



**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*

The **AgriWorkforce Newsfeed** is a weekly news update for partners of the Canadian Agricultural Human Resource Council (CAHRC). It is provided as an information service only. Inclusion of any information does not represent official positions, opinions or support by CAHRC or its membership. The information is collected from a variety of sources and circulated as information only.

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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**



**Virtual Information Hub:** Drop into our **virtual info session** where you'll have the opportunity to hear updates from our Program Managers and ask your questions! Register [here](#).

**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](#).

**Upgrade Your Skills:** Addressing our labour shortage will require understanding how we can attract and retain workers who have not been historically part of the sector, but who bring a valuable set of skills to agriculture. That's why we're introducing our IDEA course, which provides knowledge and insight on inclusion, diversity, equity, and accessibility to ensure businesses in agriculture can not only attract new employees of diverse backgrounds, but thrive with them. Contact [outreach@cahrc-ccrha.ca](mailto:outreach@cahrc-ccrha.ca) for more info.

**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

[Canadians strive for sustainable eating habits, but face barriers: Sodexo Canada study.](#) Sodexo Canada releases the results of its first-ever Sustainable Food Barometer. This new research reveals the sustainable food habits and intentions of Canadians, as well as the current disparities between their aspirations and behaviours. The Barometer identifies the narratives and incentives needed to induce changes in eating habits and support consumers in making the shift towards more sustainable diets. The Barometer is based on a survey of more than 1,500 Canadians conducted by Leger in December 2023. [Read more...](#)

[Manitoba Ag Days, education program aim to demystify farming for students \(français\).](#) The annual Manitoba Ag Days lets students see the diversity of jobs available in the industry along with showcasing the technology, science, and innovations that go into making sure that Canadians have food on their plates. As CBC reports, the 2024 event allowed young people in the province to see careers in agriculture, and understand how the industry remains essential. [Read more...](#)

[Canadian beef industry on track to achieve its 2030 emissions reduction target.](#) Compared to 2014, a kilogram of beef in Canada is now produced with 15 per cent fewer greenhouse gas emissions. According to the National Beef Sustainability Assessment (NBSA) and Strategy report, the Canadian Roundtable for Sustainable Beef (CRSB) says this latest assessment reflects three years of scientific analysis to make the determination, comparing 2014 to 2021. [Read more...](#)

## People, Wages and Workplace Culture

[Mary Robinson announced as an independent senator.](#) Mary Robinson is a globally recognized leader in the agricultural sector. A proud Atlantic Canadian, she currently serves as the Vice-President of the World Farmers' Organisation and is a managing partner of the Robinson Group of Companies, a 6th-generation farm and agribusiness in Prince Edward Island. She is the past President of the Canadian Federation of Agriculture and the first woman to hold that position. She serves as an inspirational leader for women in agriculture throughout Canada. [Read more...](#)

[Manitoba Farmer Wellness Program gets \\$450,000 boost from government \(français\).](#)

Manitoba Premier Wab Kinew and Agriculture Minister Ron Kostyshyn announced nearly half a million in federal and provincial funding for the Manitoba Farmer Wellness Program (MFWP) while at Ag Days in Brandon this week. The grassroots, non-profit organization, which started providing free counselling to farmers and farm families in 2022, will receive \$450,000 over the next three years under the Sustainable Canadian Agricultural Partnership. [Read more...](#)

[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. [Read more...](#)

[Hamel new leader of Dairy Farmers of Ontario.](#) Mark Hamel has been elected the new chair of the board for Dairy Farmers of Ontario. The Bruce County dairy farmer and representative of Region 11 moved up from first vice-president when Murray Sherk stepped down at the Dairy Farmers of Ontario (DFO) annual general meeting this week. Sherk, who farms near Plattsville, had been on the board for 12 years. [Read more...](#)

[GSU accepts Viterra offer.](#) Members of the Grain and General Services Union who work for Viterra have voted to accept the company's latest contract offer. The GSU announced the decision today, saying the support wasn't overwhelming but enough to accept the offer. Local 1 voted 63 per cent in favour and Local 2 voted 68 per cent to accept. [Read more...](#)

## Immigration and Foreign Workers

[Temporary foreign workers claim sexual abuse at Ashcroft farm.](#) Three temporary workers from South America claim they were sexually abused and exploited while working on an Ashcroft farm. The Guatemalan workers took their complaint to the BC Human Rights Tribunal, which then had to decide whether to continue the complaint process before their alleged assailant is criminally charged. Prosecutors haven't charged anyone yet, but the tribunal named Desert Hills Ranch farm manager and co-owner David Porter as the alleged abuser. The workers said in the tribunal decision that Porter "sexually abused them, exploited them, and humiliated them in their employment." Porter denied the claims. [Read more...](#)

[Poll finds most Canadians support temporary foreign workers.](#) A strong majority of Canadians agree that temporary foreign workers are important (48 per cent) or somewhat important (34 per cent) to the Canadian economy, a Nanos Research poll which gauged the views of Canadians on temporary foreign workers has found. Moreover, older Canadians aged 55-plus (56 per cent) are more likely than younger Canadians (38 per cent) to agree to this assertion. [Read more...](#)

## Automation and Technology

[La vache « wi-fi » et autres innovations en agriculture.](#) Au Salon de l'agriculture du Québec, à Saint-Hyacinthe, les 10 000 visiteurs et les 300 exposants s'intéressent de plus en plus au « smart farming » et à l'agriculture de précision. Les robots, les gadgets et les applications mobiles sont en train de révolutionner l'industrie. La compagnie hollandaise Lely a inventé un collier muni d'un émetteur relié au réseau wi-fi que la vache conserve autour du cou, à l'étable ou dans le champ. Le collier contient une sorte de podomètre pour calculer l'activité de la vache et un microphone pour enregistrer la rumination de la vache en temps réel. Depuis son salon, l'éleveur peut ainsi obtenir de précieux indices pour déterminer si une vache est pleine ou si elle développe une maladie. [En savoir plus...](#)

[Food processing companies get government investment towards new tech to reduce their costs \(français\)](#). Investments by the governments of Canada and Ontario through the Sustainable Canadian Agricultural Partnership (Sustainable CAP) are resulting in over \$16 million worth of energy cost savings projects to help food processing businesses increase energy efficiency and lower their costs. The cost-shared funding, provided through the Agri-Food Energy Cost Savings Initiative will help 30 food processors lower their energy costs to be more competitive and sustainable. [Read more...](#)

## Skill Development

[Governments of Canada and Manitoba invest over \\$1.3 million in advancing horticulture at Assiniboine College](#). The governments of Canada and Manitoba through the Sustainable Canadian Agricultural Partnership (Sustainable CAP) are investing over \$1.3 million over five years to Assiniboine Community College (ACC) for education in horticulture production. Specifically, the funding focus is on innovative and sustainable production practices and protective system technologies. [Read more...](#)

[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. [Read more...](#)

[Manitoba ag minister plans to develop protein processing capacity](#). Manitoba's NDP Agriculture Minister Ron Kostyshyn says he wants to maintain a focus on value-added protein production and processing in the province, continuing with one of the flagship initiatives of the previous Progressive Conservative government. The Manitoba Protein Advantage strategy was launched by the rival PCs during Ag Days in 2020, and Kostyshyn says he wants to see the emphasis on protein – both plant and animal – continue. [Read more...](#)

## EVENTS

- [BC Agri-Food Industry Gala](#), January 24
- [14th Annual Canadian Agri-Food Policy Conference](#), January 25-26
- [CrossRoads Crop Conference](#), January 29-31
- [Building Awareness of Careers in Agriculture and Food & Beverage Manufacturing Symposium](#), January 31
- [The Future of Food Conference 2024](#), February 13
- [Crop Connect Conference](#), February 14-15
- [International Potato Technology Expo](#), February 22-23
- [Canadian Federation of Agriculture Annual General Meeting](#), February 27-28
- [Ag Expo](#), February 27-29

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