per cent — well above the average of 5.9 per cent across all sectors in Canada. Industries with the highest number of positions unfilled at peak season included fruit and vegetable (6,300), greenhouse, nursery and floriculture (4,300) and grain and oilseed (2,300).

The 2030 Forecast

Our LMI report's projections use the current labour market as a benchmark. We also note several contributing trends in our report.

For example, agriculture's aging workforce is expected to have a substantial impact on the domestic labour gap. Between 2023 and 2030, more than 85,300 retirements are projected to occur — almost 30 per cent of the sector's current Canadian workforce. An anticipated 47,000 of these retirees will be people in managerial positions — a loss of half of the current managers by the end of the decade.

In terms of projected available jobs, we anticipate a 15 per cent increase from the current domestic labour gap, amounting to 100,000 job openings across the sector.

Even if Canada relies on temporary foreign workers, who are expected to fill four out of five jobs, 22,000 jobs could remain vacant during agriculture's peak season.

Regional Mentions

From a provincial standpoint, Alberta, Newfoundland and Labrador, Nova Scotia and Saskatchewan are expected to shoulder the largest number of retirements, exceeding 35 per cent of their current domestic workforce.

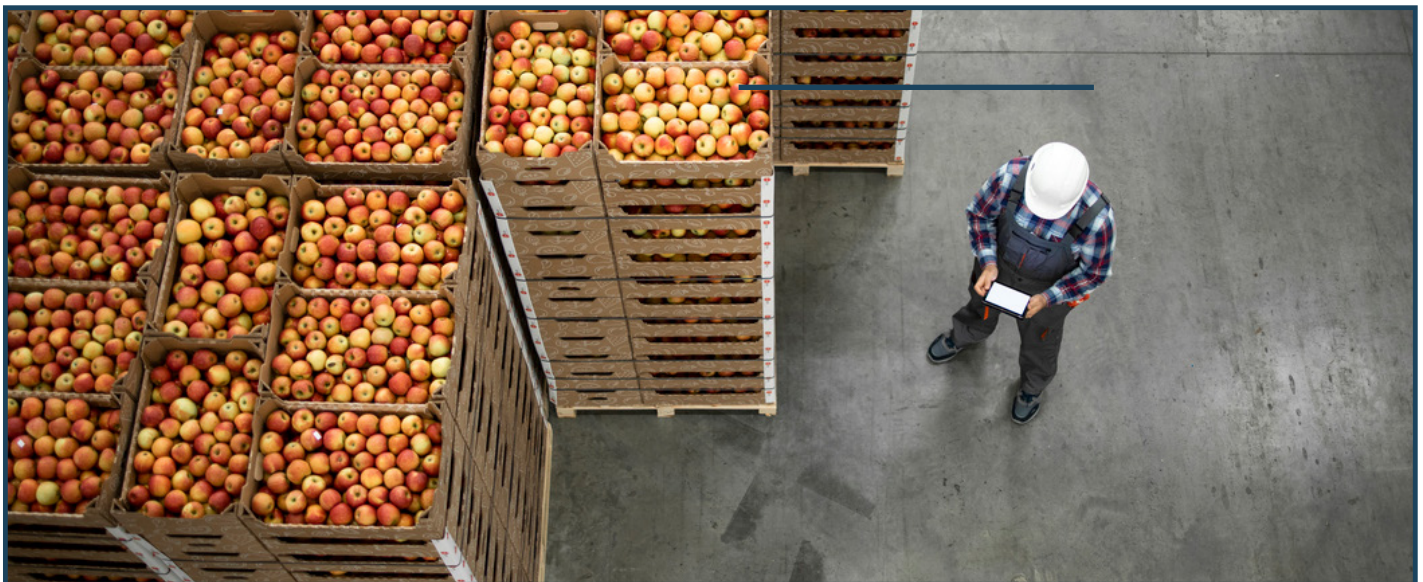
And unsurprisingly, the domestic labour gap is projected to be concentrated in provinces with larger agriculture sectors. For example, 40 per cent of the labour gap is expected to be in Ontario, followed by 29 per cent in Quebec and 17 per cent in British Columbia.

Industry Impacts

Our research indicates the domestic labour gap will continue to be largest in the greenhouse, nursery and floriculture industry. The tree fruit and vine and the field fruit and vegetable industries will account for another 35 per cent of the peak domestic labour gap by 2030. These industries have the largest seasonal fluctuations, which creates intense challenges in finding enough domestic workers during peak seasons.

While the domestic labour gap in the sheep and goat industry will remain relatively unchanged by 2030, amounting to a need for 240 workers, industries experiencing an increase in their domestic labour gap by 2030 include:

- ▶ Dairy: 5,000 workers during peak season
- ▶ Poultry and egg: 2,420 workers during peak season
- ▶ Beef: 2,600 workers during peak season
- ▶ Swine: 3,080 workers during peak season
- ▶ Aquaculture: 285 workers during peak season
- ▶ Grain and oilseed: 3,680 workers during peak season
- ▶ Greenhouse: 34,940 workers during peak season
- ▶ Fruit and vegetable: 35,301 workers during peak season
- ▶ Support services: 1,570 workers during peak season





The Good News

The National Workforce Strategic Plan (NWSP) for Agriculture and Food and Beverage Manufacturing is an industry-led initiative that outlines the necessary action we need to take to achieve workforce stability by 2030.

Its areas of focus include:

- ▶ Improving perceptions of the sector and awareness of the diverse opportunities that exist
- ▶ Enhancing best HR practices
- ▶ Attracting skilled immigrants
- ▶ Ensuring workers are equipped with the right skills and utilizing training programs for best practices
- ▶ Embracing automation and technological changes

Thirsty for More Data?

At CAHRC, we pride ourselves on being a top resource and knowledge body on all matters related to agri-labour and HR.

If you're curious about our LMI numbers, you can find the full report here. We also offer presentations and respond to personalized data requests for those inquiring about specific information.

Contact us if you'd like sector or region-specific labour market insights.



CAHRC'S CORNER

NEW TOOLS FOR BUILDING AN INCLUSIVE WORKPLACE

In the face of a labour shortage and skill gap, our sector must consider every avenue that will allow us to build a strong workforce and stay competitive. Part of this means looking beyond populations that agriculture is already attracting and understanding how employers can expand their reach and create workplaces that attract and retain people from different backgrounds.

For employers and agricultural associations, CAHRC has compiled up-to-date information and resources to create the **IDEA e-learning course**. IDEA stands for Inclusivity, Diversity, Equity, and Accessibility.

IDEA e-learning is designed to be self-paced for employers in agriculture so they can access this resource while driving their business. Course materials include:

- An equity, diversity and inclusion (EDI) guide and checklist developed by experts to equip sector employers and employees with the tools and skills needed to adopt EDI in their daily work
- Eight e-learning modules and 20 webinars, amounting to 40-plus hours of training
- A resource library with additional articles, links and books to support feature learning

Why Does This Matter?

Studies have shown that when a workplace is making an effort to be inclusive, employees can build stronger relationships with colleagues and have improved outcomes. This has also resulted in **reduced levels of stress**, fewer signs of **burnout**, and **improvements in physical and psychological health**. The **research also tells us** employees of inclusive workplaces are 65 per cent less likely to leave their jobs, are absent from work 37 per cent less and are 21 per cent more productive.

As mentioned, CAHRC's perception research finds that new Canadians and people from Indigenous communities are more open to working in agriculture compared to other demographics. We know, too, that Canada plans to welcome more than 1.45 million newcomers over the next three years. These individuals bring their own diverse skill sets, which could be an asset to Canadian agriculture.

Take advantage of our IDEA e-learning so we can secure the next generation of workers. Canada's world-class reputation as a top food producer — and the sustainability of our sector — depends on it. Take the next step and enroll here or contact **outreach@cahrc-ccrha.ca** if you have questions. This is a CAHRC pilot program, free to try until April 1.

SPOTLIGHT

DIVE INTO ATLANTIC CANADA'S POST-SECONDARY WORLD YOU'LL FIND AN OCEAN OF AGRICULTURAL JOB OPPORTUNITIES

Atlantic Canada's agricultural landscape is ripe with career opportunities — across the region and throughout the food and beverage supply chain. Educational offerings, particularly post-secondary programs, are helping drive the next generation of workers and business owners into our world-renowned sector.

Work-integrated learning, also known as on-the-job learning, is increasingly becoming a trend in post-secondary education. This allows students to learn through the application of skills in a real-world setting. More importantly, it provides an opportunity for current employers to inspire our youngest and brightest to stick with a profession in agriculture and understand how they can make a meaningful impact throughout the sector.

Let's look at the learning opportunities that exist across the region.

Prince Edward Island

Prince Edward Island, though synonymous with the humble potato, offers opportunities beyond the farm gate.

The University of Prince Edward Island's Foods and Nutrition program, for example, provides students with comprehensive training opportunities related to nutritional health, novel food product development and support for sustainable food systems. It also offers multiple work-integrated learning opportunities like dietetic internships, co-ops and applied research projects in food security, nutrition education and food product development.

Nova Scotia

In Nova Scotia, a bachelor's degree in plant science at Dalhousie University will prepare students for careers in crop farming or management and soil research, as well as water and soil conservation. Students may also choose to focus on the genetics of plants, which provides a solid foundation for opportunities in plant breeding and plant development.

Alternatively, a bachelor's degree in international food business offers a stepping stone for a career path in the global food industry, whether that's as an agri-business

entrepreneur or agri-food trade specialist. And at Saint Francis Xavier University, a bachelor's degree in climate and environment can set someone on track to a career in climate consulting for farm operations.

Newfoundland and Labrador

Newfoundland and Labrador is known for its billion-dollar fishing industry and post-secondary programs are well-aligned to ensure the sector stays on the map.

At Memorial University's Fisheries and Marine Institute, an advanced diploma in food safety can develop the critical technical skills that are key to a career in the manufacturing and processing side of the food industry. Interested in growing the sustainable food production industry? A graduate diploma in marine studies can lead to a career in aquaculture, from production to management to governance. CAHRC remains a proud partner of the Marine Institute, supporting the curriculum **for a suite of training courses** for new entrants, career changers and current aquaculture professionals.

Memorial University undergraduate students may also be introduced to careers in the agriculture and food industry through

one of its WIL micro-placements, which range from two to 10 days of on-the-job experience.

New Brunswick

At New Brunswick's Mount Allison University, students in environmental science are offered concentrations in aquatic environments, environmental chemistry, environmental modelling and environmental monitoring and management. These science-intensive programs offer a path toward a career in agriculture that is often not recognized.

Every region in Canada has its assets and unique features that can be leveraged for agricultural success. With this in mind, CAHRC is committed to building relationships and making connections between the next generation of workers in post-secondary institutions and employers with work-integrated learning opportunities throughout the Atlantic region and beyond.

Throughout the following issues of Agri Workforce Matters, we will showcase regions across the country and their corresponding post-secondary programs in agriculture, and how those may lead to a career path in the sector.





PERCEPTION AND AWARENESS OF INDUSTRY AND CAREERS

BRANDON'S AG DAYS, EDUCATION PROGRAM AIM TO DEMYSTIFY FARMING FOR STUDENTS

Grade 8 students Kelsey Studer and Scotlyn Chadney puzzled over a question about one of the most endangered ecosystems on Earth at the Manitoba Beef Producers Ag Days booth on January 17. They were shocked to discover the answer was prairie grasslands. From there, the students — participating in an agriculture-themed scavenger hunt game at Brandon's three-day expo — learned about the importance of biodiversity in Canada and the role cattle can play in revitalizing the land. “It shows me how important farming is and how much we need it,” said Studer, a Grade 8 student at Virden Junior High. “Seeing all this stuff, I think you would actually be quite cool to enter an industry like this and help somebody.”

QUEBEC CAMPAIGN TO PROMOTE, RECRUIT, RAISE AWARENESS OF JOB AGRICULTURAL MECHANICS

The Association of Machinery Merchants of Quebec (AMMAQ) is launching its new “work big” campaign to highlight the profession of agricultural machinery mechanic. Modern agricultural machinery, such as huge tractors and combine harvesters, are the essential engines that plow and harvest our fields. However, their maintenance and repairs are often carried out in the shadows by the skillful hands of agricultural mechanics whose profession is lesser known. The AMMAQ, with the financial backing of the Government of Quebec, will be releasing a video series and hosting an open house on career paths on March 23.

AGSCAPE DEVELOPS PLATFORM FOCUSED ON HELPING CLOSE THE GAP BETWEEN STUDENTS, GRADUATES AND EMPLOYERS IN THE FOOD AND BEVERAGE INDUSTRY

AgScape has announced a new partnership with FoodGrads, an interactive platform focused on helping close the gap between students, graduates and employers in the food and beverage industry in Ontario. Through this partnership, AgScape and FoodGrads said they will leverage their combined expertise, resources and networks to increase awareness of the food and beverage processing (FBP) sector among youth in Ontario and inspire them to pursue meaningful careers within the sector. The collaboration will be executed through a multifaceted approach. Initiatives include “From This to That: Food Processing in Canada,” classroom lessons tailored for students in grades four to six delivered by skilled AgScape Teacher Ambassadors. FoodGrads will also run interactive stations at AgScape’s thinkAG Career Competitions to engage with students in grades five to 12 and showcase a wide range of careers in the sector.

INDIGENOUS ELDERS CHOOSE TO EMBRACE URBAN FARMING, TEACHING OTHERS TO GROW WITH TRADITION

Nutritious, locally hardy and easy to grow, the carrots in the garden that Indigenous elder Audrey Logan has been establishing over the years in downtown Winnipeg have nourished herself and her family. By extension, the garden has helped many others to learn Indigenous growing methods. Logan has refined her Indigenous urban farming methods to

make them less labour intensive, more cost effective and gentler on the land than western methods. She is part of a number of elders in the West connecting people to food growing and Indigenous cultural traditions.

STUDY SHOWS CANADIAN FARMERS ARE PRODUCING SOME OF THE WORLD'S MOST ENVIRONMENTALLY SUSTAINABLE CROPS

A new carbon study shows Western Canadian farmers are producing some of the world's most sustainable crops. Steve Webb, the CEO of the Global Institute for Food Security, says the study looked at the production of five crops canola, non-durum wheat, durum, field peas and lentils and compared that with data collected from Australia, France, Germany, Italy and the U.S. The results demonstrate that Canadian producers, particularly in Saskatchewan and Western Canada, are producing crops with the least amount of greenhouse gas emissions among regions compared.





PEOPLE AND WORKPLACE CULTURE

CO-FOUNDER OF DO MORE AG TALKS STRESS ON THE FARM AND WAYS TO MANAGE MENTAL HEALTH

Lesley Kelly was one of the keynote speakers at the January 23 Ag Outlook presentation, where she shared five key ways of handling stress that she learned while working on the farm with her family. Speaking at the Living Sky Casino in Swift Current, Saskatchewan, and to an online audience, the Watrous-based farmer and entrepreneur also explored some of the unique challenges faced by agricultural producers that ultimately led her to co-found the Do More Agriculture Foundation back in 2017. Statistics shared by Kelly revealed that approximately 57 per cent of farmers live with anxiety, around 35 per cent live with depression and around 76 per cent have moderate to high levels of perceived stress. Kelly said the best way forward is to recognize the signs of stress and to find

ways to change the dialogue concerning mental health issues on the farm.

ROBINSON NAMED TO THE SENATE OF CANADA

Agriculture leader Mary Robinson has been named to the Senate, representing Prince Edward Island. Robinson is currently the vice-president of the World Farmers' Organisation and is a managing partner of the Robinson Group of Companies, a sixth-generation farm and agribusiness in Prince Edward Island. She is the past president of the Canadian Federation of Agriculture, becoming the first woman to hold that position in 2019. Robinson also served as the first female chair at the Canadian Agricultural Human Resource Council and held the presidency of the PEI Federation of Agriculture from 2015 to 2017. She currently serves on the UPEI Board of Governors and the Canadian Centre for Food Integrity board of directors.

QUEBEC AGRICULTURE PROVIDES MORE FUNDS TO SUPPORT NEW FARMERS, FACILITATE SUCCESSION

Quebec's Minister of Agriculture, Fisheries and Food, André Lamontagne, announced that \$3 million will be added to the budget envelope of the Ministerial Initiative: Agricultural Succession and Entrepreneurship, bringing it to a total of \$8 million. The ministerial initiative aims to help young farmers settle in Quebec to promote the sustainability of Quebec's agriculture. With this bonus, the government wishes to increase its support for young agricultural entrepreneurs by supporting the start-up and facilitating the unrelated or family transfer of businesses.

SASKATCHEWAN NAMES SIX HALL OF FAME INDUCTEES FOR 2024

The Saskatchewan Agricultural Hall of Fame (SAHF) is recognizing six individuals who will be inducted into the hall later this

spring. The 2024 inductees have made significant and distinguished contributions to the welfare and improvement of Saskatchewan agriculture, says SAHF president Reed Andrew.

FARMERS DEMAND INCENTIVES FOR ENVIRONMENTAL CHANGES

A federal environmental strategy for the agriculture sector should be viewed through an economic lens, says a report from consultations on the proposed Sustainable Agriculture Strategy. It should reflect regional differences, recognize early adopters and improve data and measurement. The “what we heard” report was posted to Agriculture Canada’s website during the holiday season. It outlines the feedback from consultations, workshops and written submissions gathered between December 2022 and March 2023. A final strategy was supposed to be released in late 2023, but the department now says it will be sometime this year.





IMMIGRATION AND FOREIGN WORKERS

ALBERTA ISSUES 108 EXPRESS ENTRY INVITATIONS TARGETING HEALTHCARE AND AGRICULTURE WORKERS

Alberta has conducted three new draws through the Express Entry-linked stream of the Alberta Advantage Immigration Program, issuing 108 invitations. A January 16 draw, which targeted healthcare workers with an Alberta job offer, saw 22 candidates invited, while a draw with the same parameters on January 2 saw 42 invitations issued. A January 11 draw targeted agriculture occupations with an Alberta job offer and saw 44 invitations issued.

FARM WORKERS FIGHT NEW OVERTIME LAW IN WASHINGTON

In the U.S., farmers will be required to pay their workers overtime when they log

more than 40 hours a week. The law was passed in 2021 but took several years to kick in. Hundreds of farm workers, many from central and eastern Washington, took to the state capitol Thursday. They said they are, of course, not against being paid overtime. The group said the reality of this new law is their employees are capping their hours at 40 hours a week, resulting in less pay overall. The law passed in 2021 and at the time drew praise from President Joe Biden. It was enacted in phases and the limit for overtime pay dropped to 40 hours a week, or eight hours a day.

MOST CANADIANS SUPPORT BRINGING IN TEMPORARY FOREIGN WORKERS TO FILL JOBS, SAYS POLL

Most Canadians support employers bringing in temporary foreign workers to fill jobs they can't find Canadians to do, according

to a poll for The Globe and Mail, despite growing numbers opposed to increased immigration. The Nanos Research poll also found that more than eight in 10 Canadians feel that temporary foreign workers are important to the country's economy, while over two-thirds show support for temporary foreign workers who wish to remain in Canada becoming citizens. The findings are released as a growing proportion of Canadians say they want the country to accept fewer immigrants in 2024 compared to 2023, with opposition to more immigration growing since September, **according to other Nanos polling.**

THIS GROUP HAS HELPED FARMWORKERS BECOME FARM OWNERS FOR MORE THAN TWO DECADES

California's farmworkers face untold barriers accessing the land, capital and training needed to strike out on their own. But for 20 years, the Agriculture and Land-Based

Training Association (ALBA) in Salinas, California, has offered classes, on-farm training, land, equipment and business support to immigrant farmers who aspire to have their own agriculture operations one day. More than 220 businesses have launched with the organization's support since 2001.

FOOD AND BEVERAGE CANADA SUBMITS RECOMMENDATIONS TO GOVERNMENT ON WORK PERMITS AND TEMPORARY FOREIGN WORKER PROGRAM

Food and Beverage Canada made a submission to the House of Commons Standing Committee on Citizenship and Immigration as part of the Committee's study on the Open Work Permits and the Temporary Foreign Worker Program. In the submission, the organization emphasizes the critical role played by temporary foreign workers in addressing labour shortages, particularly in the food and beverage manufacturing sector.





SKILL DEVELOPMENT

OTTAWA AND SASKATCHEWAN GOVERNMENTS INVEST IN LIVESTOCK AND FORAGE RESEARCH

Ottawa and Saskatchewan jointly announced a \$6.8-million investment in livestock and forage research activities, which will support 30 new projects in 2024. The funding, sourced from the Saskatchewan Agriculture Development Fund and the Sustainable Canadian Agricultural Partnership, represents a 14 per cent increase from 2023. The research projects aim to address challenges, such as Bovine Respiratory Disease in cattle, and enable farmers to adopt sustainable practices in the face of environmental adversities like drought and diseases. In addition to federal-provincial funding, the five industry players helped provide more than \$478,000 for eight livestock and forage projects.

BAKER'S DOZEN OF B.C. AGRITECH FIRMS GET GRANTS FOR SKILL DEVELOPMENT, JOBS AND INNOVATION

Thirteen B.C. agritech firms are getting \$658,000 in provincial government grants to help them advance skills. The government grants are matched by industry, which brings the total investment the 13 companies will receive to \$2 million, according to the B.C. Ministry of Agriculture and Food. The ministry said the 13 projects being funded are expected to support advanced skills training in agricultural sciences for 142 people and create 76 new jobs. One of the companies receiving funding is BW Global Structures Incorporated, which builds high-tech greenhouses. The company will receive \$288,000 for a project that aims to adapt outdoor plant varieties for greenhouse conditions and optimize cultivation techniques to produce crops year-round.

DIGITAL AGRICULTURE PROGRAM CREATES NEW CAREERS FOR PHYSICS GRADS

If you picture a career in agriculture, physics probably isn't the first thing that comes to mind. But as computers and technology rapidly change how we farm, a research team at the University of Winnipeg has found an unexpected niche in the growing industry of digital agriculture. Digital agriculture — using computers, technology, and algorithms in the ag industry — is common. Farmers already use tools like GPS and smart technology to enhance their operations, but using drones to spray fields, satellites to identify weeds and even AI or machine learning could soon be a regular part of a farmer's day.

\$1 MILLION OVER FIVE YEARS TO HELP NEW BRUNSWICK COLLEGE TO INNOVATE TRAINING IN AGRICULTURE

New Brunswick Community College's Centre for Applied Research and Innovation (CNBB-INNOV) has received \$1 million in funding from the Natural Sciences and Engineering Research Council of Canada. Over five years, that funding will support innovation and sustainability projects in sectors including industrial manufacturing, agriculture and micro-brewing.

NATIONAL FARM LEADERSHIP PROGRAM AIMS TO IMPROVE EFFECTIVENESS, SKILLS AND RESILIENCY

The National Farm Leadership Program is an 11-month program that aims to improve the effectiveness and leadership skills of farmers and farm managers. It features a six-week virtual component as well as a three-day, in-person residency in Victoria,

B.C. These are followed with regular group and personal coaching, access to LeaderShift Connect and more. A variety of regional grants are available across the country to defray the registration fee of \$11,990. This includes the Canada-Alberta Job Grant.

FREE BUSINESS PROGRAM LAUNCHED FOR AREA FOOD ENTREPRENEURS

The Foodpreneur Advantage Program offers an array of programming designed to assist "early growth food and beverage manufacturing ventures that produce consumer packaged goods and provides 10 weeks of training, mentoring and coaching," says a news release issued by the Stratford Perth Centre for Business. The program includes workshops for any food-related business and comprehensive programs for scalable food and beverage manufacturing ventures that produce consumer packaged goods (CPG).

CANADIAN START-UPS SECURE \$1.9M TO PILOT FOODTECH INNOVATIONS

The Canadian Food Innovation Network (CFIN) is awarding \$1,932,000 to eight foodtech projects through its FoodTech Next Program. These projects will pilot their innovations in real-world conditions to validate their market fit within the food sector. The combined value of the projects is just under \$4 million. The 2024 FoodTech Next ultimate recipients are Index Biosystems, Harvest Moon Foods, CanDry Technologies, Real Life Robotics, RFINE Biomass Solutions, Maia Farms, Renaissance BioScience and DeepSight Réalité Augmentée.



AUTOMATION AND TECHNOLOGY



CNH INVESTS IN CANADIAN COMPOSTABLE BALE WRAP START-UP

CNH is investing an undisclosed amount in a Canadian start-up that is developing a compostable version of bale net wrap. Nature's Net Wrap — based in Alberta — will use the funds to support testing and validation of its biopolymer material that's designed to replace plastic twine and wrap, which eventually end up in landfills or incinerators. The net wrap is designed to hold up structurally but will also naturally break down in the soil or can be composted, according to a news release from CNH.

KUHN COMBINES SOIL PREP AND SEEDING IN ONE-PASS SYSTEM

Helping farmers prep soil and seed crops in small spring planting windows is the driving force behind a new harrow and seeder combination for Kuhn. European farmers who fall plow typically utilize two

separate machines — a power harrow followed by a precision seeding drill or seeding bar — to seed spring crops. Before this concept they were buying two different machines and putting them together. With RealAgriculture's Shaun Haney, Hild describes how farmers can create one working unit, which includes a front fertilizer tank for the tractor followed by a power harrow and a choice of a planter or seeder.

FARM HEALTH GUARDIAN NOW INTEGRATED WITH MOTIVE GPS SYSTEM

Farm Health Guardian has added to its growing list of fleet management system integrations. Motive is the latest leading GPS system that Farm Health Guardian's biosecurity software now links with to give customers easy access to real-time data that will help strengthen biosecurity, the company said in a release. "This latest addition of Motive to our GPS integrations provides more customers with access to valuable biosecurity data that will

help protect their farms and their entire system,” said Anthony Novero, Farm Health Guardian CTO. “This provides an added layer of useful biosecurity data using the GPS system that many farms already have.”

IMPLANTS SEEN AS CLIMATE SOLUTION

The Canadian cattle industry is facing a quandary. With the global population expected to reach 9.7 billion by 2050, beef production must increase to meet rising demand. On the other hand, there is greater pressure to reduce greenhouse gas emissions in agricultural production. Environment and Climate Change Canada says agriculture contributes about eight per cent of total Canadian greenhouse gas emissions, and enteric methane emissions account for over a third of that total. But according to Kim Ominski, director of the National Centre for Livestock and the Environment at the University of Manitoba, increasing the acceptance and adoption of hormone implants when raising beef could help solve this problem.

FIVE TECH DRIVERS BEHIND KEY TRENDS IN FOOD AND AGRICULTURE IN 2024

When strategically planning for 2024 and beyond, it becomes vital to harness technology and recognize its role in accelerating the trends likely to significantly affect our business. As the industry evolves, technological advancements push us toward a revolution. Five key trends and their associated technologies signalling a transformative era in this sector include sustainability, digital transformation, addressing labour challenges, food traceability and safety, and agribusiness financing.





AROUND TOWN

We've got our fingers on the pulse of all events in Canadian agriculture so you don't have to. Come connect with the ag community and

say hi to the CAHRC team. We've highlighted the events where you can find us and learn about our ongoing initiatives and resources.

ONTARIO FRUIT AND VEGETABLE CONVENTION:
FEBRUARY 21-22



INNOVATIVE FARMERS CONFERENCE:
FEBRUARY 21-22

MEDICINE HAT CHAMBER OF COMMERCE AG ADVOCACY FORUM:
FEBRUARY 21



CANADIAN ASSOCIATION OF FARM ADVISORS' ALBERTA FARM ADVISOR UPDATE:
FEBRUARY 22



INTERNATIONAL POTATO TECHNOLOGY EXPO:
FEBRUARY 22-23

AG EXPO:
FEBRUARY 27-29

CANADIAN FEDERATION OF AGRICULTURE ANNUAL GENERAL MEETING:
FEBRUARY 27-28



WESTERN CANADIAN DAIRY SEMINAR:
MARCH 5-8

FRUIT AND VEGETABLE GROWERS OF CANADA ANNUAL GENERAL MEETING (OTTAWA):
MARCH 5-7



CANADIAN CROPS CONVENTION:
MARCH 5-7

EAST CENTRAL FARM SHOW:
MARCH 6-7

FARM CREDIT CANADA WOMEN ENTREPRENEURS SUMMIT:
MARCH 7

OTTAWA VALLEY FARM SHOW:
MARCH 12-14



FARM CREDIT CANADA AG SUMMIT:
MARCH 13

ONTARIO PRESIDENT'S COUNCIL MEETING:
MARCH 18



GRAIN FARMERS OF ONTARIO MARCH CLASSIC:
MARCH 19

CANADIAN CATTLE ASSOCIATION ANNUAL GENERAL MEETING:
MARCH 19-21



CAHRC-CCRHA

Canadian Agricultural Human Resource Council
Conseil canadien pour les ressources humaines
en agriculture

WWW.CAHRC-CCRHA.CA