

# 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](https://www.canada.ca/en/employment-social-development/services/foreign-workers/agricultural/agricultural/recruitment.html)**

#### 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>