

# Hiring International Workers:

## Advertising Requirements

### Winter 2026 Update

BROUGHT TO YOU BY: CANADIAN SWINE ACADEMY



**As of January 1, 2026, the requirement to provide proof of advertisement when submitting an LMIA application to hire temporary foreign workers for primary agriculture positions has been reinstated.**

The point of a Labour Market Impact Assessment is to prove that you need a foreign worker(s) to sustain your workforce and business viability. And with the high number of job seekers out there right now, proving that you couldn't find a Canadian citizen, permanent resident or someone with an open work permit to employ, is a huge priority for the current government.

**LMIA SUPPORTING JOB ADS MUST INCLUDE CERTAIN CRITICAL INFORMATION!!**  
**SEE DETAILS HERE: [HIRE A TEMPORARY FOREIGN WORKER THROUGH THE AGRICULTURAL STREAM: RECRUITMENT AND ADVERTISEMENT - CANADA.CA](#)**

#### HIRING A REPLACEMENT WORKER?

YOU ARE EXEMPT FROM ADVERTISING REQUIREMENTS IF THE REPLACEMENT WILL BE IN THE SAME REGION AND FOR THE SAME JOB



#### Advertise in at least two places

- Canada Job Bank + 1 more advertising platform/method (3 platforms is recommended but not required)
- if not using Job Bank, you must submit a written rationale and explanation of the alternative method
- Job Bank Direct Apply - You must consider job seekers from Direct Apply. This function is enabled by default in Job Bank
- the job ad has to be posted within the 3 months prior to submission of your LMIA
- you must keep records of your recruitment and advertising efforts for a minimum of 6 years and you'll be asked to provide the results from the recruitment efforts
- the job ad needs to be available to applicants for at least 14 consecutive days.

#### Advertising Details to Submit with an LMIA Application:

- a copy of the advertisement and information to support where, when and for how long the position was advertised
- proof that the print media and websites used to advertise target an audience that has the appropriate education, professional experience or skill level required for the occupation
- proof of other recruitment activities (for example, invoice from job fair)



Source:

- <https://www.canada.ca/en/employment-social-development/services/foreign-workers/agricultural/agricultural/recruitment.html>