



# Agricultural Workforce Needs and Strategies

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# PDA Workforce Strategies

1. Increase interagency collaboration
2. Expand on-the-job training programs
3. Identify gaps in education and training within the industry
4. Increase awareness of agricultural career opportunities
5. Ensure access to migrant labor

# PA Commission for Agricultural Education Excellence

- Established in 2017
- Collaboration between PDA and PA Department of Education (PDE)
- Assists in developing a statewide plan for agricultural education and coordinating implementation of related agricultural education programming

# Outreach Activities

- Farm City Day Events
- Social Media Campaign
  - “Kids are the Future”
- National Apprenticeship Week
- Farm Show
- Pennsylvania Ag and Food Careers website



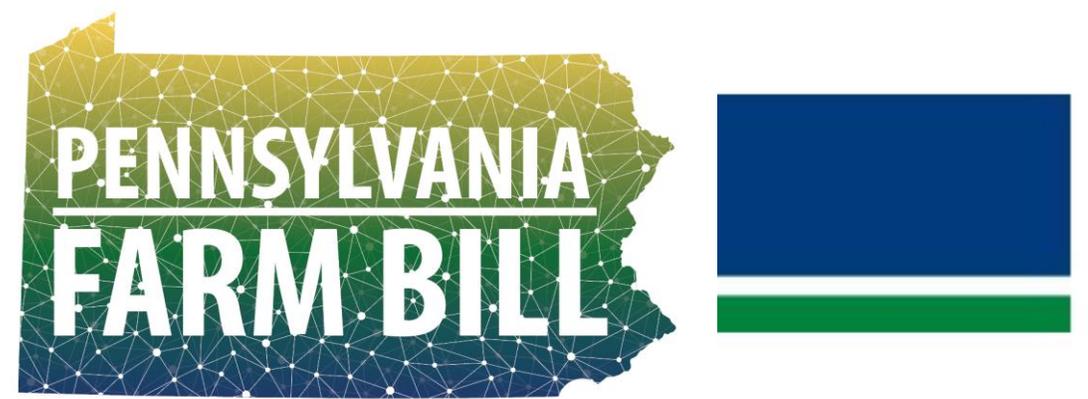
# Apprenticeship and Pre-Apprenticeship

- 7 Agricultural related apprenticeship programs
  - Diversified Vegetable Grower Apprenticeship
  - Dairy Grazing Apprenticeship
  - Ag Equipment Technician Apprenticeship
  - Landscape Management Apprenticeship
  - Butcher Apprenticeship
  - 2 Grounds Keeper Apprenticeships
- 2 Agricultural related pre-apprenticeship programs
  - Diversified Vegetable Grower Pre-Apprenticeship
  - Ag Equipment Tech Pre-Apprenticeship
- 3 New programs in development

# Industry Partnerships

- AgConnect
  - Bridging Agriculture and Manufacturing in Berks and Chester Counties
- South Central PA Agribusiness Industry & Education Collaborative
- Opportunities for new partnerships

# PA Farm Bill



- July 2019
- Includes a focus on building a strong agricultural workforce
  - Ag and Youth Grant Program
  - The Pennsylvania Farm to School Grant Program
  - Urban Agriculture Infrastructure Grant Program

# Pennsylvania Agriculture's Workforce

PWDA

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Team Pennsylvania

# Team Pennsylvania

## Background:

- Nonpartisan 501(c)3 nonprofit organization founded in 1997
- Mission: Improve Pennsylvania's competitiveness and economic prosperity
- Public-Private Partnership Co-chaired by the Governor & Private sector CEO
  - Public Sector Leadership: Governor; representation from all 4 caucuses of the Legislature; 4 agency secretaries: DCED, L&I, PDE, and PDA
  - Private Sector Leadership: Business, Industry, and Labor Leaders representing different sectors and geography

# Agriculture Advisory Board

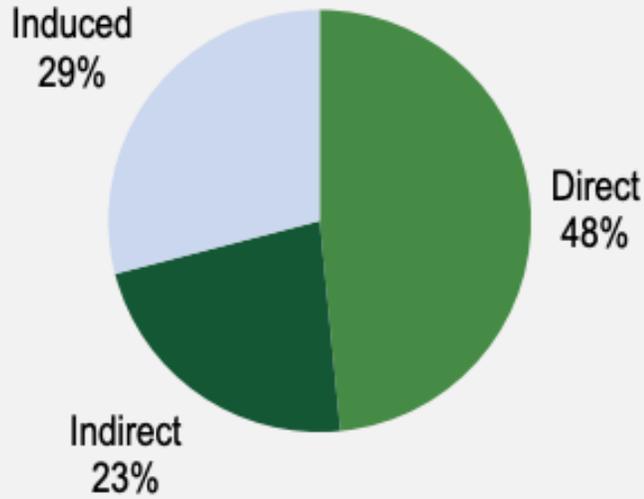
## Overview:

- 25 private sector leaders representing the diversity of Ag in PA
- Co-chaired by Secretary Redding and Scott Sechler of Bell & Evans
- 3-4 annual meetings, with special meetings as necessary
- Feedback loop between public & private sector leadership
- Build capacity for economic and workforce development initiatives in the private sector

# 2018 Agriculture Economic Impact Report

## Background:

- PDA & Team Pennsylvania worked together to commission an in-depth analysis and study of PA's agricultural economic impact
- Released January 2018
- “Invest in Workforce and Education” was one of the six overarching recommendations



**579,000**  
**Total Direct, Indirect,  
 and Induced Jobs**

**Total Jobs**

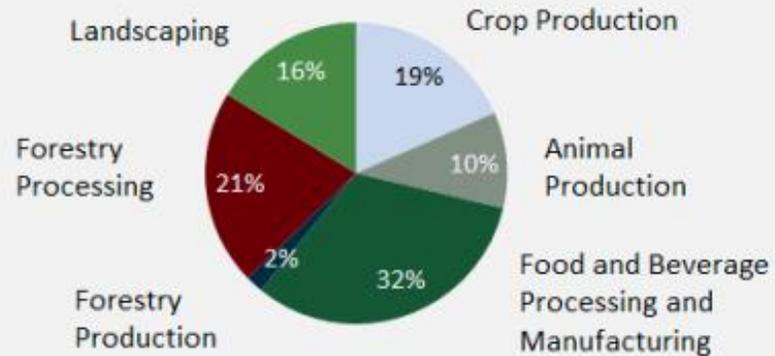
**Direct: “Jobs in Ag”**

**Indirect: Jobs that support direct ag activity**

**Induced: A result of how direct jobs interact in the economy**

**Direct Jobs**

**280,500**  
**Total Direct Jobs**



**Example:**

**Dairy Farmer (direct) needs veterinary services from Veterinarian (indirect). Veterinarian purchases fuel from gas station (attendant=induced) on the way**

# Agriculture Workforce Data from 2018 Study

# 2018 Agriculture Economic Impact Report: Workforce Recommendation

## **Challenge:**

A workforce shortage due to the aging of agricultural workers, changing guest worker regulations, and a shift in the skills needed to support an increasingly automated industry may hinder the productivity and long-term growth of Pennsylvania agriculture.

## **Goal:**

Reduce the current and projected workforce shortages through education and training that will meet the changing needs of the agriculture industry in Pennsylvania.

# 2018 Agriculture Economic Impact Report

## Strategies:

- Support apprenticeship and work-based learning programs to close the skills gap for an increasingly technology-driven sector
- Explore the potential of an ex-offender to work program to help alleviate workforce shortage issues
- Support loan forgiveness programs for large animal veterinarians and other high-shortage careers
- Increase agricultural education in STEM-related courses to prepare the state's workforce for increased automation
- Diversify business of farming education to address changing consumer tastes and evolving business models

# 2021 Agriculture Economic Impact Report

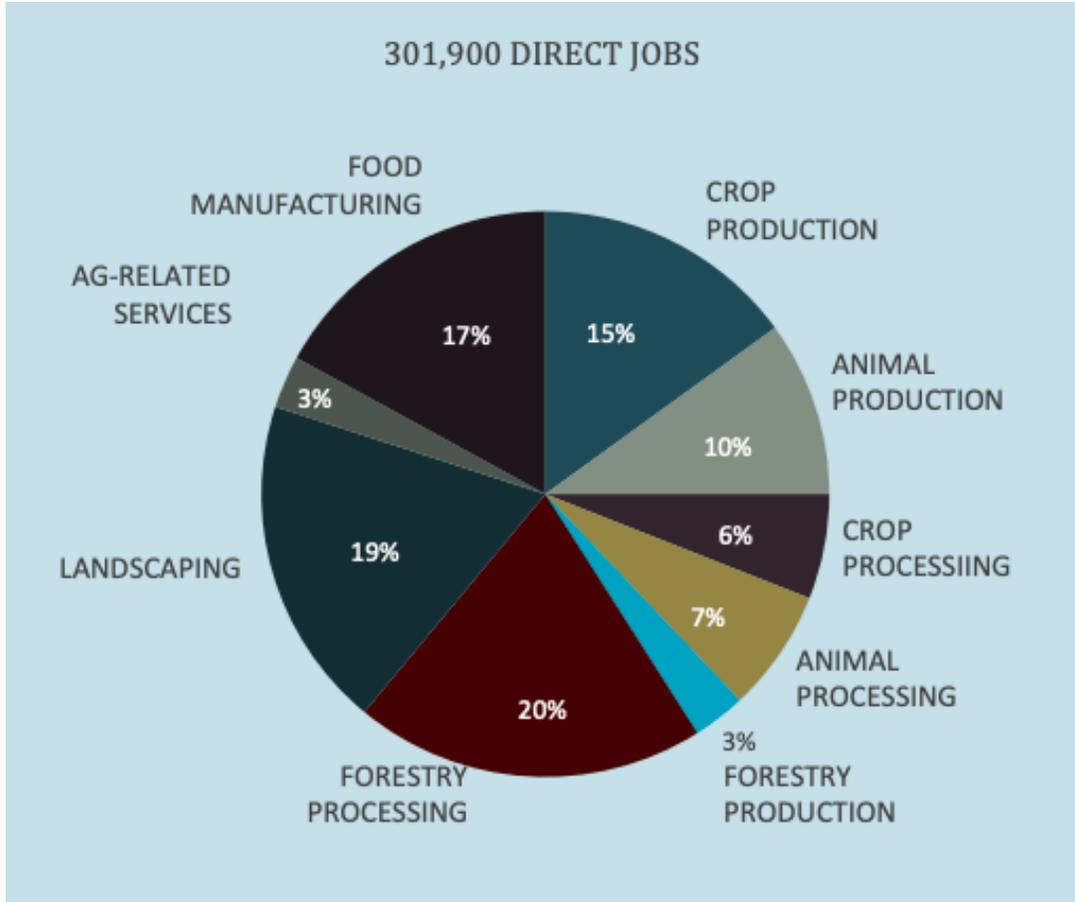
## Background:

- Update to the 2018 report
- Informed the development of the Pennsylvania Farm Bill
- The PA Farm Bill, signed into law on July 1, 2019, has resulted in \$50.8 million over three years to support agriculture in PA



## Trends:

- 280,500 direct jobs grew to 301,900
- Total jobs (direct, indirect, and induced) only grew by 14,600 from 2017-2019
  - *While there was direct job growth in agriculture, indirect and induced jobs sustained losses*



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# 2021 Agriculture Economic Impact Report

**Prior to the COVID Crisis, what were the most significant factors impacting the success of agriculture in Pennsylvania?**

- 1. Labor Supply (60%)**
2. Commodity Price (38%)
3. Environmental Regulations (30%)
4. Lack of Local Processors (28%)
- 5. Labor Quality (28%)**

# 2021 Agriculture Economic Impact Report: SWOT Analysis

## Strengths:

- With 14% of all producers in Pennsylvania age 35 or younger, **PA ranks first in the country in the number of young producers.**
  - Lancaster County leads in this area, with more than 2,400 young producers (LaGrange County, Indiana, which is ranked second nationally, has less than half this number).

# 2021 Agriculture Economic Impact Report: SWOT Analysis

## **Weaknesses:**

“COVID only accentuated how **difficult it is to attract, retain employees** in agriculture.

Workforce skill and supply issues grow— demographic shifts, immigration limits, safety concerns make it difficult to attract and retain employees over the long-term.”

# 2021 Agriculture Economic Impact Report: SWOT Analysis

## Opportunities:

- New trade, immigration policies
- Grow apprenticeship programs
- Capitalize on urban agriculture interest and invest in it

# 2021 Agriculture Economic Impact Report: SWOT Analysis

## Threats:

- Workforce, workforce, workforce  
A sustainable workforce requires a focus on addressing:
  - The need for advanced technological skills due to adoption and increased use of automation and technology
  - Wage competition from rising wages in retail and other competitive workplaces
  - Anti-immigration sentiments, threatening the ability of farms to attract a growing pool of workers.

# 2021 Agriculture Economic Impact Report

## Pennsylvania Agriculture Going Forward:

**Workforce development must be a priority** – Almost every conversation and topic involving agriculture in Pennsylvania has a focus on the need for a continued emphasis on workforce development.

## **More about our work:**

[Teampa.com/impact/agriculture-initiatives/](https://teampa.com/impact/agriculture-initiatives/)

**2021 report:** [Teampa.com/2021/04/pennsylvania-agriculture-impact-update-unveiled/](https://teampa.com/2021/04/pennsylvania-agriculture-impact-update-unveiled/)

**2018 report:** [Teampa.com/impact/business-growth/programs/pennsylvania-agriculture-economic-impact-analysis/](https://teampa.com/impact/business-growth/programs/pennsylvania-agriculture-economic-impact-analysis/)

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# **Workforce Development in Agriculture**

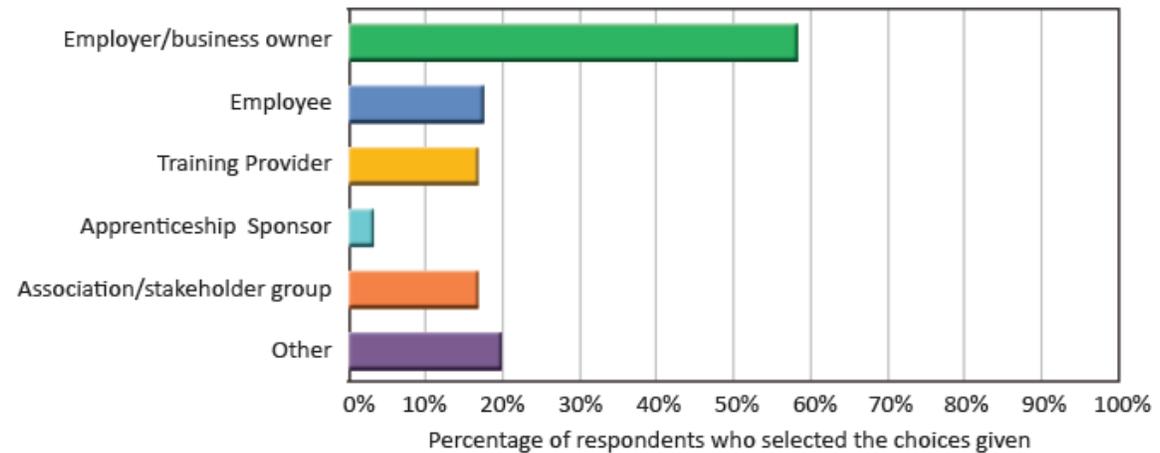


# Stakeholder Survey



## Agricultural Workforce Needs Survey

- We asked agriculture stakeholders what they felt the greatest workforce needs were in Pennsylvania.
- We had 133 respondents participate in the survey, covering every county in PA.

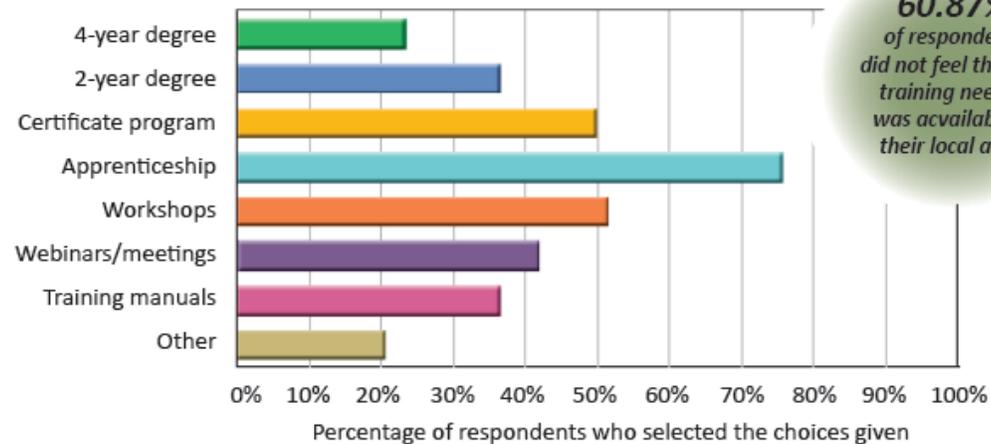






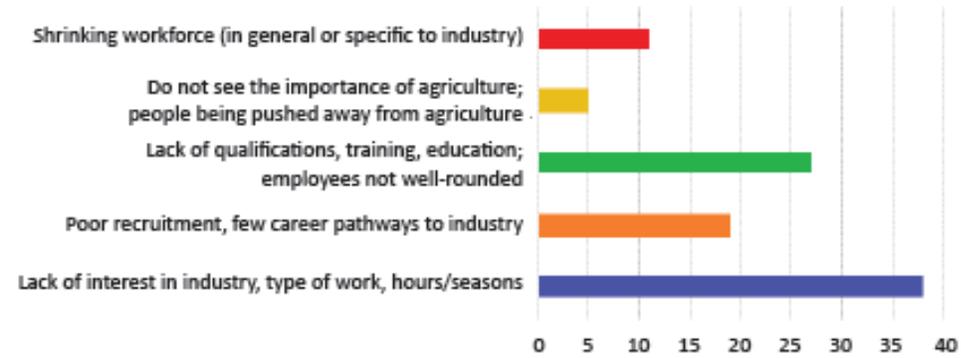
# What did the respondents feel was the most critical occupational need?

- Farmworkers and Laborers-Crop, Nursery, and Greenhouse at 55.12%
- Other at 37.80% (Included logging, meat processors and sawmill operators)

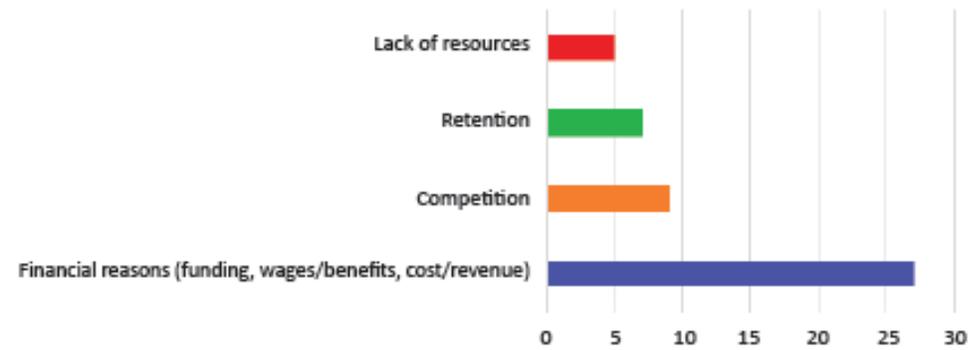




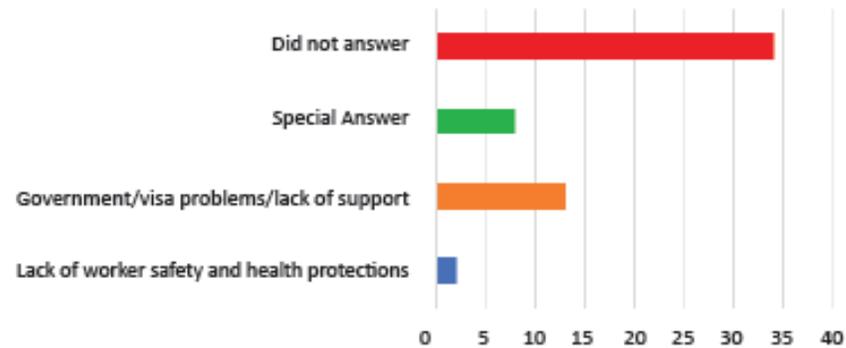
### Workforce Issues



### Employer Issues



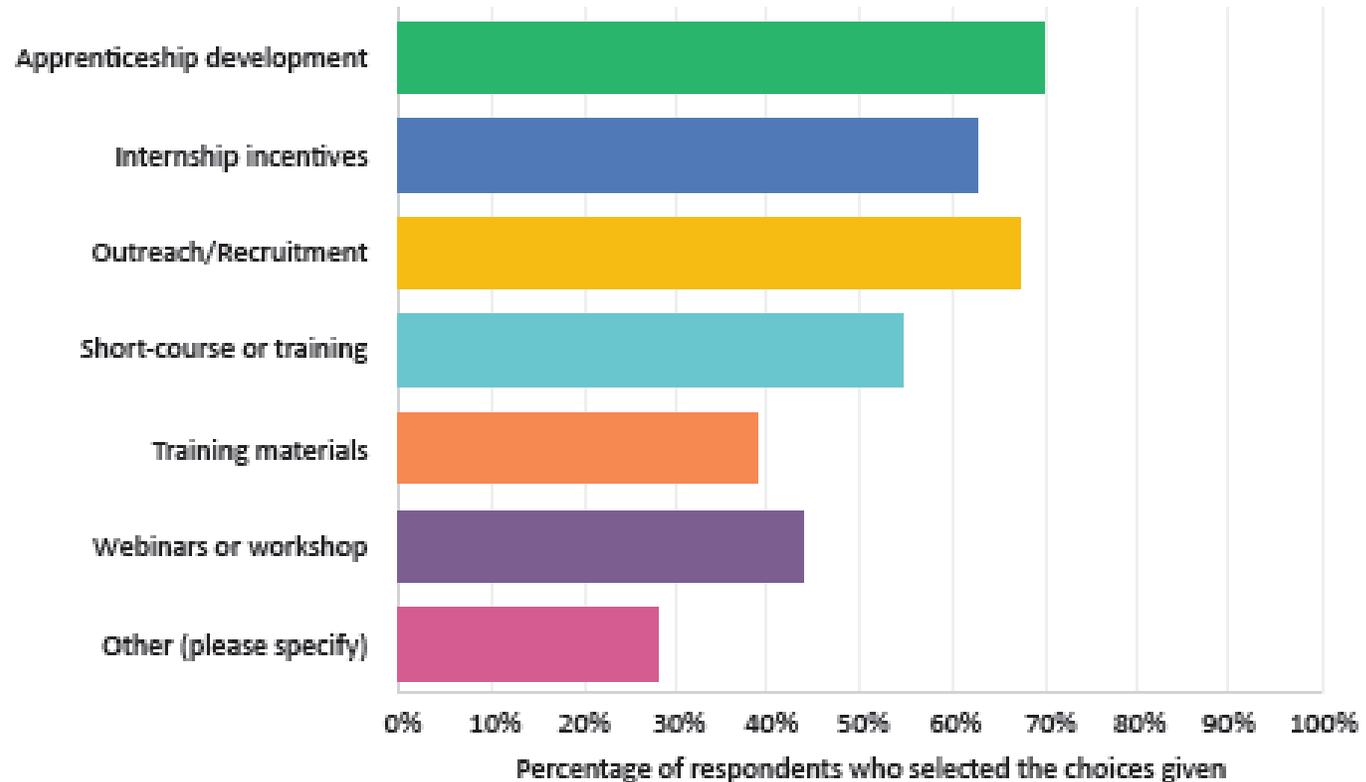
### Other Issues





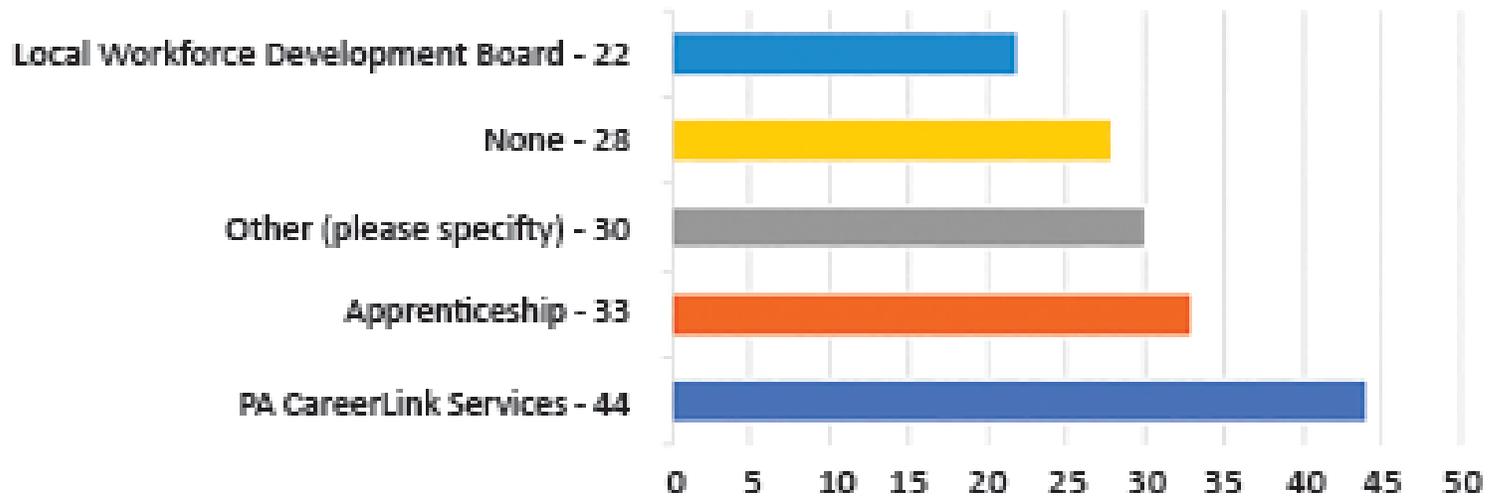
**What did the respondents think the PA Department of Labor & Industry could do to help support them with meeting their workforce goals? (Respondents could select more than one answer.)**

- 70% of respondents believe that Apprenticeship Development was the best way for Labor & Industry to help them meet their goals. Outreach and Recruitment at 67.27% and Internship Incentives at 62.73% were the next popular responses.





### What Workforce Programs or Resources Have You Used? (More than one answer may have been selected. Total responses: 157)





## **Workforce Projects**



# Human Resource IQ and Workforce Development IQ





# Human Resource IQ (HRIQ)

## STATEMENT OF WORK

- Vendor will provide consulting services to 100 small- and medium-sized farms
- Develop and deliver industry-specific *Workforce Development 101 Training*
- Identify and address needs in:
  - Attraction, hiring, onboarding
  - Retention and work culture
  - HRIS and administration
  - Layoff aversion
- Support and guidance where gaps in expertise/bandwidth exist
- Connect to L&I and Ag. workforce resources



# Workforce Development IQ (WDIQ)

## STATEMENT OF WORK

- Vendor will provide workforce development support to 1,000 small- and medium-sized agribusiness owners and employees
- Offer individualized or group sessions of *Workforce Development 101 Trainings*
- Connect eligible businesses with PA CareerLink® system and employer services
- Educate Local Workforce Boards and PA CareerLink® centers on industry's unique needs



# Thank you!



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