

Source: <https://www.ctvnews.ca/winnipeg/article/new-campaign-to-shine-a-light-on-labour-trafficking-in-trucking-industry/>

New campaign to shine a light on labour trafficking in trucking industry

CTV News Winnipeg – Sept 9, 2025

By: Charles Lefebvre

A new awareness campaign focusing on the issue of labour trafficking in the Canadian trucking industry officially launched in Manitoba on Tuesday.

The Joy Smith Foundation and the Manitoba Trucking Association officially launched the “Traffick Report” awareness campaign, which aims to reduce instances of labour trafficking in the industry, which the foundation described as “modern-day slavery.”

“Their wages are stolen, documents are withheld, and they are pushed into very unsafe conditions,” said Janet Campbell, president of the foundation. “It means that untrained drivers are actually on our highways, and they’re in trucks that aren’t roadworthy, and so this creates dangerous road conditions for all of us.”

The foundation is advising people to be aware of their rights and learn the signs of trafficking, which include the exploited having no freedom to leave, extreme work hours, and unsafe work conditions.

Pauline Wiebe of the Manitoba Trucking Association said the campaign is important to ensure people can trust the trucking industry and know drivers are being trained and following laws.

“It frustrates me when I see how some participants in the trucking industry are taking advantage of newcomers to our country, exploiting their labor while driving down safety and fair compensation,” she said. “They have given our industry a bad reputation.”

Suspected trafficking can be reported by calling Winnipeg Crime Stoppers at 204-786-8477.