



Ontario Agri-Careers Support Initiative

Ontario Food and Beverage Processor Job Fair Hosting Guide



Looking for qualified candidates to fill jobs in your operation but don't know where to start?

As part of the Ontario Agri-Careers Support Initiative, [Maple Leaf Foods](#) completed a project where they successfully hosted local career fairs, met with jobseekers, and hired new people for exciting jobs at their Brampton, Guelph, Hamilton and Brantford facilities.

What they learned from the project proved incredibly valuable to their recruitment strategy and they are pleased to share lessons learned and advice with other Ontario food and beverage processor employers.

Bottom line, employers need to host job fairs that have removed all roadblocks for potential candidates making the meeting, interviewing and hiring process seamless.

What you need to know about hosting a job fair

Hosting a job fair is doable for any size operation as long as your goals and resources are aligned. Read on for excellent tips on hosting your own job fair.

Ensure your job fair is properly staffed

Make certain that you are clear on how many jobs and the types of jobs you have available, how many candidates you are expecting, and how many positions you want to fill.

Then make sure you have enough company representatives with the right level of decision-making authority to meet with candidates, key in information on iPads, hire individuals immediately, initiate onboarding and coordinate starting dates.

Align your type of job fair with your needs

If you are hosting a general job fair be sure to have several types of job openings available. If you have a specific need, say for skilled trades, be clear in your promotion the type of jobs on offer.

Cadence is key

Hold job fairs not too often and not too far apart. Every month was the right cadence for some Maple Leaf Foods' facilities, keeping the career opportunities fresh and available to jobseekers. You might find a quarterly cadence or even an annual event might prove more effective for your recruitment needs.

Your brand counts

Invest in your hiring brand in the same way you market your products. Make sure your booth and swag reflect the values of the company and be enthusiastic about selling yourself as a top employer.

About Maple Leaf Foods

[Maple Leaf Foods](#) is a carbon neutral food company on a purposeful journey to Raise the Good in Food through better nutrition, safer food and workplaces, more humane animal care, and sustainability efforts that protect our planet.

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