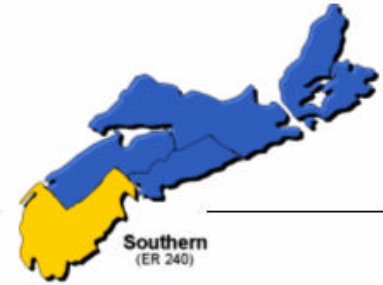




Labour Market Bulletin

Southern Nova Scotia

Economic Region 240



www.labourmarketinformation.ca

March 2009*

Overview

According to Statistics Canada's Labour Force Survey, the unemployment rate rose by 2.3 percentage points to 13.5% in March 2009 from the previous month. Employment, particularly full-time employment, fell and the level of unemployment rose. Both the rate and percentage of labour force participation rose. These types of changes are normal for March.

Southern Nova Scotia	March 2009	February 2009	March 2008	March 2008 to March 2009
Population aged 15+	103,400	103,500	103,500	-100
Labour force	61,400	60,900	60,800	600
Employed	53,100	54,100	54,700	-1,600
Full-time	42,600	43,700	43,500	-900
Part-time	10,500	10,400	11,200	-700
Unemployed	8,300	6,800	6,000	2,300
Participation rate	59.4%	58.8%	58.7%	0.7pp**
Unemployment rate	13.5%	11.2%	9.9%	3.6pp**

Source: Statistics Canada's monthly Labour Force Survey.
** Changes in the last column comparing rates are percentage point changes denoted by "pp".

The changes in data from March 2008 are similar in direction but larger in magnitude. The fall in employment and rise in unemployment were greater. Labour force participation levels and rates had only a slightly larger increase. Only part-time employment moved in a different direction, with a decrease from March 2008 to March 2009 as opposed to a slight increase from February to March 2009. The March 2008 unemployment rate was 3.6 percentage points lower than the current unemployment rate. In each of the first three months of 2009, labour market performance has declined from 2008.

Industry Analysis

Between March 2008 and March 2009, employment in both the **Goods-Producing Sector** (-400) and **Services-Producing Sector** (-1,200) fell.

Southern NS Employment	March 2009	February 2009	March 2008	March 2008 to March 2009
Goods-Producing Sector	17,700	19,700	18,100	-400
Services-Producing Sector	35,400	34,400	36,600	-1,200

Source: Statistics Canada's monthly Labour Force Survey

*This report is an analysis of three month moving average data from Statistics Canada's monthly Labour Force Survey. The reader should be cautioned that because of relatively small sample sizes in subprovincial regions, data reliability may be an issue.

Within the **Goods-Producing Sector** employment increases from March 2008 occurred in the Construction and Agriculture Industries. Other Primary Industries and Manufacturing Industries experienced employment declines. Employment for all industries in this group showed employment declines between February and March 2009.

Employment changes between March 2008 and March 2009 in the **Services-Producing Sector** included significant increases in Retail & Wholesale Trade; Accommodations & Food Services; and Professional, Scientific & Technical Services. While several industries had small employment declines, the largest employment decline by far was in Health Care and Social Assistance. Between February and March 2009, there was an employment increase in the Services-Producing Sector. The employment increase was spread out across five industries.

In the News

Despite a slowing economy, the cranberry industry enjoyed a banner season with a hearty crop and good prices. As a result, Terra Beata Farms, Lunenburg County, is expanding both its farmed acreage and processing facility. The company employs 14 full-time, part-time and seasonal employees. Operations would normally wrap up after Christmas but this year will continue to June. The company has developed markets in France, Belgium, England and Singapore and there has been increased demand for both their frozen and dried berries. **Bridgewater Bulletin - 3 March 2009**

Bowater Mersey Paper Company is shutting down from Mid-March to Mid-April, a total of five weeks, to cut costs during the global economic downturn. The market for newsprint and advertising has plummeted with the downturn. This will be the second five-week shutdown since late-December. According to the company, about 300 work at the plant with about 250 being unionized employees. **Liverpool Advance - 10 March 2009**

Nine employees at Bridgewater's Michelin plant are among the 42 workers to be laid off provincially in mid-May. The impacted employees are flexible work staff, production employees who usually work full-time hours to supplement the regular workforce. The layoffs are in response to an unprecedented deterioration in market conditions. Three-quarters of Michelin tires produced in Nova Scotia are exported to the United States. **Bridgewater Bulletin - 17 March 2009**

The CEO for Rodd Hotels and Resorts stated that the company's two Yarmouth locations are underperforming and need improvements. He stated that with the downturn in the hospitality sector, Rodd has two major assets in a market that has too many rooms for the current realities. The company wants to put more focus on convention and special events to bring people into the area year-round. **Yarmouth Vanguard - 3 March 2009**

Bloodworm harvesters and DFO agreed to a two-week closure of Goose Bay, mudflats located in the Wedgeport area, for the last two weeks in June to protect spawning worms. DFO reported that more than 2.25 million worms were harvested there last season. An industry buyer stated that the Nova Scotia bloodworm industry employs 80 to 90 people, 70 are diggers, with a payroll of around \$1 million. **Yarmouth Vanguard - 17 March 2009**

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