



# MICHIGAN'S 2019 LOCAL AND REGIONAL FOOD SYSTEM WORKFORCE ASSESSMENT

Webinar 4 (of 4):  
Michigan's workforce and training opportunities

*February 13, 2020 12:00PM - 12:30PM*

 #MSU WORKFORCE ASSESSMENT



## Assessment Team

 Center for Regional Food Systems	<b>Rich Pirog</b> , Director <b>Jude Barry</b> , Assistant Director
	<b>Rachel Bair</b> , Director for Sustainable and Innovative Food Systems
 Extension	<b>Kaitlin Wojciak</b> , Community Food Systems Educator
	<b>Jeannine La Prad</b> , Senior Fellow

### Funders:



# WORKFORCE ASSESSMENT GOALS

- Better understand the local and regional food system workforce and identify challenges and opportunities.
- Identify possible gaps and opportunities in education and training.



# Defining local and regional food systems

---

For the purposes of this work we defined local and regional food systems as:

Organizations that **produce, process and/or distribute food from Michigan** that is available to Michigan consumers, and/or organizations that **support this system.**

# PROJECT RESEARCH AREAS

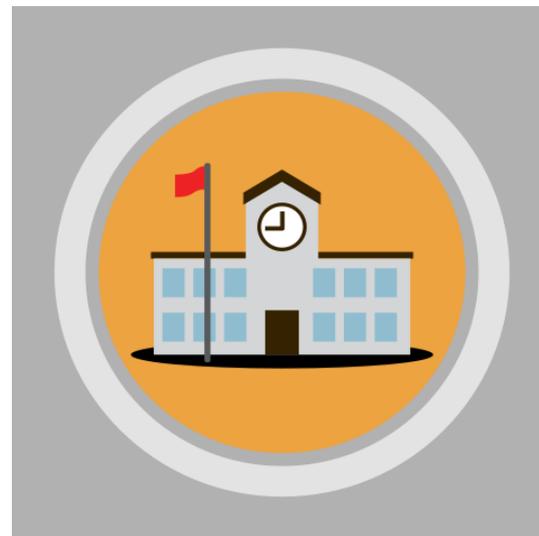
---

- **Food systems job scan**
  - Types of jobs, job and educational requirements, and salary ranges for jobs in the food system
  - Identified skills required and the different areas of growth
  - Note this was a broader food system scan and not specific to local and regional food systems
- **Survey of Local and regional food system businesses**
  - Data to better understand workforce needs, available jobs, gaps, challenges and opportunities.
- **Stakeholder interviews**
  - Data to enhance survey data on workforce needs, changes, challenges and opportunities.
- **Scan of other food system workforce research**
- **Food systems training/ education scan**
  - A review of the many training opportunities and educational offerings across MI that are pertinent to the job needs of the LRFS food system.
- **Worker profiles**



# MICHIGAN'S LOCAL AND REGIONAL FOOD SYSTEM EDUCATION AND TRAINING SCAN

---



# THE GOALS OF THE LOCAL AND REGIONAL FOOD SYSTEM EDUCATION AND TRAINING SCAN

---

To better understand:

- Education and training offerings in Michigan



# CORE INDUSTRY SECTORS

---



1. Food production
2. Farm inputs
3. Food manufacturing and processing,
4. Wholesale distribution, and
5. Food retail sales and service

# TRAINING NEEDS IDENTIFIED BY EMPLOYERS

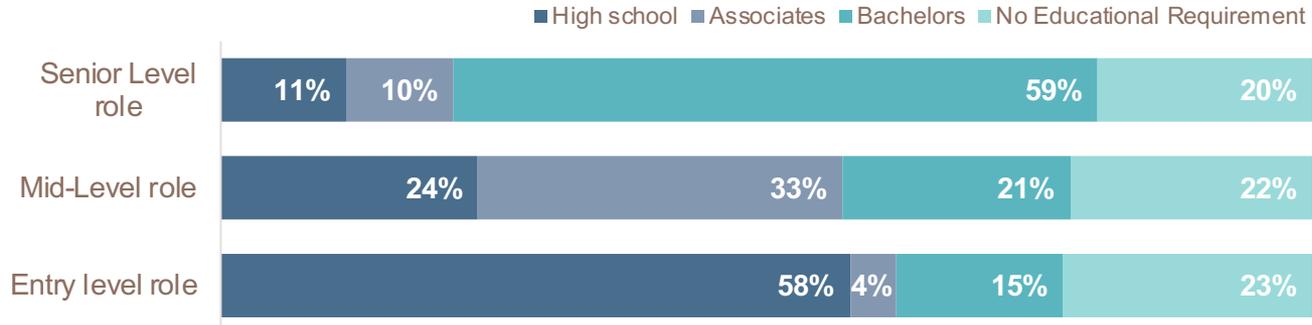
The areas of greatest training needs include:

- ***Customer relations/ customer service*** for warehouses, storage and distribution, and retail and food service businesses
- ***Day to day operations, food handling, safety procedures and sales and marketing*** across all business sectors. Sales and marketing training were especially needed in food processing.
- ***Machine operation, organic farming, safety procedures, animal handling, trade skills training*** for food production business operations.



# EDUCATION & SKILL REQUIREMENTS BY EMPLOYERS

## Typical Education Requirements by Position Level n=103



No respondents listed either an industry credential or a graduate degree as an educational requirement at any level of employment (n=103).

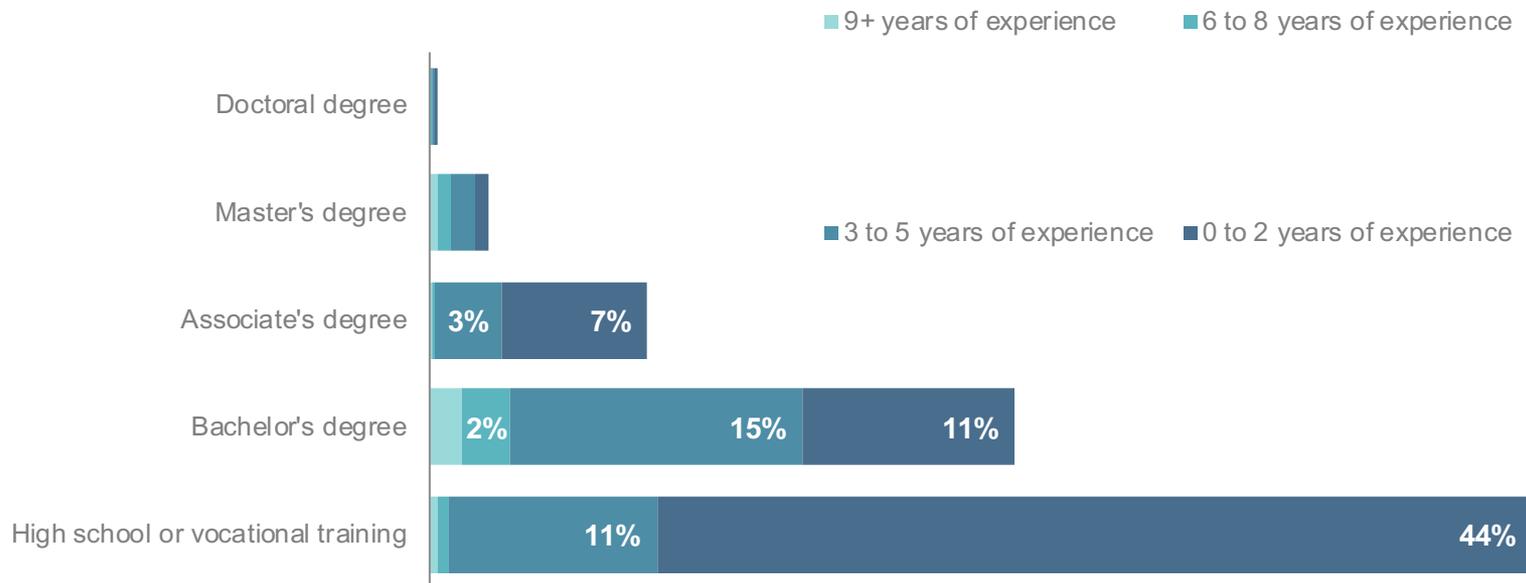
**Respondents were asked what additional industry certifications they look for when hiring a candidate**

**Certification in food safety in handling (most commonly SERV Safe for Handlers and Managers) was cited by 57% of respondents (n=37).**



# EDUCATION AND LEVELS OF EXPERIENCE REQUESTED IN FOOD SYSTEMS INDUSTRIES

Labor market data and employer feedback suggest that **many jobs in food systems do not require more than a high school diploma (55%) or more than 2 years' experience (64%)...**



(n= 36,5050 job postings; Burning Glass Technologies 2016-2018)

# NUMBER OF EDUCATION AND TRAINING PROGRAMS BY CREDENTIAL TYPE

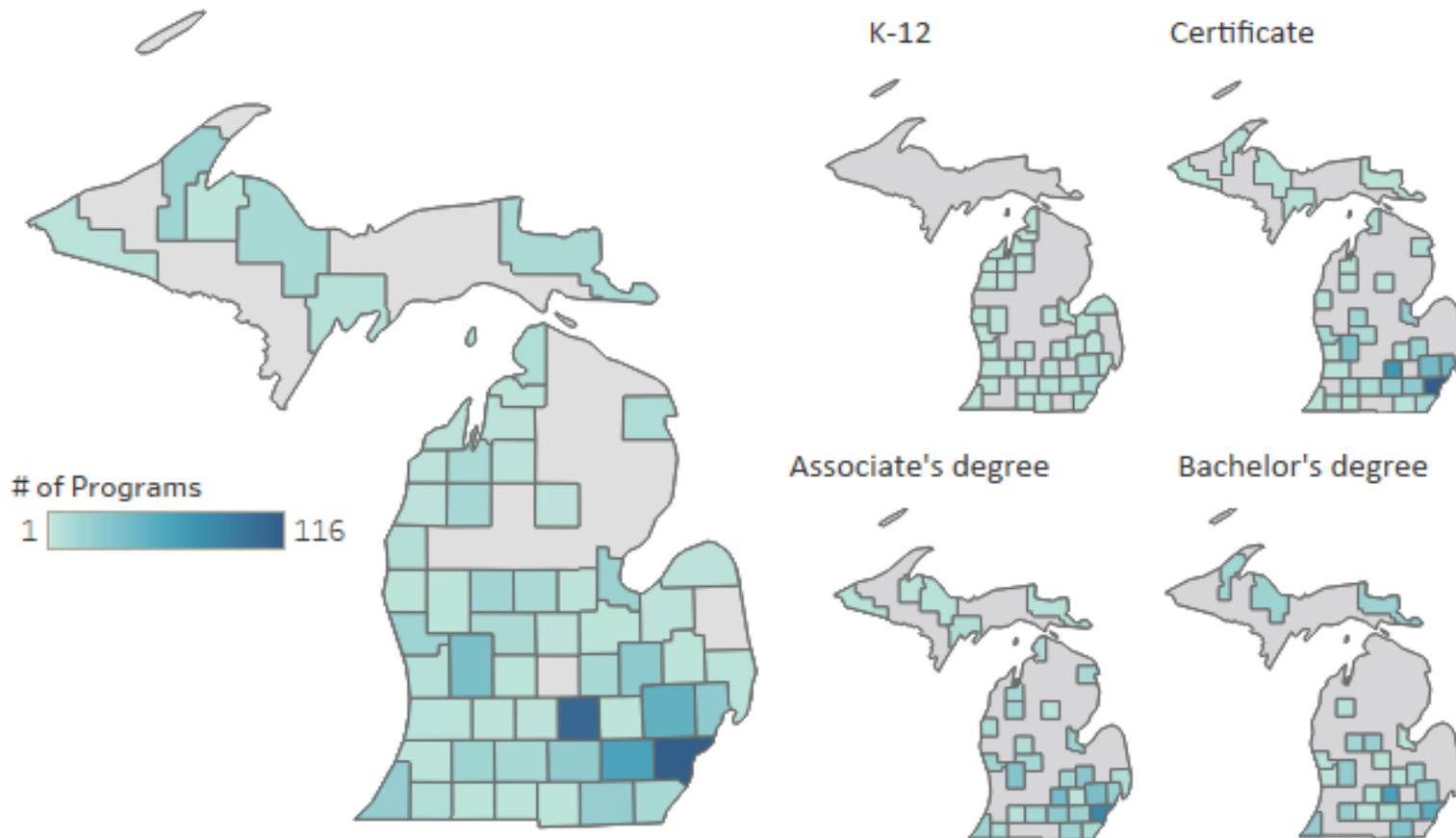
	K-12	Workforce Training**	Industry-Recognized Certificate	Associate's Degree	Bachelor's Degree	Graduate Degrees	Total
Total	46	15	240	206	155	90	744



# NUMBER OF EDUCATION AND TRAINING PROGRAMS BY CAREER PATHWAY

Career pathway	Total Training opportunities
Food inputs & services	300
Food production	109
Food processing and manufacturing	64
Retail food distribution	29
Food access and health management	35
Food preparation and service	91
Wholesale food distribution and storage	30
Natural resource management	50
Advocacy and public policy	15
Consumer demand and marketing	19
Total	744

# CONCENTRATION OF TRAINING PROGRAMS FOR LOCAL AND REGIONAL FOOD SYSTEMS



# KEY OBSERVATIONS



Gaps and opportunities at the secondary education level



Gaps and opportunities for training in wholesale food distribution, storage and food processing



The focus on local and regional food in the curriculum



Gaps in geographical coverage

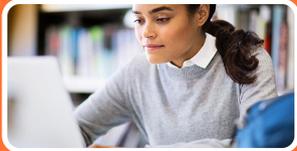
# RECOMMENDATIONS AND OPPORTUNITIES FOR ACTION



Expand training and support services for specific areas



Develop solutions with businesses to help meet hiring, retention and training needs



Provide better information about food system jobs, career pathways and education opportunities



Build cross-sector partnerships to improve food system job readiness, access and quality



Integrate food system business assistance with workforce development training and services

# HOW WILL KVCC USE THIS WORK?

Kalamazoo**VALLEY**<sup>™</sup>  
community college



## **Informed approach to program development:**

- Align with industry partners
- Focus on identified training needs
- Use appropriate program formats: academies, Early College
- Integrate hands-on learning and job opportunities

# QUESTIONS

---



# NEXT STEPS

---

**WORK IN DETROIT?** WE ARE DOING A DEEPER DIVE IN DETROIT WITH SUPPORT FROM THE ERB FOUNDATION. IF YOU WORK IN DETROIT, WE WOULD BE INTERESTED TO TALK WITH YOU.

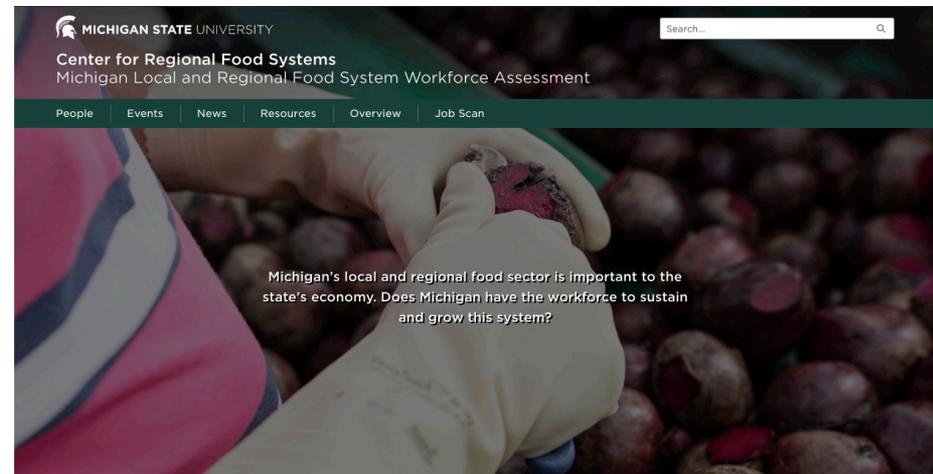
**NEED TO UNDERSTAND YOUR SPECIFIC COMMUNITY NEEDS AND EDUCATION OFFERINGS BETTER?** TAKING DEEPER DIVES IN DIFFERENT COMMUNITIES WOULD HELP US ADDRESS SOME OF THE UNANSWERED QUESTIONS.

**INTERESTED IN TALKING WITH LOCAL AND REGIONAL FOOD SYSTEM WORKFORCE DEVELOPMENT COLLEAGUES ACROSS THE STATE? LETS TALK!**

# NEXT STEPS

## RESOURCES AVAILABLE FROM THIS WEBINAR

All webinars, publications and infographics can be found on MSU CRFS website. Any questions, please contact Jude Barry at [barryjud@msu.edu](mailto:barryjud@msu.edu)



### Michigan Local and Regional Food System Workforce Assessment

Michigan-grown and processed foods are vital to Michigan's economy and workforce. [Food and agriculture](#) contributes \$104.7 billion annually to Michigan's economy and is the largest portion of the state's workforce. It is [estimated](#) that Michigan's local food system wages and business owner income represents 17.7% of Michigan's total food sales.

Google #MSU WORKFORCE ASSESSMENT