



The voice of **Canadian fruit and vegetable growers**

Explaining the importance of the Temporary Foreign Worker Programs for Horticulture in Canada

Murray Porteous, Chair, Labour Committee

June 27, 2017



Seasonal workers fill a growing labour gap required for manual labour

- Support farms where reliable labour is not available
- Supports full-time jobs for permanent residents
- Builds rural economies



To show how the seasonal worker programs improve the lives of the workers' families and support the Canadian economy by creating jobs.

- Professional documentary
- 30-second info pieces
- Repeated consistent messaging

Audiences: Interested Citizens, Decision Makers, Employers, Workers, Foreign Governments





Wayne Johnson



Mile Gully



Stacey Nadine Johnson – almost 4





My current employees

- 59 men
- Supporting 157 children
- Education for 98%
- Health care for 66
- 198 other family members
- Members of local community



Thank you



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