
SECTION 11.0

SECTION 11.0 PUBLIC PARTICIPATION

The amount of public participation in the decision to locate and construct the Maple Leaf Foods Inc.'s pork processing facility in Brandon was initially limited to confidential negotiations between representatives of the City of Brandon, the Province of Manitoba and Maple Leaf Foods Inc. Although the public was not specifically involved in the negotiation process prior to the announcement, there were numerous opportunities for the public to express their views and concerns after the announcement of the plant was made on December 2nd, 1997. Initially, the public's views and comments were solicited through a Public Meeting at King George School on January 28th, 1998. As well, the City of Brandon introduced the Maple Leaf Hot Line Number operated by the Brandon Economic Development Board for a couple of years until demand dwindled to insignificant. Shown below is a summary of various public comments and participation events as evidenced by articles in local newspapers.

11.1 HISTORY OF PUBLICIZED INFORMATION

December 2nd, 1997: Maple Leaf Foods Inc. announced the decision to locate a \$112 million hog-processing plant in Brandon, Manitoba.

December 3rd, 1997: An article in the Brandon Sun "Hog Plant's New Neighbours Apprehensive: Councilor" indicated the concern held by residents near the soon to be announced plant.

December 5th, 1997: The Brandon Sun printed quotations from some prominent residents regarding the impact that the construction of the plant will have on the local economy, housing, and health care.

December 10th, 1997: An article in the Brandon Sun "Nothing to Hide, City Tells Skeptics" spoke of a presentation to city council to make the details of the plan available to the public. Although the request was denied, it was announced that a public meeting would be held following a trip to Minnesota to tour a large meat processing plant.

December 1997: An article in the Brandon Sun "Everyone Wins With Plant, Mayor" indicated the holding of a public meeting in Rivers, Manitoba drew about 60 representatives from municipalities and communities in the region. The meeting was presented with representatives from the City of Brandon administration, the Brandon planning district, and the

provincial departments of rural development, highways, agriculture and environment.

January 1st, 1998: The Manitoba Co-operator printed an article “Hog Barn Opponents Don’t All Come From Outside Farming” which indicated the general concern that residents had regarding the announced plant as well as the increase in related hog barns, which would supply it.

January 10th, 1998: An article in the Brandon Sun “Delegation Will Scout City, Ramifications of Meat Plant” indicated a delegation would be visiting Austin, Minnesota, a city whose major employer is Hormel Foods. The delegates included Don Allan, Ron McCullough, Al Handford, Don Jessiman, and Brandon Mayor Reg Atkinson. The article also indicated that a public information meeting would be held on January 28th, 1998, at King George School in Brandon, which was televised live and interactive over a Brandon public access television station. Also mentioned was a Ward meeting the following evening for residents of the Green Acres ward where the plant would be constructed.

January 21st, 1998: An article appeared in the Brandon Sun “Maple Leaf Forum Slated For January 28”, which indicated that an information meeting would be held at and broadcasted from King George School in Brandon. Residents did not necessarily have to attend since phone lines would be open to allow others to participate.

January 28th, 1998: A public information meeting was held at King George School in Brandon to inform the public of the plant and address concerns. Panel participants included Brandon Councillor Don Jessiman (Green Acres Ward), Mayor Reg Atkinson, Stellar Group Representatives (Jim Hale, Joe Bove, and Mike Santarone), Michael McCain, George Chamberlain, Robyn Singleton, Don Allan, Ron McCullough, Merv Robinson, and Clem Moche. About 100 people attended the session, which lasted two hours and the meeting was shown live on Access Television with the opportunity provided for the viewing audience to ask questions.

Contact was made with all known private residents within approximately 3 km of the announced plant site by Maple Leaf Foods Inc.’s consultants in the spring of 1998. All contacted residents were queried as to any concerns that they had about the plant; and where possible, questions were answered by Maple Leaf’s representatives. This informal oral survey encompassed occupants of approximately

29 individual residences. Their general comments are listed in the following table.

| Name | Comments |
|--|--|
| James Terhune, Carmen Denbow | They raise miniature dogs. Had questions regarding: where the sewage outfall pipe would run, impact on the groundwater quality. |
| Anderson Auto Parts and Brandon Towing: Jim Anderson | Wants the plant, no objections. |
| Jim and Kelly Jackson | Raise goats, cows, operate pet cemetery. Pro Plant, no objections. Knows that some others are concerned re: "Yellow Pink flowers", "Lady Slipper", and Deer Population. |
| Doug's Repair: Doug Nichol | Positive response to the plant. Thinks it's a good addition to the City of Brandon. Does not have a well. He hauls water from Brandon. |
| J. Burnay | Not home. |
| Mel Brown | No objections. |
| Jim Reid | Owner- Dairy Farm on S.Side of Willow Creek along Hwy 110/468 N. of site- Doubts that the plant will be built, no concerns. |
| D. Kostiw | Works for Simplot. Odours. They get some odours from Brandon Sewage lagoons in the spring. Traffic increases drastically in the spring with fertilizer trucks along road. |
| Evergreen Nursery :Fred Driedger: Owner | No concerns. Interested in providing landscaping trees to the plant. |
| Havenstock | No objections. |
| Murray McMillan | Market gardeners-No objections. |
| Moore's Mobile Welding: Don Moore | Positive response. Simplot will pollute long before Maple Leaf. Maple Leaf will be good for Brandon. |
| Infinity Oak (Cabinets and Gift Shop) | No concerns regarding the plant. |
| Maurice and Marie Elliot | Operate a PMU operation. Plant is good for the community, shouldn't bother them. (Rural residents - if they don't like the smell, go back to the City). |
| Tina Kilmury - Freedom Acres | No Concerns. Concerned for others and for the river. |
| Eug and Eve Kozun | Not Home. |
| Del and Jean Chapin | No objections. |
| Kent and Debbie Coe | Happy to have the plant although concerned about |

| Name | Comments |
|--------------------------------------|---|
| | odours, traffic impacts, and groundwater protection. |
| Robert Avery | No concerns, works at Simplot. |
| Wally Johnson | Doesn't like unions, has had union problems himself. Road will split property, he sees it as a possible advantage, can subdivide. |
| Norm Baker | Has a Simplot monitoring well at his gate, concerns regarding traffic impacts, wants company to keep an "open door policy" and information. |
| Phil and Vivian Jones | No concerns, no problem with the plant. Asked about a truck-wash. What happens if the IWWTP goes down, what happens with the effluent? |
| Wally Plett | Happy that the plant is coming for Brandon and the Province. |
| Dennis Sanders | No concerns |
| George Rowe | 100% in favour of the plant. Best thing to hit Brandon, need more. A spring runs across his property, concerned that increased traffic on the road that crosses his property will eliminate the spring. |
| E.J. White | In favour of the plant, no concerns. Asked about the possible impact of odours. |
| Les White | Concerned about odours. Gets odours from duck farm. Concerned about traffic impacts and hog farms. Quoted a lawsuit in the States against hog killing plant for polluting a river. |
| John and Michelle Boucher (726-0359) | No real concerns. |
| George and Tina MacAulay | No concerns, the plant doesn't bother them, they are used to odours. If you want progress you have to put up with something. |

May 28th, 1998:

A Public Information Meeting was held at the Keystone Centre in Brandon, Manitoba chaired by Dennis DePape. Presentations were made by Pat Jones, Maple Leaf Foods Inc.; James Barnard, Reid Crowther & Partners; Ted Snure, City of Brandon and Doug Peterson, Manitoba Conservation. Mr. Pat Jones gave a description of the Maple Leaf plant and described the operation of the plant. Public questions centred on traffic, wages, collective agreement, construction contracts, hog production figures, incentives for hog production, terms of the Memorandum of Understanding, and start of construction.

Mr. Barnard described the pretreatment of wastes, the types of biological treatment, the selected process, expected performance, and disinfection. Public questions centred on sludge disposal, cost, other

wastes, the reason the plant is in Brandon, if wastes from the plant were going to the City's Wastewater Treatment Facility, content of wastewater with respect to phosphorous and ammonia, UV disinfection, design experience, and rendering.

Mr. Snure described the water supply to the Maple Leaf plant. Questions centred around the reliability of the water supply, a need for a second water treatment plant, and storage capacity for emergency use.

The final presentation was by Doug Peterson of Manitoba Conservation. Public questions related to licencing, environmental monitoring and testing costs, report availability to the general public, the cumulative effect of loadings from the Maple Leaf plant, spills and clean-up, the Carberry aquifer, the need for Public Hearing, licence commitments from Manitoba Conservation, the level of effort monitoring the Assiniboine River, and staffing of Manitoba Conservation.

General questions and comments after the presentations related to costs of the development should not be the responsibility of taxpayers, Brandon Transit opportunities, infrastructure improvement, local contractors, impact of strike action by 2,000 workers, dust emissions and the effect on the Health Care System.

The meeting ended with the provision of a Contact List of people and phone numbers for the public.

July 14th, 1998:

A Public Information Meeting was held in Brandon at the Brandon Curling Club (Keystone Centre). This meeting was followed by Roundtable Discussion Meeting on July 15th and 16th, 1998. The July 14th meeting began with a status report of issues from the May 28th, 1998, meeting. Questions were answered with respect to local workforce during construction, socio-economic review, transportation, environmental review process and wastewater disposal.

The meeting continued with a presentation by Pat Jones on the Maple Leaf Pork Processing plant description and operation. The next presentation was by Dr. Friederike Schneider-Vieira on the effects of the Maple Leaf Wastewater Treatment Facility effluent (treated wastewater) on the Assiniboine River.

July 15th, 1998:

A presentation and discussion was held at the Brandon Curling Club from 7:00 p.m. to 10:00 p.m. on the Assiniboine River Modeling Assessment Report. On July 16th, at another meeting also held at the Brandon Curling Club from 7:00 p.m. to 10:00 p.m., the Environmental Act Proposal/Preliminary Design Report for the Wastewater Treatment Facility was presented and discussed.

September 15th, 1998:

An Open House was held in Portage la Prairie, Manitoba at the Westward Village Inn. Peter Smith of Maple Leaf Meats, Inc. presented an overview of the hog industry and the slaughtering process. Questions from the public were asked with respect to precautions against disease, Portage drinking water, and plant location. Mr. Smith then introduced the new Brandon Plant Manager, Mr. Dave Wood. Willis Sneed of HDR Engineering discussed the wastewater plant pretreatment and effectiveness of the IWWTF. Questions related to effectiveness in cold climates, source of pollutants, design of the WWTF, government testing, recreation, effect on downstream water users; and, a discussion of discharge locations.

Ted Snure, City of Brandon, presented a series of overheads regarding the IWWTF and discussing the various treatment processes. Discussion ensued on the quality of tap water in Portage once the Maple Leaf plant is in operation.

Friederike Schneider-Viera followed with a presentation of the Assiniboine River Cumulative Effects study. Questions related to blue-green algae, sharing of information with City of Portage la Prairie consultant, use of a diffuser, if algae are preventable in the future, and if the model was based on one-shift or two-shifts.

Bernie Crisp, Manitoba Conservation, who reviewed the environmental permitting process, made the final presentation. Questions centred on financial responsibility if algae increases, number and use of monitoring stations, the accuracy of the model, quantity of effluent going to the river, ownership of IWWTF and who is responsible, and CEC Hearings. The meeting ended with a discussion of water quality, algae blooms, and future improvements to the City of Portage la Prairie water treatment plant.

September 16th, 1998:

An Open House Meeting was held in Brandon at the Keystone Centre. The meeting format and presentations were essentially the same as in

Portage la Prairie the previous evening. Questions related to the impact of local extreme weather conditions on the cover for the anaerobic lagoon; two anaerobic basins, changes to aerobic system, addition of steam to effluent, UV disinfection, effect of steam on pathogens, operation of the IWWTF, effectiveness of IWWTF, the difference between a formal hearing and an information meeting, sources of information, the construction of the bottom of the anaerobic basin, Maple Leaf's record of environmental complaints, scientific basis for effluent discharge to Assiniboine River, the licence holder for the IWWTF, what happens if the IWWTF fails, construction of a second shift WWTF, liability for effluent from the IWWTF, standby electrical power, hog density, Assiniboine River water quality, plant shut-down by Manitoba Conservation, recreation in the river, cost of the treatment plant, validity of the model; and, finally the ownership of the Water Quality Analysis Simulation Program (WASP) model.

December 16th, 1998: A noon presentation was made to the City of Brandon, Works and Operations staff, on the Assiniboine River Monitoring Study.

December 16th, 1998: A presentation was made to the Mayor and Council of Portage la Prairie with respect to the proposed Assiniboine River Monitoring Study. The purpose of this presentation was for information and to seek their input into the study. In a letter from Mr. Kelly Braden, P.Eng., Director of Operations, The City of Portage la Prairie dated January 21st, 1998, the City of Portage la Prairie indicated they viewed the overall program as comprehensive. However, they did want to see The City of Brandon include testing for residuals of algae composition such as hepatoxin and neurotoxin. The testing for hepatoxin was incorporated into the Assiniboine River Monitoring Study; however, no suitable test exists for neurotoxin and therefore testing for neurotoxin will not be included.

January 8th, 1999: A Public Awareness Meeting (Open House) was held at Long Plain First Nation to make presentations and to answer questions. Presentations were made on the Maple leaf Hog Processing plant, the Wastewater Treatment Facility, Assiniboine River Monitoring Program, and the Effects on the Assiniboine River. Between 100 and 150 people attended from 10:00 a.m. to 4:30 p.m., including representatives from Dakota Tipi First Nation. Significant concerns were expressed about the effect of contaminated floodwaters from the Assiniboine River on the wells supplying Long Plain First Nation; and, the effect of

potentially contaminated flows on small oxbow lakes in Spruce Woods Provincial Park that are inundated by water from the Assiniboine River during the spring freshet. The well concern is not an issue that can be addressed in the monitoring study. It was suggested that the Department of Natural Resources should examine the well(s) to determine whether groundwater is vulnerable to contamination during flooding. The Assiniboine River Monitoring Program was revised to address concerns raised with respect to the potential effect on oxbow lakes.

February 10th, 1999:

Maple Leaf Meats, Inc. sponsored a luncheon question and answer session with City of Brandon Councillors; and conducted them on a tour of the partially constructed Pork Processing plant.

April 24th, 1999:

Although not held solely in connection with the Maple Leaf Foods Inc.'s Pork Processing plant project, a Forum on Growth in Brandon was held in the Convention Hall, Keystone Centre. The Forum was sponsored by the Assiniboine Community College, Brandon Regional Health Authority, The City of Brandon, Brandon University, Brandon and Area Planning District; and, Brandon Economic Development Board. Speakers organized in panels addressed a wide range of topics including:

- Preparing for Growth: Mr. Glen Laubenstein, City Manager
- Population Growth Estimates: Dr. Richard Rounds, Rounds & Associates
- Planning and Development: Mr. Ron McCullough, Brandon & Area Planning District
- Infrastructure: Mr. Ted Snure, City Engineer
- Fire & Ambulance: Chief Garry Winters
- Police: Chief Dick Scott
- Parks & Recreation: Mr. Brain LePoudre, Director
- Brandon School Division: Mr. Robert Swayze, Superintendent
- Brandon University: Mr. Scott Lamont, Chief Administrative & Financial Officer
- Assiniboine Community College: Mr. Brent Mills, Chair
- Brandon Regional Health Authority: Mr. Earl Backman, CEO
- Social Issues Identified Elsewhere: Ms. Darlis Collinge, Student, Rural Development Program
- Youth Services Committee: Ms. Mary Lynne Campbell, Chair

The topic of “Future Without Growth” was then addressed by:

- Dr. Richard Rounds, Rounds & Associates: Demographic Trends
- Mr. Robert Swayze, Superintendent, Brandon School Division: Impacts of No Growth
- Mr. Earl Backman, CEO, Brandon Regional Health Authority
- Mr. Glen Laubenstein, City Manager, The City of Brandon.

Mr. Ron McCullough, Brandon and Area Planning District, then presented opportunities for future public participation.

The Forum on Growth in Brandon ended with an opportunity for questions and answers and closing remarks by Mayor Reg Atkinson. The Forum was moderated by Ms. Dale Severyn.

The above-described Forum on Growth demonstrates that the City of Brandon and various growth and planning related agencies are capably planning for anticipated growth not only from the Maple Leaf Pork Processing project but also from related spin-off projects and other non-related projects.

August 21st, 1999: Maple Leaf received its operating licence and the City obtained clearance for its waste treatment facility (Brandon Sun).

11.2 SECOND-SHIFT PUBLIC CONSULTATION

As part of the ongoing public consultation process, in August 2002, Maple Leaf’s consultants again visited and/or made contact with all known private residents and numerous businesses within approximately 3 km of the present proposed Development. The center of the 3 km radius has been moved north because the proposed Development is slightly further north than the original Maple Leaf plant. Therefore, the contact list is different. Again, all contacted residents were queried as to any concerns that they had about the existing plant and IWTF and if they had any complaints about Maple Leaf Pork as a neighbour. Where possible, the few questions asked by residents were answered by Maple Leaf’s representatives. This informal oral survey encompassed occupants of approximately 13 individual residences and 11 businesses and their general comments are listed in the following table.

| Name | Comments |
|--|---|
| James Terhune, Carmen Denbow | No major complaints, although they notice significant odours that they identify with the existing IWWTF when they walk along the southern boundary of the plant site. |
| Wesman Salvage | No complaints. |
| Bradley Sand and Gravel | No complaints. |
| East End Auto Wreckers | No complaints. |
| Harvest Salvage | No complaints. |
| Bradley Sand and Gravel | No complaints. |
| L & R Transport | No complaints. |
| Anderson Auto Parts and Brandon Towing: Jim Anderson | No complaints. |
| D. Kostiw | No complaints, except trucks going by with no mufflers. |
| J. Burnay | No complaints. |
| Wally and Anne Plett. | No complaint. Slight odour at times with wind out of NE |
| Dennis and Bonnie Sanders | Absolutely no complaint. |
| Murray McMillan | No direct effect. |
| Gary Haverstock | No complaints. |
| James and Rana Reid | No complaints. Noted damage to Hwy. 110 bridges. |
| Phil Ritche and Steel Plus | No complaints. |
| Howard and Tammy Kelly | No complaints. However, highway improvements are needed. |
| Mike and Naomi Waddell | No complaints. |
| Evergreen Nursery: Fred Driedger Residence | Disappointed Maple Leaf have not planted any trees on the site. More trucks and traffic. |
| Dennis Kelly | No complaints. |
| East 40 Packers | No complaints. |
| Rainbow Eavetroughing | No complaints. |

As indicated by the results in the above table, Maple Leaf has been very well received by their closest neighbours within a 3 km radius. The complaints that have been voiced are relatively minor; but that is not to say they should be forgotten. The most serious complaint in our view it that voiced by James Terhune and Carmen Denbow, the closest residents to the proposed Development regarding odours from the existing IWWTF. Because their residence is within 0.5 km of the proposed Development, they are the most likely to be impacted by the proposed Development.

11.3 OPEN HOUSES

As part of the preparation for the introduction of the second-shift, Maple Leaf Meats Inc. and the City of Brandon are currently planning three Open Houses; one in Brandon, one in Portage la Prairie, and one at Long Plains I.R. 6 (including Dakota Plains I.R. 6A & 8) to take place following the submission of this document. Tentatively, this would schedule the Open Houses sometime in early spring (mid May).

The purpose of the Open Houses would be to inform the public of the proposed Development and to answer questions from the public with respect to the proposed Development and the Environmental Impact Assessment. Representatives of Maple Leaf Foods Inc., Maple Leaf Pork, the City of Brandon and their consultants will be present. Manitoba Conservation normally also sends a representative to such Open Houses to answer any questions regarding the environmental process.