



**CAHRC-CCRHA**

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

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## AgriWorkforce Newsfeed

### *Fil d'actualité sur la main-d'œuvre agricole*

Latest Headlines for CAHRC Partners / *Dernières nouvelles à l'intention des partenaires du CCRHA*  
For Distribution to Your Association Membership / *À distribuer aux membres de votre association*

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*Le Fil d'actualité sur la main-d'œuvre agricole est un suivi hebdomadaire des nouvelles les plus récentes préparé à l'intention des partenaires du Conseil canadien pour les ressources humaines en agriculture (CCRHA). Il constitue un service d'information seulement. Son contenu n'exprime pas une position, une opinion ou un soutien officiels du CCRHA ou de ses membres. Les renseignements qu'il contient sont recueillis auprès de diverses sources et sont distribués à titre d'information seulement.*

## CAHRC'S CORNER

**More support for you:** Participate in our **AgriWorkplace Skills Training Program**. The initiative includes a wage subsidy of up to \$5,000 to train and build up the skills of new and old

employees. Did we mention there's also childcare support for participants? Register [here](#).

**Recruit and Empower the Next Gen:** Applications have opened for the Winter 2024 semester for CAHRC's **Growing Opportunities** project. Businesses can access Canada's largest online campus recruiting platform and take advantage of a \$7,000 subsidy for each student they hire. Learn more and start your application process [here](#).

**AgriWorkforce Matters:** We're delighted to have released the **second edition of our bimonthly magazine**, if you haven't already, check it out in [English](#) or [French](#).

**AgriMentor:** A new agricultural mentoring program is currently **recruiting female mentors and mentees** across Canada. AgriMentor targets a diverse audience of women active in the agricultural sector, [learn more here](#).

**Stay connected:** Follow CAHRC on [LinkedIn](#), [Twitter](#), [Instagram](#), and [Facebook](#) to keep up with our work and relevant stakeholders.

**Coming Soon:** Have you heard? **We're updating our HR Toolkit!** Expect a user experience that is more accessible, modern, and interactive. The HR Toolkit is an important resource to support best practices in HR management for agricultural businesses. We're excited to share our new and improved version in the weeks ahead.

## POLICY, RESEARCH, AND NEWS TRACKING

### Industry Perceptions and Awareness

[Results from new food survey show affordability and health top of mind for Canadians.](#) A new food survey conducted by the Agri-Food Analytics Lab at Dalhousie University highlights

Canadians' perspectives and plans for dealing with rising food prices in 2024. When it comes to anticipating an increase in grocery expenses, 80.3 per cent of respondents expect food prices to rise, especially for meat, produce, and dairy. To cope, 43.3 per cent plan to focus on promotions, 34.6 per cent aim to use more coupons, and 33.6 per cent intend to leverage loyalty programs. Emphasizing affordability, 77.9 per cent currently prioritize lower prices while shopping, with 50.9 per cent prioritizing quality. Despite the price surge, only 10.4 per cent plan to increase online food purchases. [Read the full report...](#)

[Getting schooled on animal agriculture.](#) The Canadian Agri-Food Policy Institute (CAPI) released a report, Forces Impacting Animal Agriculture in Canada: A Synthesis, aiming to enlighten policymakers about the impact of animal agriculture. It highlights the sector's economic significance, particularly in rural areas, generating jobs and income. The report emphasizes innovative practices, like utilizing farming byproducts and responsible grazing, benefiting both the industry and the environment. It points out Canada's relatively lower carbon emissions from pork and beef production compared to other regions and the high public trust in farmers. [Read more...](#)

## People, Wages and Workplace Culture

[Temps durs pour les maraîchers québécois.](#) Certains maraîchers québécois soulignent les défis d'affaires suite à une saison de récolte 2023 désastreuse, couplée à l'inflation. Deux entreprises sur dix devront renouveler leurs prêts de l'année écoulée en 2024 et le tiers des entreprises interrogées ne génèrent pas suffisamment de revenus pour couvrir leurs dépenses, selon un sondage réalisé par l'Union des producteurs agricoles du Québec (UPA). [En savoir plus...](#)

[Des agriculteurs du sud-ouest du Manitoba ne craignent pas encore le manque de neige.](#) Au Manitoba, certains agriculteurs du sud-ouest de la province se disent « optimistes » malgré le peu de neige reçu cet hiver. Depuis le gel, les provinces des Prairies ont reçu moins de précipitations que la normale jusqu'à présent. Du haut de ses 30 ans d'expérience, le directeur général de l'organisme Manitoba Pulse and Soybean Growers, Daryl Domitruk, n'est pas encore

inquiet. Il dit que cet hiver est inhabituel, mais ajoute que les producteurs ont déjà été confrontés à un niveau de neige similaire. [En savoir plus...](#)

[Global Markets: Canada's unemployment rate unchanged](#). Statistics Canada (StatCan) reported on Friday that the country's unemployment rate was steady at 5.8 per cent in December compared to the month before. The economy added a mere 100 jobs in total last month while losing 23,500 full-time positions. Jobs in the professional, scientific, and technical services sector jumped by 45,700 in December, but the wholesale and retail trade sector lost 20,600. Economists had expected a gain of 15,000 jobs and a 5.9 per cent unemployment rate. [Read more...](#)

[Hepworth honoured for agricultural achievements](#). Lorne Hepworth, former Saskatchewan agriculture minister and current chair of the Agriculture Research Institute of Ontario, has been named a member of the Order of Canada. Hepworth was among 78 appointments announced by Governor General Mary Simon in late December. The London, Ont., resident was recognized for his contributions to agriculture and research. [Read more...](#)

## Immigration and Foreign Workers

[Temporary Foreign Worker program embraces the honour system](#). The federal government has quietly made it easier for farmers to exploit foreign labour. Employers in all sectors have to go through the Temporary Foreign Worker program – which requires them to try to hire domestically – before resorting to international labour markets. This policy aims to ensure that employers make reasonable efforts to hire Canadians and permanent residents before seeking to hire temporary foreign workers. However, at the start of 2022, minimum advertising requirements are no longer a prerequisite for agricultural workers. An archive of the Ministry's webpage shows the rules were initially relaxed until June 2023, but the webpage now shows this change has been extended by a year. [Read more...](#)

## Automation and Technology

[Sevita's online soybean variety comparison tool updated with 2023 plot results](#). Sevita's latest update provides access to 2023 on-farm plot data across Canada using its online comparison tool. This resource offers years of agronomic data for growers to assess different varieties' performance, aiding seed selection for the upcoming 2024 season. It allows comparisons based on yield, revenue potential, and specific traits. Visitors can input details for a personalized plot report within 48 hours, which is then useful for making winter purchasing decisions. [Read more...](#)

[Revolutionizing agriculture: Innovative Alberta-based startups in Canada's farming frontier](#). As Canada's agriculture industry continues to evolve, a new generation of startups is emerging, bringing innovative technologies and fresh perspectives to the field. Particularly in Alberta, these ventures are redefining how we cultivate and produce food. From regenerative farming to autonomous machinery and biotech research, these startups are making a significant impact in the agriculture industry. [Read more...](#)

[Blockchain technology in agribusiness: Enhancing transparency and traceability](#). We are living in a world that is becoming increasingly reliant on information technology, and the agricultural sector is not excluded. Global agribusinesses are undergoing a technological transformation, and with this, new challenges have arisen. Agricultural experts are looking for ways to address transparency and traceability, among other challenges, and blockchain technology is rising to the occasion. [Read more...](#)

## Skill Development

[School aims at fibre](#). Funding from the Canada Foundation for Innovation and Innovation Saskatchewan has helped Saskatchewan Polytechnic's Innovative Manufacturing Centre install a state-of-the-art agricultural biomass processing line. This new equipment will enhance the school's ability to support innovative manufacturing projects and provide students with

valuable applied research opportunities. [Read more...](#)

[Un million \\$ sur cinq ans pour aider le CCNB à innover.](#) Le CCNB et son réseau de recherche appliquée et d'innovation (INNOV) reçoivent un coup de pouce de un million \$ du Conseil de recherches en sciences naturelles et en génie du Canada pour développer des innovations durables. L'investissement, étalé sur cinq ans, permettra de réaliser une série de projets « innovants et durables » dans des secteurs tels que les municipalités, l'industrie manufacturière, l'agriculture, les microbrasseries et l'industrie navale. [En savoir plus...](#)

## EVENTS

- [Agricultural Alliance of New Brunswick Annual General Meeting](#), January 18
- [BC Agri-Food Industry Gala](#), January 24
- [14th Annual Canadian Agri-Food Policy Conference](#), January 25-26
- [The Future of Food Conference 2024](#), February 13
- [Canadian Federation of Agriculture Annual General Meeting](#), February 27-28
- [Ag Expo](#), February 27-29

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