



Section 12.0

Public Participation

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The decision to locate and construct the proposed OlyWest pork processing facility in the City of Winnipeg was limited to confidential negotiations between representatives of the City of Winnipeg, the Province of Manitoba and OlyWest. Although the public was not specifically involved in the negotiation process prior to the announcement, there have been numerous opportunities to express their views and concerns since the announcement of the proposed facility on November 14, 2005. The public's views and comments have been solicited through a CAC, Open Houses held on May 30, 2006 and August 16, 2006 and an informal survey conducted in the St. Boniface Industrial Park, described in this section. In addition, the OlyWest Proposal Environmental Assessment website was developed to provide residents with information on the proposed project as well as provide an ongoing forum for community feedback.

12.1 HISTORY OF PUBLICIZED INFORMATION

The proposed project has garnered much attention from the public as evidenced by wide coverage through various media. Earth Tech has compiled lists of the media coverage as shown in the subsections below. The coverage has included public comments and participation events as evidenced by articles in local newspapers, television and radio broadcasts and media releases. This coverage documented public concern and sentiment towards the project and helped to focus OlyWest's communication efforts in the form of radio and newspaper ads, as well as radio, television and newspaper interviews. The coverage raised the profile of the proposed project to the forefront of Winnipeg's media on numerous occasions and often the Environmental Assessment website (www.olywestea.org) was utilized as a venue to provide project information and contact to the general public in a widely available format.

12.1.1 Local Newspaper(s)

Table 12.1 is a non-exhaustive compilation of clippings from local newspapers and newsletters pertaining to the proposed OlyWest project as of July 28, 2006. The headlines help to indicate the timeline of the project from its public announcement in November 2005 through significant public debate and even ramifications for election candidates through June 2006.

Table 12.1: Newspaper Clippings Pertaining to the Proposed OlyWest Project

Title	Source	Date
OlyWest construira une usine d'abattage et	OlyWest newsletter	11/14/05
BACKGROUND – THE OLYWEST PROJECT	OlyWest newsletter	11/14/05
Manitoba's new OlyWest pork plant	Pork Council Newsletter	11/14/05
Hog plant to bring 1,100 jobs	Winnipeg Free Press	11/15/05
New pork plant	Winnipeg Free Press	11/16/05
Hog plant to tax city's sewage system, says prof	Winnipeg Free Press	11/16/05

Disaster in the making (letter to the editor)	Winnipeg Sun	11/16/05
Local firm partner in \$200 million hog plant	The Carillon	11/17/05
Hog plant approved for St. B	Winnipeg Free Press	11/17/05
Councilor hoping to clear the air	Winnipeg Sun	11/17/05
Pork producers thrilled about new Winnipeg plant	Crossroads This Week	11/19/05
We need fairness, that's all we ask	Rivers Banner	11/19/05
Canada's heavy hitters	Hog industry insider	11/21/05
Canadians plan new pork plant	Pork Alert	11/22/05
Hog hullabaloo	Winnipeg Sun	11/22/05
Attention: Residents of Winnipeg, New mega hog plant and rendering factory is coming to a neighbourhood near you	Winnipeg Sun	11/22/05
Democratic rights usurped	Winnipeg Sun	11/22/05
NDP MLAs break ranks, demand hog-plant delay	Winnipeg Free Press	11/23/05
Halt land transfer: NDPers	Winnipeg Sun	11/23/05
Property values won't fall: real estate board	Winnipeg Sun	11/23/05
Producers welcome hog plant news	Winkler Times	11/25/05
Hog plant to boost economy	Winnipeg Real Estate News	11/25/05
CEC will address environmental concerns	Winnipeg Real Estate News	11/25/05
Mixed reaction to plans for new Man. hog plant	Central Plains Herald-Leader	11/26/05
Olywest slaughter plant: A giant leap in the wrong direction	Animal Watch Manitoba	11/29/05
Hog plants OK (letter to the editor)	Winnipeg Free Press	11/30/05
Tell it to sows (letter to the editor)	Winnipeg Free Press	12/05/05
Hog plant foes organizing rally	Winnipeg Free Press	12/07/05
City hall needs to open doors to public	Winnipeg Free Press	12/07/05
Will pork plant pass a sniff test?	Winnipeg Free Press	12/08/05
U of M engineer knows his noses	Winnipeg Free Press	12/09/05
Something stinks, and it's not the pigs	Animal Watch Manitoba	12/11/05
Will OlyWest benefits withstand early objections	Baldur Gazette	12/13/05
Would hog plant go on Wilkes? (letter to the editor)	Herald	12/14/05
The cesspool of the north (letter to the editor)	Metro	12/14/05
What city council cooked up	Winnipeg Free Press	12/28/05
Hog smell test on tap	Winnipeg Sun	01/09/06
Two sides in hog plant debate wanting to dispel 'myths'	The Lance	01/11/06
Organic farmers sowing fear?	Winnipeg Free Press	01/11/06
Franco's magnificent noses	Winnipeg Free Press	01/13/06
Is he unbeatable?	Winnipeg Sun	01/16/06
Magnifico wants summer nose test	Winnipeg Free Press	01/17/06
Smell test thumbs up	Winnipeg Sun	01/24/06
Citizens decry hog plant 'secrecy'	Winnipeg Free Press	01/25/06
Stop the plant, Gary (letter to the editor)	Winnipeg Free Press	02/02/06
Strong vision, bad smell (letter to the editor)	Winnipeg Free Press	02/06/06
Pig plant opposition gaining support	Winnipeg Free Press	04/21/06

Hog plant warnings	Winnipeg Sun	04/21/06
Is Brandon hogging hogs? (letter to the editor)	Carberry News-Express	05/01/06
Abattoir: changement de cap?	La Liberte	05/03/06
Les défis de l'industrie	La Liberte	05/03/06
Stability cornerstone of economy	Winnipeg Real Estate News	05/05/06
City's future hog tied? (letter to the editor)	Winnipeg Sun	05/09/06
Family farms threatened (letter to the editor)	Winnipeg Free Press	05/11/06
In a pigs eye	Winnipeg Sun	05/16/06
Vision and Leadership (Olywest ad)	Winnipeg Free Press	05/17/06
Mayor conducts poll on hog plant	Winnipeg Free Press	05/17/06
Hog plant war heating up	Winnipeg Sun	05/17/06
A stink lingers over Winnipeg (anti-Olywest ad)	Winnipeg Sun	05/18/06
Raising a stink about pig capital (letter to the editor)	Interlake Spectator	05/19/06
Winnipeg needs the jobs (letter to the editor)	Winnipeg Free Press	05/19/06
Will council get to the meat of the Olywest issue?	Winnipeg Free Press	05/19/06
A stink lingers over Winnipeg (anti-Olywest ad)	Winnipeg Free Press	05/19/06
Info battle heating up	Winnipeg Sun	05/19/06
Olywest debate returns	Brandon Sun	05/23/06
Why stay for \$9 an hour?	Winnipeg Free Press	05/23/06
Smelly, putrid environment	Winnipeg Free Press	05/23/06
Hog vote to rattle city hall	Winnipeg Free Press	05/23/06
Olywest follies	Winnipeg Free Press	05/23/06
Buying a pig in a poke (letter to the editor)	Winnipeg Sun	05/23/06
New foes for Olywest plant	Winnipeg Free Press	05/24/06
Olywest mounts fight against 'an economic lynching'	Winnipeg Free Press	05/24/06
Wrong quarry targeted (letter to the editor)	Winnipeg Free Press	05/24/06
No option for Olywest	Winnipeg Free Press	05/24/06
Free Press poll	Winnipeg Free Press	05/24/06
Olywest PR blitz	Winnipeg Sun	05/24/06
Give your heads a shake (letter to the editor)	Winnipeg Sun	05/24/06
Keep Winnipeg pigless (letter to the editor)	Winnipeg Sun	05/24/06
Hytek relieved by city affirmation for Olywest	The Steinbach Carillon	05/25/06
Wild, wild Olywest	Winnipeg Free Press	05/25/06
Pig plant debate goes hog wild	Winnipeg Free Press	05/25/06
Locking out hog plant foes nothing new	Winnipeg Free Press	05/25/06
Olywest foes left outside chamber	Winnipeg Free Press	05/25/06
Olywest wins again	Winnipeg Sun	05/25/06
Bad for biz: Chamber prez	Winnipeg Sun	05/25/06
Critics feel crushed	Winnipeg Sun	05/25/06
Taxpayers fund Olywest	Winnipeg Sun	05/25/06
Transcona on the line (letter to the editor)	Winnipeg Sun	05/25/06

Talk about bad smell	Winnipeg Sun	05/25/06
Bowling for Olywest	Winnipeg Free Press	05/26/06
Benham alleges character assassination	Winnipeg Free Press	05/26/06
Fiasco at city hall	Winnipeg Free Press	05/26/06
OlyOpp will be ready (letter to the editor)	Winnipeg Free Press	05/26/06
Pork plant a backward step (letter to the editor)	Winnipeg Free Press	05/26/06
Who wants 1,100 McJobs? (letter to the editor)	Winnipeg Free Press	05/26/06
Council voted the right way (letter to the editor)	Winnipeg Free Press	05/26/06
Tuxedo hog plant anyone?	Winnipeg Free Press	05/26/06
Pig plant in Tuxedo?	Winnipeg Sun	05/26/06
Give Olywest a fair shake	Winnipeg Sun	05/26/06
Katz shows true colours (letter to the editor)	Winnipeg Sun	05/26/06
No stink like a new stink (letter to the editor)	Winnipeg Sun	05/26/06
Beyond ignorance (letter to the editor)	Winnipeg Sun	05/26/06
First come, first served (letter to the editor)	Winnipeg Sun	05/27/06
Olywest to divulge details at meeting	Winnipeg Free Press	05/29/06
Hog farmers have rights (letter to the editor)	Winnipeg Free Press	05/29/06
Olywest open house	Winnipeg Free Press	05/29/06
Rich man, poor man (letter to the editor)	Winnipeg Sun	05/29/06
All about Olywest	Winnipeg Free Press	05/30/06
Intelligence wanted (letter to the editor)	Winnipeg Sun	05/30/06
Stop the grandstanding	Winnipeg Sun	05/30/06
Set up new industrial park (letter to the editor)	Winnipeg Free Press	05/31/06
Olywest a tough sell	Winnipeg Free Press	05/31/06
Pig Plant primer at OlyWest open house	Winnipeg Sun	05/31/06
Location, location, location (Letter to the editor)	Winnipeg Sun	05/31/06
Odour least of worries (Letter to the editor)	Winnipeg Sun	05/31/06
Right, Mr. Mayor, and pigs do fly	Winnipeg Sun	05/31/06
The world of pigs	Winnipeg Free Press	06/01/06
Relegated to irrelevance (letter to the editor)	Winnipeg Sun	06/01/06
Raising a stink	Neepawa Banner	06/05/06
Bien s'informer pour mieux comprendre	La Liberte	06/07/06
Sun-X se retracte	La Liberte	06/07/06
Feds, province underwriting hog expansion	Interlake Spectator	06/09/06
The difference between pork and pigs	Winnipeg Free Press	06/25/06
Encore un vote	La Liberte	06/28/06
Vandal candidat	La Liberte	06/28/06

12.1.2 Local Television and Radio Broadcasts

Table 12.2 is a non-exhaustive compilation of local television and radio broadcasts pertaining to the OlyWest project as of July 28, 2006. Outside of the advertisements conducted by OlyWest, the listing demonstrates the extensive public debate on the proposed project in the form of call-in shows and interviews where questions were raised of OlyWest and others.

Table 12.2: Local Television and Radio Broadcasts Pertaining to the Proposed OlyWest Project

Title	Source	Date
Radio	CBC Radio One	11/15/05
Radio	CFAM	11/15/05
Radio	CFAM	11/15/05
Radio	CFAM	11/15/05
Radio	CFRY	11/15/05
Radio	CHSM	11/15/05
Radio	CJOB Winnipeg	11/15/05
Radio	CJOB Winnipeg	11/15/05
Radio	CKDM Radio Dauphin	11/15/05
Radio	CKDM Radio Dauphin	11/15/05
Radio	CKLQ	11/15/05
TV Newscast	CKX-TV Brandon	11/15/05
Radio	CFRY	11/16/05
Radio	CHSM	11/16/05
Radio - Bill Paton	CJOB Winnipeg	11/22/05
Radio - Callers	CJOB Winnipeg	11/22/05
Radio - Guy Baudry	CJOB Winnipeg	11/22/05
Radio - Koroluk	CJOB Winnipeg	11/22/05
Radio - More reaction	CJOB Winnipeg	11/22/05
Radio -Wyatt	CJOB Winnipeg	11/22/05
TV Newscast	CKX-TV Brandon	11/22/05
Radio	CBC Radio One	11/23/05
Radio	CBC Radio One	11/23/05
Radio	CBC Radio One	11/23/05
Radio	CBC Radio One	11/23/05
Radio	CJOB Winnipeg	11/23/05
Radio callers- Burgess	CJOB Winnipeg	11/23/05
Radio - Council	CJOB Winnipeg	11/23/05
Radio - Katz	CJOB Winnipeg	11/23/05
Radio - more reaction	CJOB Winnipeg	11/23/05
Radio - Reid	CJOB Winnipeg	11/23/05
Radio - Siemans-council	CJOB Winnipeg	11/23/05
OlyWest provides Manitoba hog producers with safety net	CKX-TV Brandon	12/07/05
OlyWest plant points to bright future for hog producers	CKLQ Brandon	12/08/05
Radio	CJOB Winnipeg	12/09/05
Radio	CJOB Winnipeg	12/09/05
Radio	CJOB Winnipeg	12/09/05
Radio	CJOB Winnipeg	12/09/05

Radio	CBC Radio One	12/16/05
Radio	CBC Radio One	12/19/05
Citizens' group finds new location for proposed pork plant in Winnipeg	Citytv	12/19/05
Another pork plant within city limits	Citytv	12/20/05
TV Newscast	CKY-TV	01/07/06
Winnipeg woman seeks answers on proposed St. Boniface hog plant	Citytv	01/10/06
TV Newscast	CKY-TV	01/18/06
Radio	CBC Radio One	01/19/06
Radio	CBC Radio One	01/22/06
Radio	CBC Radio One	01/22/06
Radio	CBC Radio One	01/22/06
Radio	CBC Radio One	01/22/06
TV Newscast	CKY-TV	01/22/06
Scientist still questions whether pork plant planned for WPG will smell	CBWFT-TV	01/25/06
TV Newscast	Global TV	01/26/06
TV Newscast	Citytv	01/27/06
TV Newscast	CKY-TV	01/27/06
TV Newscast	Global TV	01/27/06
TV Newscast	Global TV	01/27/06
TV Newscast	Citytv	01/28/06
Radio	CFAM	01/30/06
TV Newscast	Global TV	01/30/06
TV Newscast	Global TV	01/30/06
Radio	CFAM	01/31/06
Radio	CJRB	01/31/06
Radio	CBC Radio One	02/03/06
Radio	CBC Radio One	02/03/06
Radio	CJOB Winnipeg	02/07/06
Adler On Global: A look at the proposed hog plant in Winnipeg with Manitoba Pork Council	Global TV	04/03/06
Town Hall: Caller on the proposed Winnipeg hog plant	CJOB Winnipeg	04/04/06
OlyWest continues to move forward with a proposed pork plant for Winnipeg	CFAM Altona, CHSM Steinbach	04/10/06
TV Newscast	CKND	04/17/06
TV Newscast	CKND	04/17/06
Environmental activists speak out against proposed pork plant in Winnipeg	CBC Radio One	04/20/06
What would be the fallout of the proposed pork plant in Winnipeg?	CBC Radio One	04/20/06
Opposition against proposed OlyWest pork processing plant continues to grow	CBWFT-TV	04/20/06
TV Newscast	CHMI	04/20/06
People fighting plans for a proposed Winnipeg pork plant hold a public meeting	Citytv	04/20/06
NFU opposes OlyWest plant, corporatization of agriculture	CKDM Radio Dauphin	04/20/06
TV Newscast	CKND	04/20/06

TV Newscast	CKY-TV	04/20/06
TV Newscast	CKY-TV	04/20/06
U.S. activists visited Winnipeg with a message about hog plant problems	CBC Radio One	04/21/06
MB Government Question Period about location of OlyWest plant in Winnipeg	Shaw-TV	04/21/06
When will the public hearings for Winnipeg's proposed pork plant take place?	CBC Radio One	04/24/06
Public hearings into the proposed pork plant in Winnipeg are taking longer than expected	CBC Radio One	04/24/06
Public hearings into a proposed Winnipeg pork plant aren't going to be for some time	CBC Radio One	04/24/06
Construction of the proposed pork plant in Winnipeg will benefit all products	CFAM Altona, CHSM Steinbach	04/24/06
Do you want the OlyWest hog plant in your community?	CKLQ Brandon	04/24/06
TV Newscast	CKND	04/24/06
TV Newscast	CKND	04/24/06
TV Newscast	CKND	04/24/06
A call to move the proposed plant outside Winnipeg was supported by Liberals at a recent meeting	NCI Radio	04/24/06
TV Newscast	Global TV	04/25/06
Callers react to building a proposed pork plant in Winnipeg	CBC Radio One	04/26/06
There's a debate over the proposed pork plant today at Winnipeg's council meeting	CBC Radio One	04/26/06
What role should the province have in the proposed pork plant in Winnipeg?	CBC Radio One	04/26/06
Winnipeg councilor wants incentive package offered to OlyWest rescinded	CBC Radio One	04/26/06
Wyatt says it's time for second thoughts on the proposed pork plant in Winnipeg	CBC Radio One	04/26/06
TV Newscast	Citytv	04/26/06
The proposed pork plant was discussed at Winnipeg's town council meeting today	CJOB Winnipeg	04/26/06
TV Newscast	CKY-TV	04/26/06
TV Newscast	Global TV	04/26/06
WPG City Council will reconsider incentives offered to OlyWest	CBC Radio One	05/10/06
OlyWest could be doing more to alleviate anxiety over the proposed plant	CBC Radio One	05/10/06
The proposed pork plant for St. Boniface might be in jeopardy	CJOB Winnipeg	05/10/06
Politician calls the latest arguments against the proposed pork plant a decoy	CBC Radio One	05/11/06
Politicians thinks latest arguments against proposed slaughtering plant are a decoy and an excuse	CBC Radio One	05/11/06
Winnipeg city council votes later this month on the incentive package for OlyWest	CFAM Altona	05/11/06
City council to vote on a motion to withdraw incentive package for OlyWest	Citytv	05/11/06
City councilor angry over pamphlets being circulated by opponents to OlyWest's pork plant	CBC Radio One	05/15/06

City councilor angry over pamphlets being circulating by opponents to OlyWest plant	CBC-TV	05/15/06
City councilor angry over pamphlets being circulated by opponents to OlyWest's pork plant	CJOB Winnipeg	05/15/06
Both sides in the OlyWest battle are stepping up their campaigns	CBC Radio One	05/16/06
It is print versus radio in the latest round of the OlyWest hog plant fight	CBC Radio One	05/16/06
The City of Winnipeg is taking down OlyWest protest signs	CBC Radio One	05/16/06
Analysis of campaigns for and against the proposed OlyWest pork plant	CBC Radio One	05/16/06
OlyWest wants to clear the air over plans for a proposed pork plant	CBC-TV	05/16/06
OlyWest reaffirms intention to build hog processing plant in WPG	CBWFT-TV	05/16/06
OlyWest launches campaign to win support for hog plant project	Citytv	05/16/06
TV Newscast	Citytv	05/16/06
Update: Live report from the OlyWest news conference	CJOB Winnipeg	05/16/06
OlyWest is committed to the St. Boniface plant	CJOB Winnipeg	05/16/06
OlyWest reaffirms intention to build hog processing plant in WPG	CKSB	05/16/06
TV Newscast	CKY-TV	05/16/06
OlyWest holds news conference reaffirming commitment to establish their hog plant in Winnipeg	CTV News	05/16/06
Backers of the OlyWest hog plant go on the offensive	Global TV	05/16/06
TV Newscast	Global TV	05/16/06
OlyWest on the offensive about its St. Boniface proposed pork plant	CFAM Altona, CHSM Steinbach	05/17/06
OlyWest is committed to the proposed St. Boniface hog-processing plant	CFAM Altona, CHSM Steinbach	05/17/06
OlyWest not considering moving its proposed pork plant to rural Manitoba	CFRY Portage	05/17/06
OlyWest not considering moving its proposed pork plant to rural Manitoba	CFRY Portage	05/17/06
OlyWest launches PR campaign to grow support for plant	CKLQ Brandon	05/17/06
Debate over proposed hog plant continues at public forum	CKY-TV	05/17/06
Debate over proposed hog plant continues at public forum	CKY-TV	05/17/06
TV Newscast	CKY-TV	05/17/06
Members of OlyOpp made a visit to Winnipeg City Hall this morning	CBC Radio One	05/18/06
Members of OlyOpp made a visit to Winnipeg City Hall this morning	CBC Radio One	05/18/06
Opponents of WPG's proposed pork plant voiced anger last night at a meeting	CFRY Radio, CKDM Radio	05/18/06
People opposed to hog plant project and attend a public forum in St. Boniface	Citytv	05/18/06
Angry OlyWest opponents sound off	CKLQ Brandon	05/18/06
Angry OlyWest opponents sound off	CKLQ Brandon	05/18/06
TV Newscast	CKY-TV	05/18/06

Group of businesses opposed to the OlyWest project head to City Hall	CTV News	05/18/06
Excuse Me: Sounding off on the opposition to the proposed pork plant in St. Boniface	CJOB	05/22/06
Gerbasi has changed her mind on the value of a hog-processing plant for Winnipeg	CBC Radio One	05/23/06
Has lobbying impacted what city councilors think about the proposed pork plant for Winnipeg?	CBC Radio One	05/23/06
Winnipeg city council votes on the incentive package for OlyWest tomorrow	CBC Radio One	05/23/06
The controversy over the OlyWest hog plant in St. Boniface	CBC Radio One	05/23/06
OlyWest is giving a tour of the site for the proposed Winnipeg Plant	CBC Radio One	05/23/06
For the Record: In defense of the OlyWest hog plant	CBC Radio One	05/23/06
OlyWest holds a news conference to dispel any rumours about the pork plant	CBC Radio One	05/23/06
OlyWest offers tour of proposed site for pork plant to their supporters	CBC-TV	05/23/06
OlyWest takes group of supporters to visit site of proposed pork plant	CBWFT-TV	05/23/06
OlyOpp hopes a vote at City Hall will rescind an incentive package for the proposed pork plant	CFRY Radio, KX 96 Brandon	05/23/06
TV Newscast	CHMI	05/23/06
OlyWest pushes for new support for their pork plant project	Citytv	05/23/06
TV Newscast	Citytv	05/23/06
OlyWest wants a strong show of support before City Hall votes on the proposed pork plant in Winnipeg	CJOB	05/23/06
A debate on how the proposed pork plant will impact Winnipeg	CJOB Winnipeg	05/23/06
Proponents are giving their support for the proposed pork plant in Winnipeg today	CJOB Winnipeg	05/23/06
OlyWest spokesperson discusses odour concerns with the proposed Winnipeg pork plant	CJOB Winnipeg	05/23/06
TV Newscast	CKND	05/23/06
OlyWest takes group of supporters to visit site of proposed pork plant	CKSB	05/23/06
TV Newscast	CKY-TV	05/23/06
TV Newscast	CKY-TV	05/23/06
Fight over proposed pork plant in Winnipeg is about to come to a head	CTV News	05/23/06
Supporters of the OlyWest gather at the future site of the proposed pork plant	Global TV	05/23/06
Adler sits down with OlyWest spokesperson	Global TV	05/23/06
TV Newscast	Global TV	05/23/06
WPG city council votes on a motion to rescind incentives offered to OlyWest today	CBC Radio One	05/24/06
Winnipeg City Council votes today on a motion to rescind incentives for OlyWest	CBC Radio One	05/24/06
Wednesday Morning Grill: Reaction to opposition to the proposed pork plant (7:41am)	CBC Radio One	05/24/06

Wednesday Morning Grill: Concerns about the proposed pork plant (7:46am)	CBC Radio One	05/24/06
Wednesday Morning Grill: There's a rally at city hall that opposes the pork plan (8:15am)	CBC Radio One	05/24/06
Winnipeg city councilors are voting on the proposed pork plant today	CBC Radio One	05/24/06
Attempts are underway to stall the proposed pork plant in Winnipeg	CBC Radio One	05/24/06
Winnipeg council votes on the OlyWest proposed plant (3:30pm)	CBC Radio One	05/24/06
Reaction to city council vote on the OlyWest plant	CBC Radio One	05/24/06
City council decides that OlyWest has a future in Winnipeg	CBC-TV	05/24/06
Are jobs promised by OlyWest attractive jobs?	CBC-TV	05/24/06
City council votes in favour of incentive package for OlyWest project	CBWFT-TV	05/24/06
OlyWest supporters held a rally at the site of a proposed Winnipeg pork plant	CFAM Altona, CHSM Steinbach	05/24/06
What system will be used to control odours from the proposed OlyWest hog plant?	CFAM Altona, CHSM Steinbach	05/24/06
Hundreds converge on City Hall as council votes on proposed hog plant	Citytv	05/24/06
What happens now that city council reaffirmed support for OlyWest project?	Citytv	05/24/06
The Concerned Citizens' Coalition and Oly Opps plan to raise a stink this morning	CJOB Winnipeg	05/24/06
What is happening at the City Hall rally against the proposed pork plant?	CJOB Winnipeg	05/24/06
Breakfast with the Premier: OlyWest vote	CJOB Winnipeg	05/24/06
Two city councilors debate the proposed pork plant in Winnipeg	CJOB Winnipeg	05/24/06
What's happening at the rally against the proposed pork plant? (9:32am)	CJOB Winnipeg	05/24/06
Live Report: OlyWest protest at the Winnipeg City Hall	CJOB Winnipeg	05/24/06
Update: Protests and presentations at Winnipeg City Hall over the OlyWest pork plant	CJOB Winnipeg	05/24/06
Wrap up of this morning's activities at Winnipeg City Hall over the OlyWest protest	CJOB Winnipeg	05/24/06
Many hog plant opponents shut out of council proceedings	CJOB Winnipeg	05/24/06
City Councilor not happy with process so far, re: OlyWest plant	CJOB Winnipeg	05/24/06
City council votes against cancelling incentive package for OlyWest project	CKSB	05/24/06
Live Report: Rally at city council to protest location of OlyWest pork plant (12:00pm)	CTV News	05/24/06
Proponents and opponents to the OlyWest project	CTV News	05/24/06
City council votes on the incentive package for the OlyWest project (6:00pm)	CTV News	05/24/06
Two city councilors want proposed hog plant moved to another part of Winnipeg	CTV News	05/24/06
Debate over proposed hog processing plant comes to a head in WPG	Global TV	05/24/06

Hundreds descend on City Hall as city council votes in proposed hog plant (6:00pm)	Global TV	05/24/06
Opponents in city council didn't have enough votes to derail OlyWest plans	Global TV	05/24/06
Opponents to the OlyWest project are very disappointed with council's decision	Global TV	05/24/06
Adler on Global: OlyWest spokesman Guy Baudry	Global TV	05/24/06
Motion presented to council suggests that a proposed pork plant should be in Tuxedo	CBC Radio One	05/25/06
It's a shame the OlyWest debate made a circus of yesterday's council meeting	CBC Radio One	05/25/06
Will OlyWest be forced to recruit workers from other countries	CBC Radio One	05/25/06
Will the CEC reject the proposed pork plant if it fails to address concerns?	CBC Radio One	05/25/06
Wyatt suggested the proposed pork plant be built in Tuxedo	CBC Radio One	05/25/06
Excuse Me: Politicians are capable of making the right decision on the pork plan	CJOB Winnipeg	05/25/06
The next step for OlyWest's proposed pork plant is the Clean Environment Commission	CJOB Winnipeg	05/25/06
Are there problems with the voting process on the OlyWest plant and other project?	CJOB Winnipeg	05/25/06
Callers react to the idea of a hog plant in the Tuxedo Industrial Park	CBC Radio One	05/26/06
What's next for the OlyWest project?	CJOB Winnipeg	05/26/06
Defending the OlyWest pork plant proposed for Winnipeg	CJOB Winnipeg	05/29/06
Adler On Global: Russ Wyatt on his proposed new site for the OlyWest pork plant	Global TV	05/29/06
OlyWest open house begins in Transcona	CBC Radio One	05/30/06
OlyWest holds open house to inform people about proposed hog plant	CBC Radio One	05/30/06
OlyWest holds open house to clear the air about proposed hog plant	CBC-TV	05/30/06
OlyWest holds public open house to inform people about proposed hog plant	CBWFT-TV	05/30/06
OlyWest offers public more information about their proposed pork plant	Citytv	05/30/06
TV Newscast	Citytv	05/30/06
TV Newscast	Citytv	05/30/06
OlyWest is unveiling their plans today for Winnipeg	CJOB Winnipeg	05/30/06
Update: OlyWest holds open house today	CJOB Winnipeg	05/30/06
Interview: OlyWest official on their open house	CJOB Winnipeg	05/30/06
Public opinions on OlyWest pork plant project remain quite varied	CJOB Winnipeg	05/30/06
Many are attending OlyWest open house about proposed hog plant	CJOB Winnipeg	05/30/06
OlyWest holds its first open house to inform public about proposed hog plant	CKSB	05/30/06
TV Newscast	CKY-TV	05/30/06
OlyWest open house in Transcona has attracted about 100 residents so far today	CTV News	05/30/06

OlyWest holds a public open house to inform people about the proposed hog plant	CTV News	05/30/06
Winnipeggers get a good look at detailed plans for the OlyWest pork plant	Global TV	05/30/06
St. Boniface residents fear OlyWest plant will only add to the existing problems	Global TV	05/30/06
Hundreds show up for open house on OlyWest's proposed hog plant	Global TV	05/30/06
TV Newscast	Global TV	05/30/06
Olywest open house attracts hundreds	www.cbc.ca	05/30/06
What does it take to turn 8,000 pigs a day into ham and bacon?	CBC Radio One	05/31/06
There will be an odour from the proposed pork plant; it won't be as bad as most	CBC Radio One	05/31/06
Al Golden is weighing in on the proposed pork plant debate	CBC Radio One	05/31/06
WPGers aren't convinced their concerns over the OlyWest plant will be addressed	CFRY Radio, CKX-TV	05/31/06
About 300 Winnipeg residents attended OlyWest's public meeting yesterday	CHSM Steinbach, CFAM Altona	05/31/06
OlyWest hog plant a tough sell to Winnipeg residents	CKLQ Brandon	05/31/06
Winnipeg residents aren't satisfied with OlyWest's public meeting	NCI Radio	05/31/06
Premier's Town Hall: hog industry, immigration and OlyWest	CJOB Winnipeg	06/06/06
Adrienne Batra discusses corporate for hog plants	CKLQ Brandon	06/19/06
Radio	CKDM Radio Dauphin	12/09/06
Radio	CJOB Winnipeg	
Radio	CJOB Winnipeg	
Olymel to send Winnipeggers east for 'sniff and tell' test (Radio Transcript)	CKLQ Brandon, CKDM Dauphin, CFAM Altona, CHSM Steinbach	

12.1.3 Media Releases

The following summarizes some of the key media releases related to the proposed OlyWest project as of August 22, 2006, copies of which can be found on the Environmental Assessment website (www.olywestea.org) and in Appendix N of this report.

November 14, 2005 - "1,100 Jobs Created in Winnipeg with \$200 Million OlyWest Pork Processing Plant Investment"

April 26, 2006 - "Earth Tech Manages OlyWest Environmental Assessment"

May 16, 2006 - "OlyWest Commits to Winnipeg"

May 24, 2006 – Public Service Announcement: "OlyWest Information Open House Hosted by Earth Tech"

May 29, 2006 – Media Advisory: "Technical Briefing for Media at 11 a.m. on Tuesday, May 30 at OlyWest Environmental Assessment Open House"

June 29, 2006 – “OlyWest Environmental Assessment Process on Schedule”

July 6, 2006 – “OlyWest Promises Modern Facilities and Equipment”

August 10, 2006 – “OlyWest Announces Second Public Open House”

August 10, 2006 – “Press conference and advance media tour at OlyWest environmental assessment open house”

August 16, 2006 – “OlyWest Environmental Assessment findings presented at public open house”

12.2 PUBLIC CONSULTATION

OlyWest is committed to being a good corporate citizen in Winnipeg and Manitoba. A key part of this commitment is to provide information and ongoing communication to assure the community that the proposed OlyWest facility will be environmentally and socially responsible, as well as a significant contributor to the Manitoba economy.

Public consultation has been an integral part of the EIA process. It has provided the opportunity for interested stakeholders to receive information from project planners and, in return, it has allowed the proponents to gain input about public concerns as well as an opportunity to gather information from the public that could assist in project planning. It has also provided a venue to solve potential issues as they have arisen in a collaborative fashion during each stage of the development process. Public consultation can also provide an opportunity to actively involve stakeholders in the early stages of a project which, in turn, delivers a sense of transparency in the assessment and planning process.

In the case of the proposed OlyWest project, formal public consultation has consisted of two Open Houses, the establishment of a CAC, an informal survey conducted in the St. Boniface Industrial Park, and the development of the OlyWest Proposal Environmental Assessment website to provide information and the opportunity for the community to provide comments. A summary of these activities is provided in the following subsections.

12.2.1 Open Houses

Open House events were scheduled to provide an opportunity for members of the public to learn more about the proposed OlyWest project and to also provide an opportunity for them to express their concerns. The purpose of the first Open House was to gather community concerns and feedback and to present some preliminary information on the project to the community. At the time of the initial Open House, the design and development of the proposed project was still in its early stages, so the process information was of a preliminary nature, and not considered to be complete or final. The second Open House concentrated largely on providing more detail on the proposed facility design and processes, as well as discussing the findings of the EA. Representatives from Earth Tech, OlyWest and the

Manitoba Pork Council were present at both of the Open Houses to answer questions, convey information and collect comments.

At each Open House, the public was invited to share and express their comments and concerns through three different means. The first was to fill out a questionnaire. These were provided at a final station where the attendees could sit and fill out the form. As a second option, all Earth Tech presenters were given notepads to document additional comments, concerns or questions which arose from interactions with participants. The final method was through a central station called the "Parking Lot". The central Parking Lot station offered participants an opportunity to present their comments publicly at the Open House. In addition to the Open Houses, people could fill out the questionnaire online, via the Environmental Assessment website at www.olywestea.org. A copy of the presentation story boards and summaries of the collected comments are available in Appendix N.

On May 30, 2006 the first public Open House was held by Earth Tech to provide the opportunity to receive and provide information concerning the proposed OlyWest project from all interested parties. To inform the public of this event, radio ads aired on CHIQ-FM, BOB-FM and CJOB from May 26 to 30, 2006. The event was also announced in a media release on May 16, 2006 from OlyWest. As well, newspaper advertisements were placed in the Free Press on May 27, 2006, in the Sun on May 28, 2006, and in the Lance and Herald on May 25, 2006. Numerous articles in the days leading up to the Open House also provided information on the timing of the Open House. Copies of the newspaper advertisements are provided in Appendix N.

Of the 509 registered attendees, 157 individuals completed and returned the questionnaire. One of the most significant questions posed was "Do you have any concerns about the proposed OlyWest pork processing facility coming to Winnipeg?" A total of 126 respondents indicated that they had concerns about the proposed project while 26 indicated that they were supportive of the project, leaving the remaining 4 respondents either neutral or undecided. Although there were a broad range of documented comments, the majority of concerns were regarding odour (91 comments), the location of the proposed site (50 comments), traffic (41 comments), and air, water and soil quality (34 comments).

According to the surveys, most people found the Open House useful (107 respondents). However, 36 respondents were dissatisfied with the Open House, the main detraction being lack of information to address community concerns. The comments gathered from this initial Open House were vital to both the EA process and to planning the second Open House.

A number of comments pertaining to traffic, location, property values, noise, wind, odour, air quality, water and wastewater, nutrients, hogs, transportation, labour force, political issues, and fines, to name a few, were documented by the presenters. The central Parking Lot station was used to express issues concerning odour, work force, lost jobs, hogs, and air and water quality.

In summary, the people in attendance at the May 30, 2006 Open House were seeking more information than was available at this very early stage of design of the proposed development, however the majority of the attendees found the event useful. The purpose of this initial Open House was primarily to gather community perspectives, rather than provide detailed answers and information directly addressing their concerns. The limited information that was available at the time of the Open House did serve to inform the public on some issues and encourage involvement in the second Open House. To this end, this Open House served its purpose in that it solicited a substantial number of public comments to be addressed in the EA.

On August 16, 2006 the second public Open House was held by Earth Tech to convey the findings of the EA to all interested parties. To inform the public of this event newspaper advertisements were placed in the Free Press and the Sun on August 12, 2006, and a number of media advisories were released. The Open House was also announced on the website on August 10, 2006. Copies of the newspaper advertisements are provided in Appendix N.

A similar questionnaire was provided at the second Open House for the public to express their concerns and comments regarding the project. Of the 254 registered attendees, 61 individuals completed and returned the questionnaire. To gauge the public's continual involvement with the project, one of the first questions asked on the survey was "Did you attend the May 30, 2006 Open House?" Of the respondents, 33 indicated that they had attended the first Open House. As with the first Open House, one of the most significant questions posed was "Do you have any concerns about the proposed OlyWest pork processing facility coming to Winnipeg?" A total of 37 respondents indicated that they had concerns about the proposed project while 23 indicated that they were supportive of the project, leaving the remaining 1 respondent either neutral or undecided. The proportion of respondents with concerns dramatically fell from the first Open House. Though a broad range of comments were documented, similar concerns of the first Open House were still on people's minds, with odour still the largest concern.

Though no one chose to utilize the central Parking Lot station, a number of comments pertaining to monitoring and pollution prevention, workforce and industry, aqueduct, drainage, transport and traffic, and conflict of interest, to name a few, were documented by the presenters.

In summary, the people in attendance at the August 16, 2006 Open House were seeking information that was not available at the May 30, 2006 Open House. This helped in making the Open House useful to the public. The purpose of this second Open House was primarily to convey the findings of the EA and answer outstanding questions, with a secondary purpose to further gather community perspectives and indicate the general changes in the design from the previous event. The second Open House served its purpose as the majority of the questionnaire respondents (48 respondents) found it informative and helpful in answering many of their questions about their concerns. Though not everyone left the event satisfied (9 respondents), some left feeling better about the assessment process and the proposed facility.

12.2.2 Community Advisory Committee

The CAC was formed to provide insight, offer advice, share information with the community, and gather concerns regarding the OlyWest pork processing facility proposal from a residential, business and community perspective.

Committee membership was based on recommendations from community leaders and various City and Provincial politicians within the directly affected areas of Winnipeg (including the St. Boniface Industrial Park, Southland Park, Windsor Park, Mission Gardens, and Transcona South). The areas from which CAC participants are from in relation to the proposed OlyWest site location are indicated in Figure 12.1. The CAC comprised eight volunteers from the community representing a cross-section of local residential and business interests, as well as the City of Winnipeg Chamber of Commerce.

During ongoing regular meetings facilitated by SLMcLeod Consulting, the eight members of the CAC received detailed information on the proposed OlyWest pork processing facility and were encouraged to give comments, ask questions and raise concerns. Representatives from Earth Tech were present at each meeting to address all comments and concerns from an environmental perspective. Outcomes for each meeting were recorded and posted on the OlyWest Proposal Environmental Assessment website, so that other members of the public could access this information.

At the first CAC meeting, the CAC member's initial thoughts and concerns included odour, noise, traffic, transportation of live animals and animal wastes, property values, quality of life, nitrogen in the effluent from the site, how the facility will be built, bus service in the area, and improvements in the industrial park. Subsequent meetings discussed and raised concerns on a variety of topics including the project description, site selection, EA process, wastewater, review of Open House #1, groundwater and the aqueduct, and the findings of the EA report including odour modeling. A sixth meeting will be held during the last week of August in which the CAC will be developing a report including recommendations to Earth Tech and OlyWest. This brief report will be included as an addendum to the EA report when it is available. Copies of all CAC-approved meeting minutes are provided in Appendix N of this report. The information and feedback utilized in the completion of the EA, gathered through the CAC, has been summarized in the form of the meeting minutes.

12.2.3 OlyWest Proposal Environmental Assessment Website

The OlyWest Proposal Environmental Assessment website has been an essential tool to supply information on various aspects of the proposed project, including location, odour, water quality, traffic, and labour to the local community and all interested individuals. The Environmental Assessment website also provides information on the EA process, the CAC agenda and meeting minutes, notices of upcoming events, media releases, an Open House attendee online questionnaire, and a feedback forum where individuals can submit their comments or concerns about the proposed project directly to the EA team. Also available are

links to related sites, such as Manitoba Conservation, the Manitoba Environment Act and the CEC.

As of August 2, 2006 a total of 58 visitors submitted their comments through the website's feedback forum. A variety of comments, both positive and negative, related to site location (20 comments), odour (16 comments), water quality (10 comments), labour (10 comments), and traffic (3 comments) were submitted, along with an assortment of general comments (39 comments). A summary of the submissions is found in Appendix N. Where applicable and possible, responses were provided directly to the feedback emails.

12.2.4 St. Boniface Industrial Park Survey

In May 2006, an informal survey was conducted by OlyWest in the St. Boniface Industrial Park to solicit feedback on the proposed project from the neighbouring business sector. A list of 91 businesses in the area was compiled, of which 42 were successfully contacted and discussions undertaken through either phone interviews or scheduled meetings. Of these 42 participants, 40% (17 participants) were characterized by OlyWest as generally supportive of the proposed project, 29% (12 participants) were characterized by OlyWest as opposed to the proposed project, while 31% (13 participants) remained indifferent. For business purposes, it was agreed between participants and OlyWest that the survey findings would remain confidential; however, Table 12.3 lists the 91 businesses in the St. Boniface Industrial Park.

Table 12.3: Compiled List of Businesses in the St. Boniface Industrial Park

Business	Address
Access Transportation & Warehousing	45 Beghin (unit 1)
Acrylon Plastics	122 Paquin
Alltech Bio Technology	4-45 Beghin
Altec	
Anachemia	#4-214 Debaets
A-n-J Wholesale	214 Debaets
Award Marble Ltd.	147 Debaets
Barrett Marketing Group	#4-275 Debaets
B-Bel	45 Beghin
Composite Technologies	69 Durand
Big Deal Custom Casings	100 Durand
Bison Grill Guards	78 Beghin (unit2)
CanWel	350 Debaets
Centry Valllen	Unit #1 Debaets
Clodhoppers	155 Debaets
CGC Inc.	450 Debaets
CNC Machining	Durand Rd (1)
CNC Tool Tech Service	Unit #2 Debaets
Collett Communications	90 Durand
Color Ad Packaging	200 Beghin
Crippen Northland Superior Supply Co	1-45 Beghin

Concrete Restoration	79 Beghin
Crystal Trucking	99 Durand
Custom Crankshaft	125 Debaets (unit 2)
Daco	196 Paquin Rd
Daher MFG	# 5-16 Mazonod
Danzy Distributors	Unit # 7 Debaets
Demand Marketing	71 Paquin
Driveline Service	75 Paquin
East side Ventilation	11 Durand Rd
EVO Garage	Durand Rd (3)
Encore Metals Lpn	333 Debaets
Energy Systems Services (1993) Ltd.	96 Debaets
Esdale Printing	207 Dabaets
Gateway Bookbinding System	385 Debaets
Gateway Publishing	385 Debaets
Gondola Pizza Office	155 Debaets (unit 4)
Good Life Foods	
Hagemayer North America	#1-16 Mazonod
Hot Dog Vendor	
Industrial Truck Service Ltd	89 Durand
Inter-Graphics Decal	180 Debaets
Kildonan Printing	71 Paquin
Kodiak Construction	1661 Dugald
Kraus Global	25 Paquin
Kraves Fine Foods	30 Durand & 45 Durand
LA Cork	119 Debaets (unit 3)
DD Leobard Winery Inc	133 Debaets (unit 1)
Manitoba safety council training center	#4-16 Mazonod
Mantario Door Controls	
Mellet Plastics	34 Debaets
Mid West Packaging	70 Beghin
Mobil fork lift	80 Debaets
Modern Acrylic Systems	78 Debaets
Namasco	140 Paquin
New Flyer	
Neilsen & Bainbridge	32 Behgin
Northern Warehousing	Debaets
Pheonix Manufacturing	36-40 Durand Rd (2)
Phillips Paint Pro	95 Paquin
Phillips Temro	100 Paquin
Points West Marketing	84 Debaets
Polar Windows	Durand Rd
Premier Printing	One Behgin
Premiere Vending & Coffee	73 Paquin
Progress Plastics & Compounds	8-16 Mazonod Rd
Pyrene Fire Security	#6-16 Mazonod
QSI Interiors	82 DeBaets

Rolly's Transfer	#2-214 Debaets
RXX	85 Durand
Seqora Systems Inc.	
Specialty Construction Prod.	
Star Industries	71 Paquin
Sun-X	
Superior Wiping Products	98 Durand
Superior Technologies	1673 Dugald Rd
TC4 Graphics	# 5-214 Debaets
Thor Manufacturing	77 Beghin
Tool Tech Systems	# 2-16 Mazenod
Toyota Industrial	Durand Rd
Regional Health Authority (Food and Nutrition)	345 DeBaets
Vantage Foods	# 41 Paquin Rd
Victory Packaging	65 Durand
VicWest	235 Debaets
Vita Health	150 Behgin
Vita Health Products	275 Debaets
Ward's Printing Service	143 DeBaets
Westcan Printing	84 Durand
Western Logistics	55 Paquin Rd
William Ferguson Ent	65 Durand

12.2.5 Issues and Changes that were Incorporated through the Progression of the Project

The public communication and consultation work helped to identify the primary issues and questions of the general public. In general, four main issues (wastewater, traffic, groundwater, and odour) were addressed through the CAC and Open Houses, in addition to other issues. A brief summary of general changes made to the proposed facility to address these issues is provided below. Numerous other design changes occurred throughout the period of the assessment and public feedback throughout the process was utilized where applicable in consideration of options.

Wastewater: In the case of wastewater treatment it became clear early on in the process that the general public did not want to see additional nutrient effects in Lake Winnipeg as a result of the proposed OlyWest facility's operations. Throughout the term of the project design the vocal public interest encouraged OlyWest and Earth Tech to engage the City of Winnipeg to commit to compensatory nitrogen removal at NEWPCC and for OlyWest to conduct pre-treatment to remove phosphorous.

Traffic: In terms of traffic effects, the general public, as well as the CAC and visitors to the Open Houses expressed great concern over the existing traffic situation in the local area of the proposed site and the perceived potential effects of an additional 1,100 workers traveling through the area. A traffic study was conducted by Earth Tech to address the need for signalization upgrades and road improvements attributable to the proposed OlyWest

development. In addition a number of suggestions were received recommending accessing the site from Plessis Road further south near St. Boniface Road. As a result, OlyWest is currently in negotiations with the private land owners immediately to the south of the proposed OlyWest site to determine the viability of constructing a private road access point for inbound hog trucks to the proposed facility, thereby reducing disruption to Plessis Road residents further north and reducing traffic effects within the industrial park itself.

Odour: Odour was one of the largest concerns of the general public and was even the focal point for a campaign by objectors. Although the siting of the proposed facility had incorporated a large separation distance to the nearest residences, OlyWest invested additional time and effort into quantification of the potential odour emissions and effects to inform the public about the predicted odour levels and frequency of occurrence from the proposed facility. To compliment this exercise a significant investment in odour control technology has also been committed to by the proponent in order to address public concerns.

Groundwater: Groundwater protection was also raised as a significant concern by the public. In this respect, the proposed facility design was altered to include a hardened structural slab under the holding pens and the wastewater equalization tank was designed to be constructed in a structural manner to minimize potential for cracking and groundwater contamination. This, combined with the clay soils and the containment of materials within the buildings, provided additional protection to groundwater in the area.