



Finding the Right Candidates for your Farm

Presented by:

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Business Advisors (BBA) Program

Columbia
Basin **trust**

**BASIN
BUSINESS
ADVISORS**

Agenda

- **Recap Session 1: Getting Ready to Hire**
- **Be Seen by Qualified Candidates**
- **Employment Models & Recruitment Support Programs**
- **Wage Support Programs**
- **Next Steps**

Who is your ideal applicant?

- Is it a Manager, living locally?
- PT/FT Summer Position – do you need a student?
- PT/FT Seasonal Work, with ability to return multiple years – do you need a TFW?
- Casual labour in Peak Season?



Ripe Valley Farm, Field Lead (example)



About Ripe Valley Farm

Join our incredible team! Ripe Valley Farm is a 5-acre vegetable farm with a farm stand and 100 member CSA.

Our mission is to produce high quality vegetables using ecologically sound farming practices while providing living wages for employees and giving back to our community with the Food Boxes for Families program.

We are located within 30 minutes of the mountains, river, and lakes with recreational opportunities in your time off.

Ripe Valley Farm, Field Lead (example)

Desired Qualities:

- At least 3-years hands on experience on a vegetable farm
- Previous experience managing field staff
- Basic tractor and implement operation skills
- A positive attitude and ability to work efficiently
- Post secondary degree or diploma in agriculture preferred

Job Details

- Starts April 14 ends Oct 27, 40 hours/week
- Wage range \$20 per hour Extended health benefits
- Free produce for personal/family use

Main Duties

- Organize and direct field staff to ensure seeding, planting, cultivation, irrigation, harvest and timelines are met.
- Transplanting, mechanical weeding, operation of handheld power tools
- Maintain careful records
- Create a positive and efficient work environment

To Apply

Send a resume and cover letter describing your reason to apply for this job and relevant skills and experience that match the job description to ripe@ripevalleyfarm.ca

Deadline to apply March 1, 2024

Elements of an Attractive Work Environment



Ripe Valley Farm offers:

- Attractive and competitive wages
- A supportive (caring) work environment
- A great team environment
- On the job training and skills development
- Variety – tasks, workflow and learning opportunities
- Transparent/clear job expectations
- Effective and consistent communication
- Employee Recognitions and appreciation
- Fun!



Be Seen by Qualified Candidates



Where are the candidates?

- **Where have you had success in the past?**
- **Where are other employers advertising successfully?**
- **An effective way to find candidates is to target your advertisement to where they are already looking for work**
 - How can we get in front of the work force that we are interested in hiring?

Targeted Hiring

- Referrals from past/current employees
- Your social/professional circles
- Your farm's social media pages
- Local farming 'Facebook' groups
- Talk to your neighbours and other farmers Industry colleagues
- Flyers on local bulletin boards



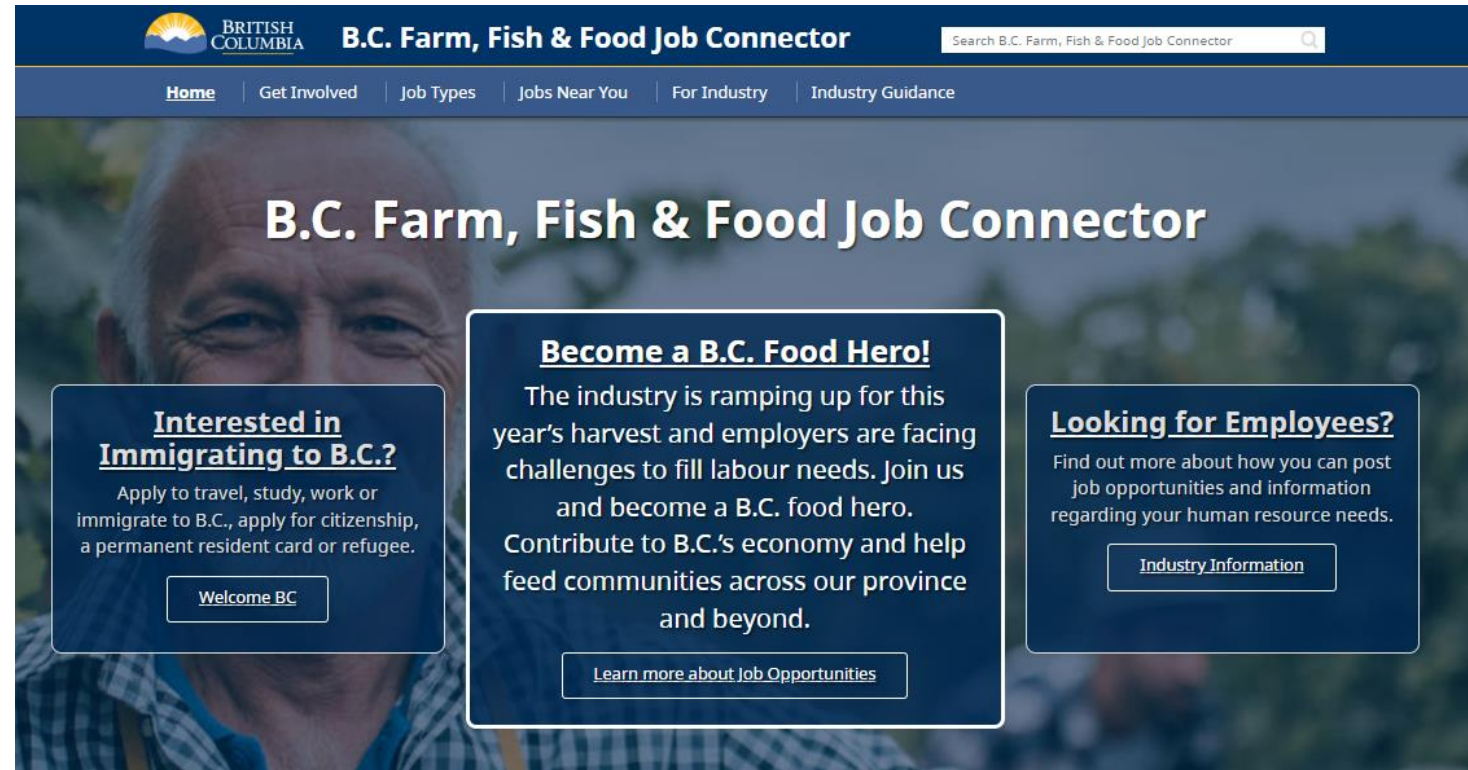
A woman in a dark sleeveless shirt is harvesting tomatoes in a greenhouse. She is reaching into a dense row of tomato plants that are heavily laden with green and ripening red tomatoes. The plants are supported by vertical stakes and horizontal trellis wires. The greenhouse structure is visible in the background with its translucent panels and metal frame.

Broad Postings

- Local Job Boards, i.e.:
 - BC Farm, Fish and Food Job Connector
 - Young Agrarians
 - Kootenay Career Development Society (West Kootenay)
 - Kootenay Employment Services (Central & East Kootenay) kes.bc.ca
- Federal Job Bank
- Student Job Boards & Co-op Student Listings
- Agricultural Job Fairs – virtual and in-person

B.C. Farm, Fish & Food Job Connector

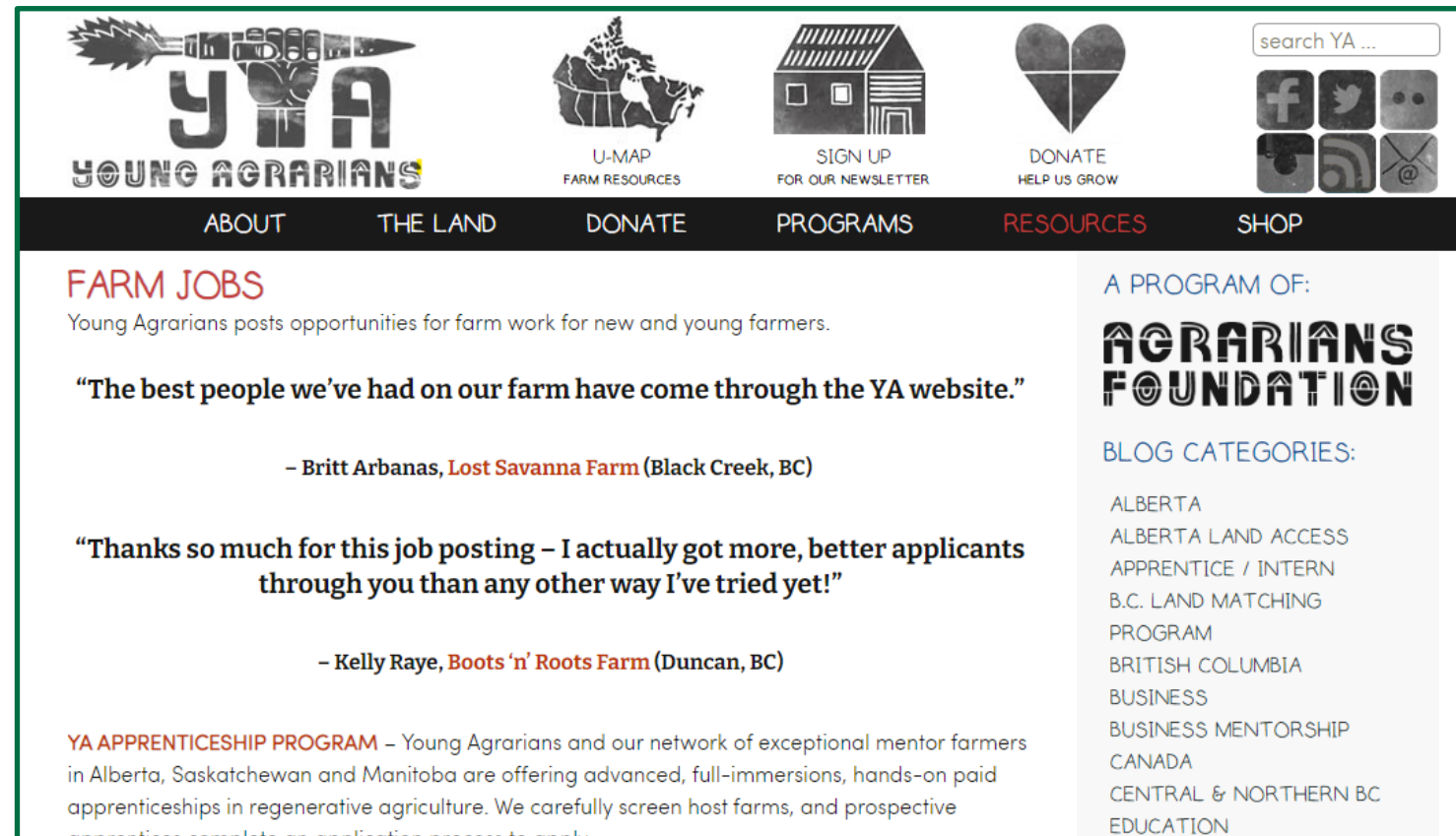
- **bcagjobs.gov.bc.ca**
 - Originally developed for COVID-19 response
 - Attracts local and overseas candidates
 - ‘Virtual’ Job Fair
 - Good resource for candidate information and employer information



Young Agrarians

- Multi-province
- Oriented on new or young farmers and agriculture workers
- Extremely active with events, networking and workshops

<https://youngagrarians.org/farm-jobs/>



The screenshot displays the Young Agrarians website interface. At the top, there is a navigation bar with the following elements: the Young Agrarians logo (a stylized 'YA' with a plant), a map of Canada labeled 'U-MAP FARM RESOURCES', a house icon labeled 'SIGN UP FOR OUR NEWSLETTER', a heart icon labeled 'DONATE HELP US GROW', a search bar labeled 'search YA ...', and social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a dark menu bar with links: ABOUT, THE LAND, DONATE, PROGRAMS, RESOURCES, and SHOP. The main content area features a 'FARM JOBS' section with the text: 'Young Agrarians posts opportunities for farm work for new and young farmers.' It includes two testimonials: 'The best people we've had on our farm have come through the YA website.' by Britt Arbanas from Lost Savanna Farm (Black Creek, BC), and 'Thanks so much for this job posting – I actually got more, better applicants through you than any other way I've tried yet!' by Kelly Raye from Boots 'n' Roots Farm (Duncan, BC). Below these is a section for the 'YA APPRENTICESHIP PROGRAM' which states: 'Young Agrarians and our network of exceptional mentor farmers in Alberta, Saskatchewan and Manitoba are offering advanced, full-immersions, hands-on paid apprenticeships in regenerative agriculture. We carefully screen host farms, and prospective apprentices must complete an application process to work.' On the right side of the page, there is a sidebar with the text 'A PROGRAM OF: AGRARIANS FOUNDATION' and a list of 'BLOG CATEGORIES' including: ALBERTA, ALBERTA LAND ACCESS, APPRENTICE / INTERN, B.C. LAND MATCHING PROGRAM, BRITISH COLUMBIA, BUSINESS, BUSINESS MENTORSHIP, CANADA, CENTRAL & NORTHERN BC, and EDUCATION.

Federal Job Bank

- May be required for Employment Programs and/or grant funding
- Create a profile
- Manage job postings withing the portal

[Create a new job posting](#) [Help](#)

Filter by keyword [Filter](#)


[All](#) [Advertised](#) [Draft](#) [Pending](#) [Expired](#) [Suspended](#) [Cancelled](#) [Declined](#)

Showing 1 to 2 of 2 entries Show 10 entries

Job title	Job ID	Status	Location	Posting start date	End date	Matches and reports	Action
Labourer, fruit farming	2275509	EXPIRED	Creston	2022-12-13	2023-01-03	Job Match Close out	View Copy Delete
Labourer, farm	1904279	EXPIRED	Creston	2022-01-10	2022-01-24	Job Match Close out	View Copy Delete
Job title	Job ID	Status	Location	Posting start date	End date	Matches and reports	Action

Job Bank

[Job Bank](#)



Job Bank
For Employers


Email (required)

Password (required)

[Sign in](#)

[Forgot your password?](#)

[Sign up now!](#)

 You can post jobs for multiple employers under your user account.



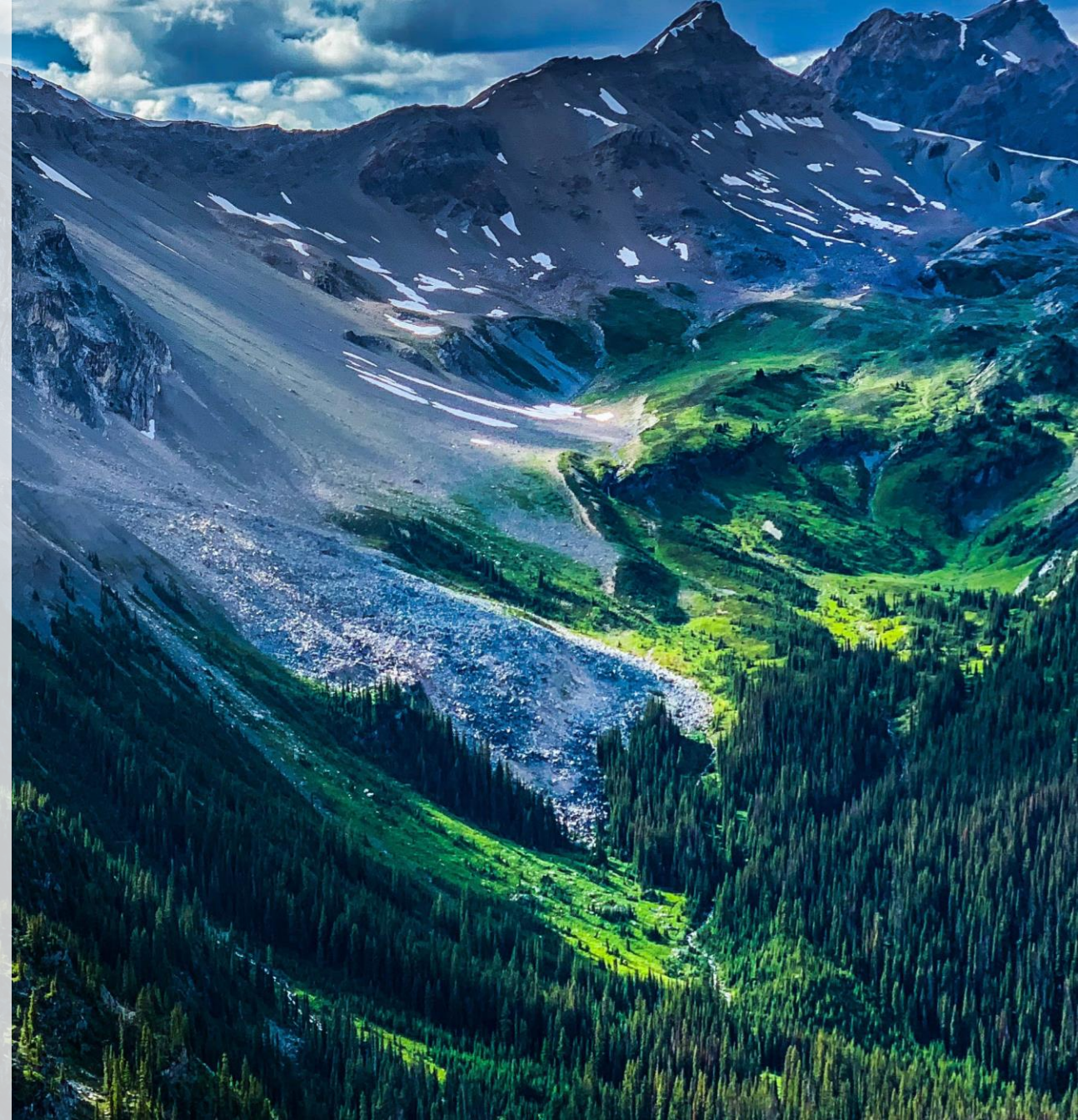
Student Employment

- Summer Hiring (April-September)
 - High school
 - University/College
 - Teachers!
- Internships
- Co-op placements – 4 to 8 month job

Co-op Education Employment

- Work placement for post-secondary students
- Aligned with student's program discipline
- Emphasis on student training on the job
 - Learning
 - Development
 - Growth
 - Support
 - Mentoring

Source: [Co-op Employment Program - Province of British Columbia \(gov.bc.ca\)](http://gov.bc.ca)



When to Post a Co-op Job

- Co-op work terms coincide with the university semesters.
- We recommend you post your opportunity during the following months:
 - *January – April* to hire for **May**
 - *May – August* to hire for **September**
 - *September – December* to hire for **January**

****Co-op Coordinators – contact schools to create a profile and get on their contact lists.***

Preparing to Hire a Co-op Student

- Contact Program/Coordinator
- Set up a profile
- Company information – insurance/registrations
- Prepared Job Description
- Number of students/Term
- List the wage subsidies/grants that you have applied for & **any restrictions**
- Do you want to receive a resume? CV? Transcript?

Please indicate which co-op program(s) you wish to receive applications from

<input type="checkbox"/> Not Sure - direct me to the right program(s)	<input type="checkbox"/> Arts, Humanities & Social Sciences	<input type="checkbox"/> Business & Management
<input type="checkbox"/> Engineering	<input type="checkbox"/> Forestry	<input type="checkbox"/> Human Kinetics
<input type="checkbox"/> Land & Food Systems	<input type="checkbox"/> Science	

Benefits of hiring Co-op Students

- Cost effective recruitment strategy
- Wage subsidies may be available
- Collaborative support from post-secondary institution
 - Pipeline of future students
- Students with sector-specific knowledge and interest
- Highly motivated candidates



Student Career Centers

- **Job Boards for the Institution**
- Familiarize yourself with institutions and their offerings:
 - Selkirk College
 - College of the Rockies
 - Kwantlen Polytechnic University
 - University of the Fraser Valley
 - UBC Kelowna and Vancouver
 - Olds College
 - University of Lethbridge
- *Instructors can also be an excellent resource*
- *Contact Student Services to learn about **Job Fairs** and other recruitment opportunities*

Agriculture Job Fair Readiness

- **Prepare for the Event**

- Create your pitch package and job fair kit
- Be ready to sell your region to prospective out-of-town workers
- Is your operation unique or are you an expert in your sector?
Get involved early, see if there is an opportunity to be a panel speaker
- Network with other employers and industry supporters

Agriculture Job Fair Readiness

Post Event:

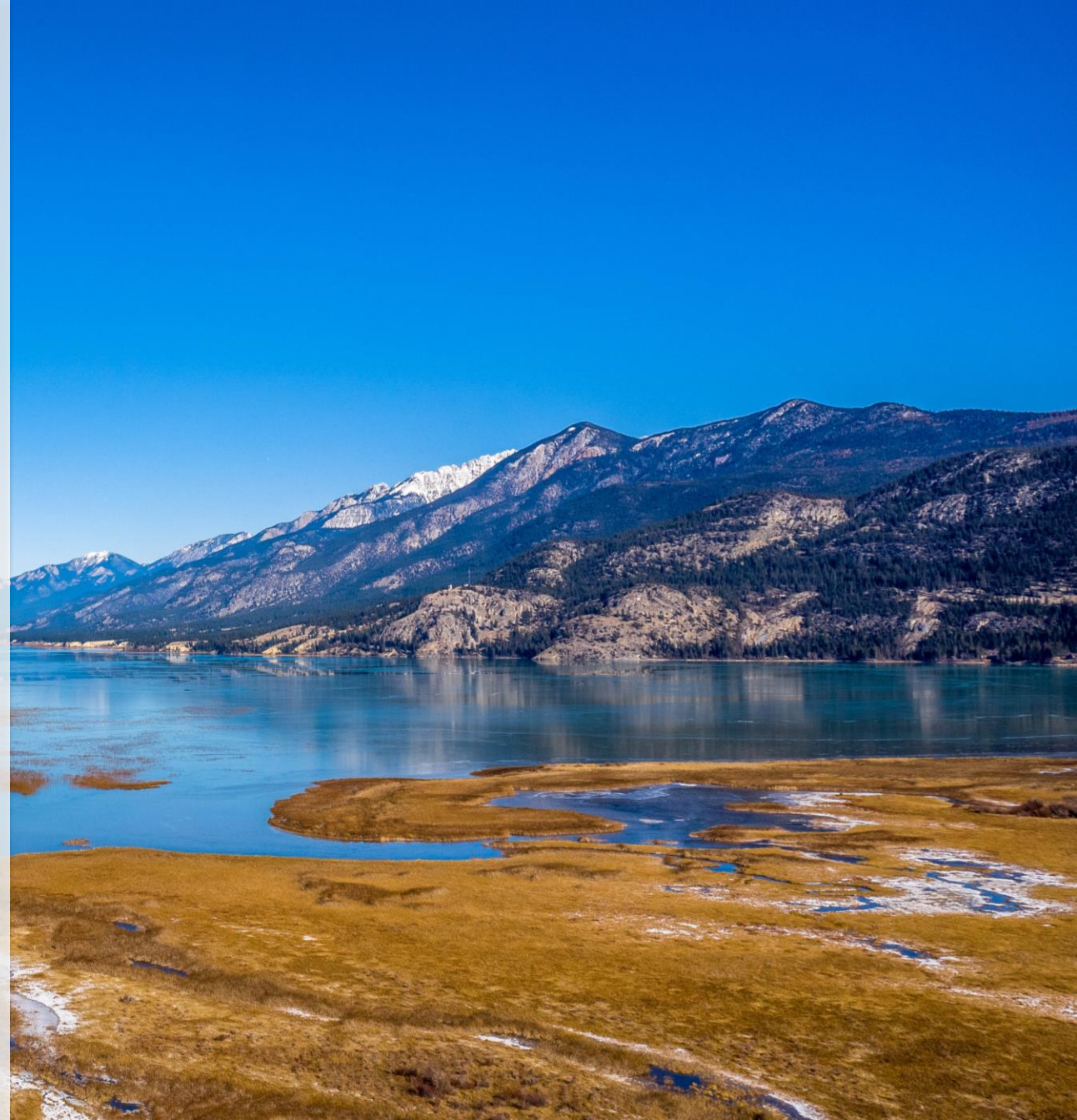
- Review how your experience went
- What can be improved?
- What questions did candidates have?
- Follow up with candidates!



Reminders



1. Familiarize yourself with where to post Agricultural Jobs
2. Contact Educational Institutions about Career Programs
3. Create Student Learning Outcomes



A Guide to Online Recruiting *Broad Search*



Paid Job Sites

Indeed.ca

- most popular site in Canada

ZipRecruiter.com

- focused primarily on professional and hospitality jobs

GoodWork.ca

- focused on environmental and organic oriented jobs

Why use paid sites

- **Useful tools**

- Managing candidates
- Communicating/messaging
- Scheduling interviews

- **Pre-screening Questions!**

- Filter candidates based on qualifications
- Ask specific screening questions around eligibility
- Reduce the volume of junk applications

How much to spend on paid job sites

Pay per application (\$20-\$35 each)

- Only pay for applications you decide to use and proceed to contact the candidate
- Need to stay current (daily) or every application defaults to paid
- Useful if you want to only contact a few candidates
- Can continuously review/reject candidates as they apply

Pay per view/click (\$5-\$10 per day)

- Similar to Facebook or Google Ads
- Pay for every click/view of the job posting regardless of candidate quality
- Not a good model if you get too many junk applications



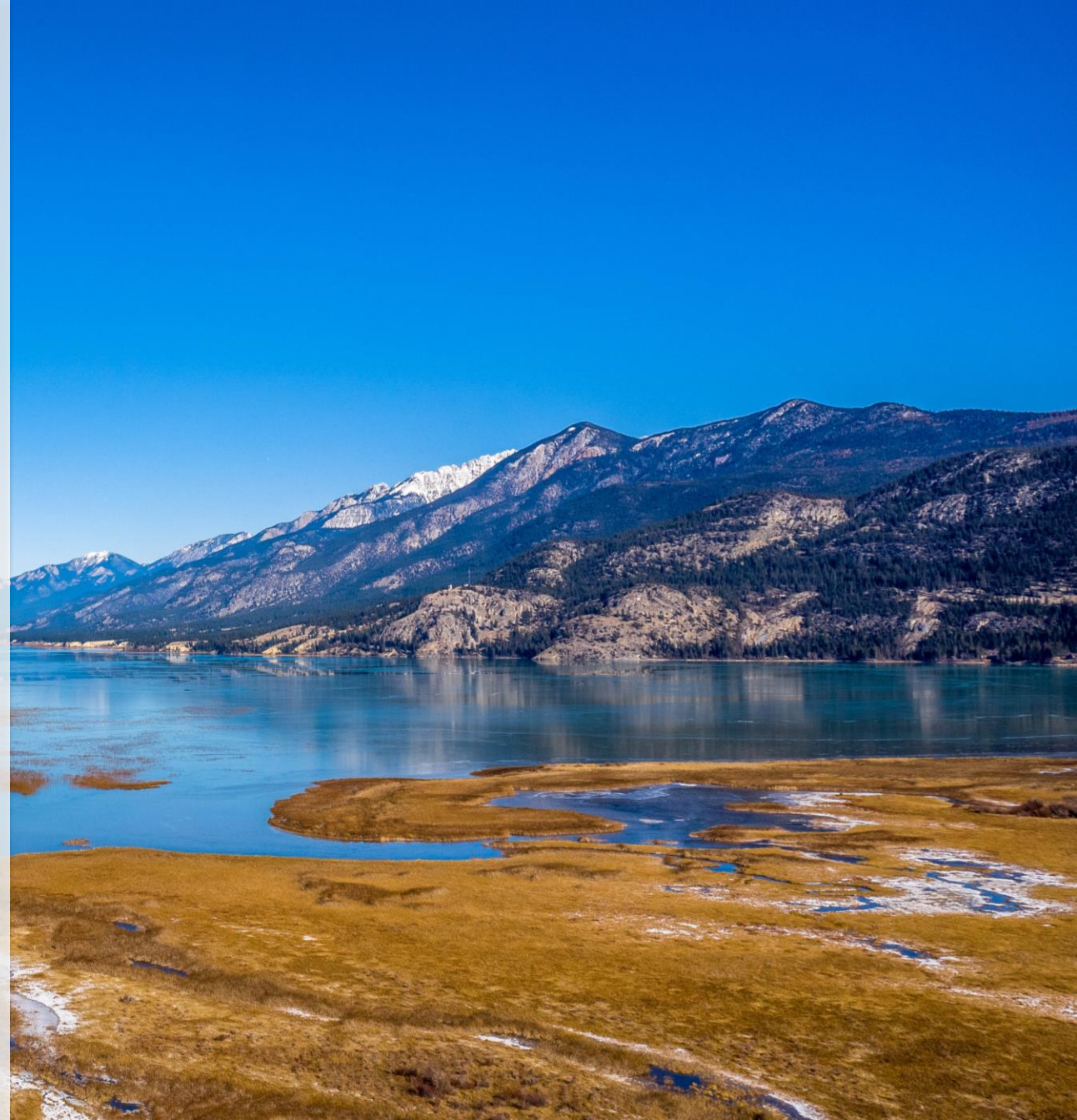
Be agile and adaptable

- **Post your jobs and monitor applications**
 - React quickly to applications
 - Adjust posting if the candidate profiles are wrong
 - If a tactic isn't working, stop or change tactics

Reminders



1. Create materials/folder for online Job Posting
2. Select online services and prepare Employer Profile
3. Evaluate efficacy of posting jobs online – what tools worked well? Who did you attract? Fact Check with interviewees.



Other Employment Models and Recruitment Support Programs



Other Employment Models

1. Recruitment Support Programs – WorkBC

2. International Workers:

- International Experience Canada program
- Seasonal Agricultural Workers Program (SAWP)
- Temporary Foreign Worker Program (TFW)

Recruitment Support Programs - WorkBC

- [Kootenay Career Development Society \(KCDS\)](#) West Kootenay
- [Kootenay Employment Services \(KES\)](#) East Kootenay
- Other [WorkBC Centre locations](#) in the Columbia Basin include: Revelstoke, Golden and Valemount



Benefits of Recruitment Support Programs

- **Provide support to workers**
 - Skills training
 - Industry certifications
 - Job placement
 - Career counselling
- **Provide support to employers**
 - Free job postings
 - Assist with candidate selection
 - Virtual job fairs
 - Wage subsidy



Benefits of hiring with an Employment Service

- Worker support: protective clothing, counselling
- Employer Support
- Cost effective recruitment
- Direct connection to job seekers through job boards
- Wage subsidies
- [BC Employer Training Grant](#)

International Employment Programs

International Experience Canada Program

Temporary Foreign Workers Program

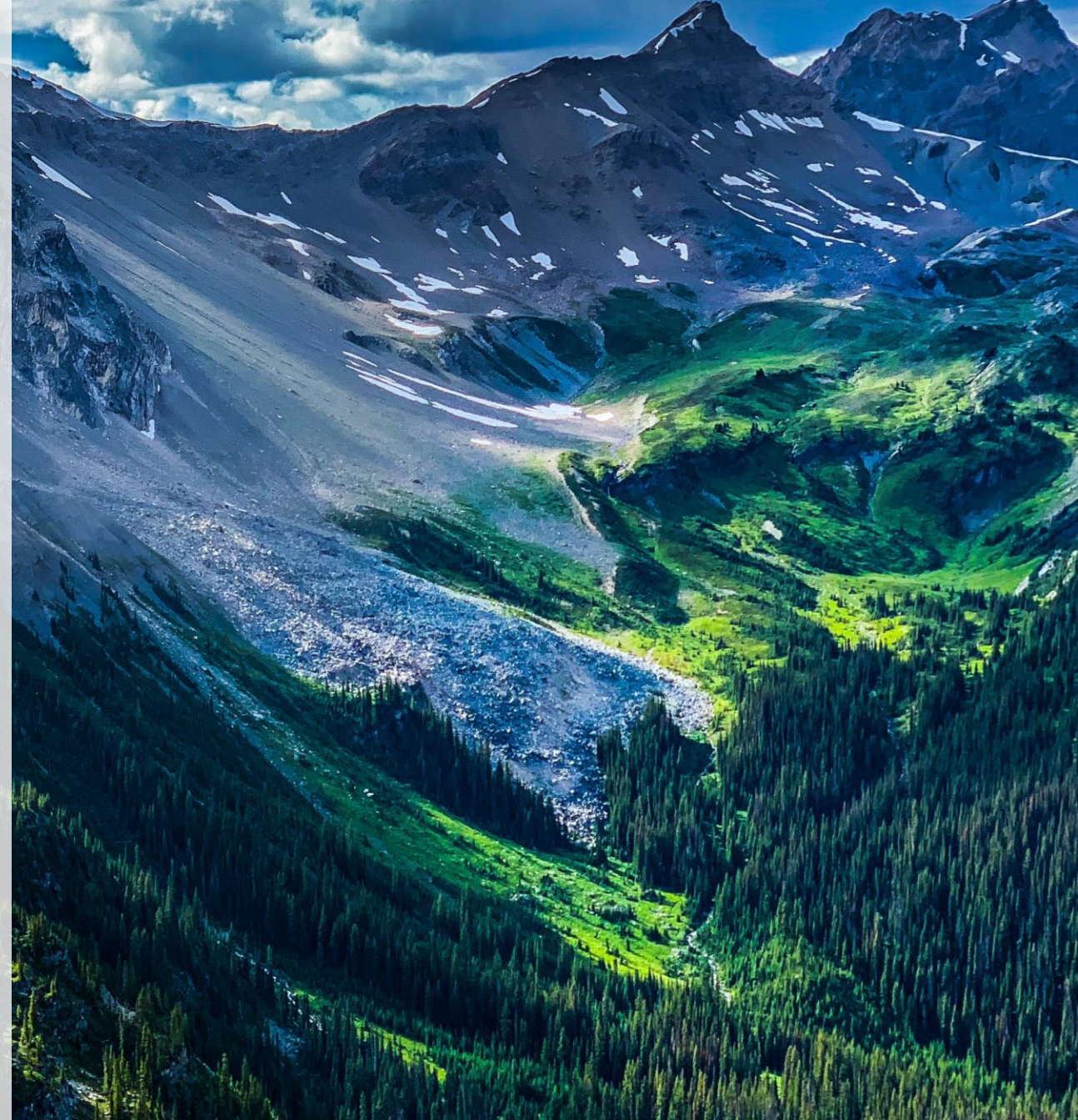
Seasonal Agricultural Workers Program

International Experience Canada Program

3 participation categories:

- **Working Holiday**
 - open work permit that allows them to work anywhere in the host country to support their travels.
 - Youth, 18-35 year olds
- **International Co-op (Internship)**
 - employer-specific work permit that allows students to gain targeted experience in their field of study.
- **Young Professionals**
 - employer-specific work permit to gain targeted, professional work experience that is within their field of study or career path.

<https://ircc.canada.ca/iec/index.asp>



Temporary Foreign Workers Program

- Allows employers to hire Temporary Foreign Workers (TFW) when Canadians and permanent residents are not available
- Farm must be producing an eligible commodity
- Labour Market Impact Assessment (LMIA)

Seasonal Agricultural Workers Program (SAWP)

- SAWP is a complex recruitment path
- Maximum Period is 8 months, between Jan 1 – Dec 15.
- Minimum 240 work hours, in period of 6 weeks or less
- SAWP only applies to TFW from participating countries:
 - Mexico
 - Caribbean countries of:
 - Anguilla
 - Antigua and Barbuda
 - Barbados
 - Dominica
 - Grenada
 - Jamaica
 - Montserrat
 - St. Kitts-Nevis
 - St. Lucia
 - St. Vincent and the Grenadines
 - Trinidad and Tobago

Hiring TFW/SAWP WORKERS

- **Series of important steps and inspections that are needed before making an Application to Service Canada**
 1. BC Employer Certificate
 2. Housing Inspection
 3. Proof of Farming Income
 4. WALI Membership – fees

Labour Market Impact Assessment

- **Application to Service Canada**
 - Create Employer Profile
 - Application documents in PDF form * simple titles
 - Cut and paste Word Document

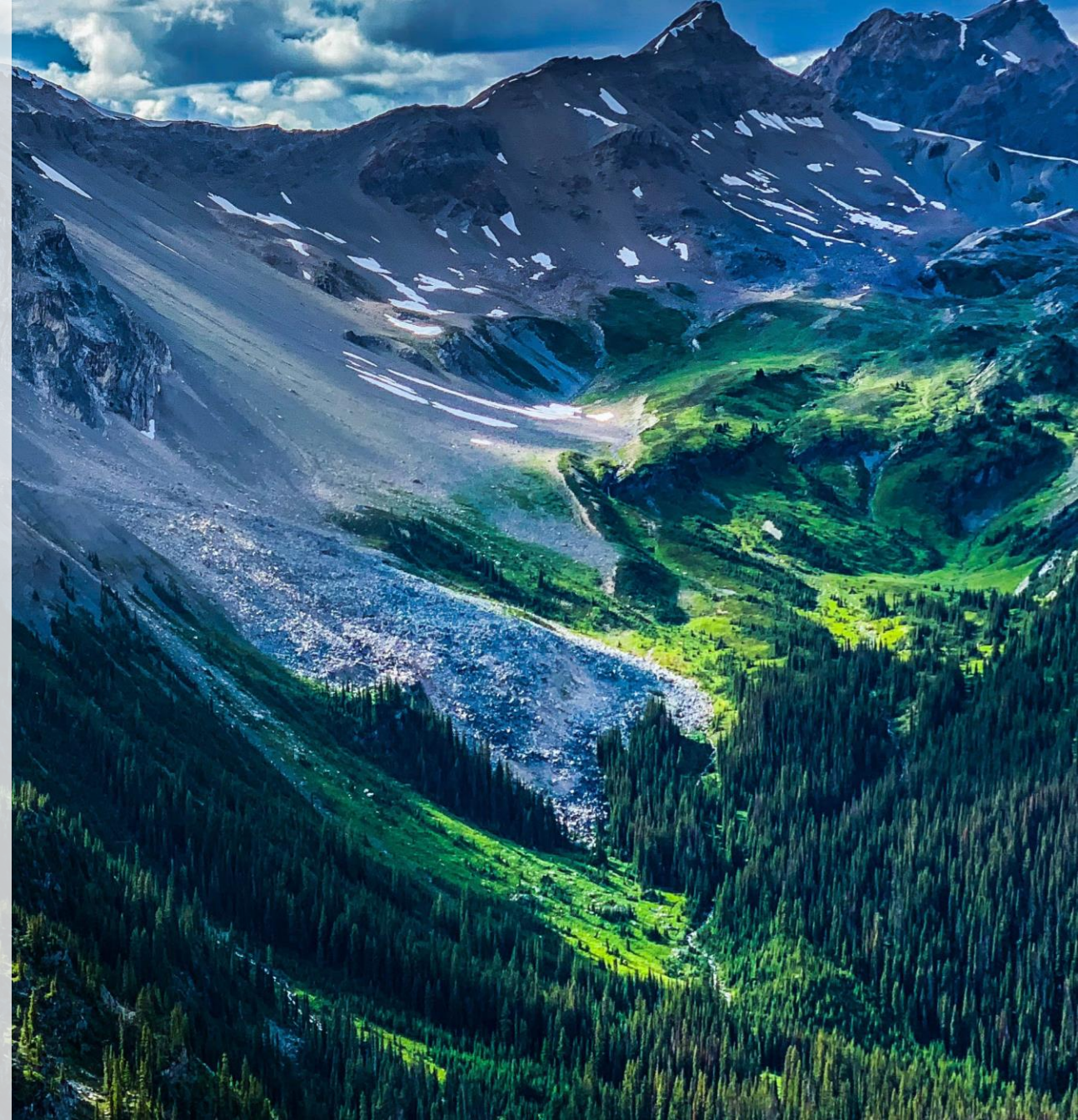
Labour Market Impact Assessment

- **Positive LMIA**

- Copy is provided to the worker
- Worker contacts IRDCC for Work Visa
- Worker must have biometrics on file with Canada
 - Best to do in home country
 - Can be done at the border however delays processing
- Upon arrival:
 - Worker needs to go to Service Canada for SIN
 - Health Insurance required

Benefits of working with Seasonal Agricultural Workers Program

- Access to experienced agricultural workers
- Cost effective option for operations with high labour needs and few local candidates
- Option to invite the same workers year to year, training advantage!
- SAWP provides a pathway to recruit TFW for long term employment



Wages & Wage Support Programs





Wage Considerations

- Level of experience and skill required for the position –
- Type of Wage – hourly vs. piece rate
- How many hours/week and weeks of the year needed?
- What is the average wage for this position in the Basin?
- Are your wages competitive enough to retain staff?
- What is your budget for payroll?
- Wage subsidies may reimburse a portion of payroll, but you are responsible for paying wages biweekly

Wage Considerations

- Current Minimum Wage is \$17.40 per hour (as of June 1, 2024)
- Clearly posted in Job Description
- Watch for Provincial increases (June)
- The Federal Government may require a different minimum wage rate for TFWs, check with Service Canada at the time of applying to the program.



Be Prepared for Wage Subsidy Applications

- **Generally open January to April**
- **Proof of farm business**
 - Copy of Statement of Farming Activities (usually 2 years minimum)
 - Collect a Clearance Letter from WorkSafe BC to show that your account is in good standing
- **Labour needs**
 - Number of hours needed per worker per week
 - Number of weeks of work for the year
 - Wage (must meet or exceed [industry standard rates](#))
- **Previous Wage Subsidy recipients**
 - Use previous application for reference. Note: subsidy guides may change year to year
- **Plan for payroll expense (semi-monthly)**
 - Subsidy may require minimum hours of employment per week (i.e. 30 hrs/week)

Where to Find Wage Subsidy Programs

[Food Producer Wage Subsidy](#) – Columbia Basin Trust

[Youth Employment and Skills Program](#) – Agriculture Canada

[Nature Canada](#) – Work to Grow for BIPOC youth

[Canadian Agriculture Human Resource Council](#) – AGRI Talent

[Get Youth Working](#) – Government of Canada
[Experience Matters](#) – new hire of 55 years +



Wage Subsidy Tips

- Subscribe to newsletters and email lists for opening dates
- Job posts and descriptions should specify if wage subsidy is for a specific group (i.e. students, Indigenous)
- Apply on opening date and time
- Read the Terms and Conditions
- Plan B – budget for full payroll in case you do not receive a wage subsidy

New Bursary Program!

- Secondary and Post-Secondary Students 16+ years can apply
- To be awarded on first come – first served basis
- Prorated funding based on hours worked (e.g. 1500 hrs = \$1500)
- Offered for Summer 2024 & 2025 (May 1- Sept 1)

Opens January 11, 2024, to April 30, 2024, at 4:30 pm PST *or until funding is fully committed*



Summer Student Farm Worker Bursary

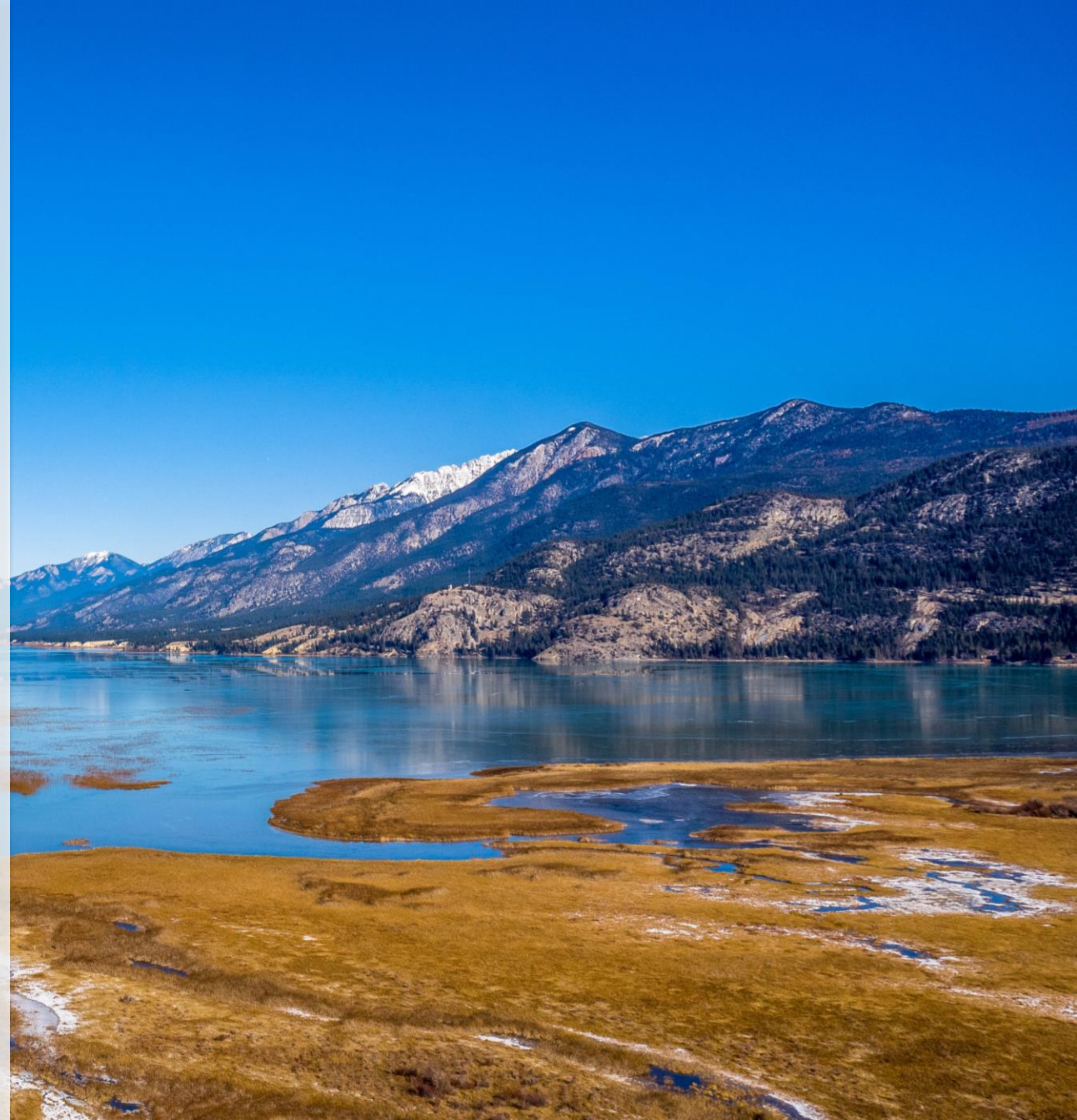
Full-time students employed in BC agriculture, food, beverage, or seafood processing, fishing, and aquaculture sectors during the summer season are eligible to apply for a bursary of up to \$3,000.

The Summer Student Farm Worker Bursary Program (SSB) supports summer labour needs, youth engagement and work experience in the agricultural sector in BC.

Reminders



1. Prepare a list wage subsidies programs
2. Check websites for application dates starting in January each year.
3. File/Folder of documents and past applications can be used as a guide for subsidy/TFW program applications
4. Don't forget to prepare your hiring plan!
 - # of hours / week
 - # of weeks per position
 - Estimated cost of payroll for the season



A man with brown hair and a beard, wearing a light-colored button-down shirt and blue jeans, stands in a greenhouse. He is holding several small black pots containing green seedlings. The greenhouse has a curved metal frame and translucent plastic covering. In the background, there is a blue plastic tub and some garden tools.

Next Steps

- Prepare for Working Group
- Review Templates on the On-Farm Recruitment and Readiness Learning Pathway page
- Bring your Team Communication Tools ideas
- Get in touch if you need help connecting to available resources: info@bbaprogram.ca

A woman wearing a wide-brimmed straw hat and a dark long-sleeved shirt is in a greenhouse. She is holding four small glass bottles, likely containing seedlings or small plants. The greenhouse structure is visible in the background.

bbaprogram.ca



Thank you!