

# LOCAL LENS ON AGRICULTURE

\*Based on 2014 activities  
**SURVEY OBSERVATIONS 2015**



Your Workforce. Our Future.

23 agriculture-related firms in Bruce, Grey, Huron and Perth Counties identified their workforce needs in this year's EmployerOne survey. Agricultural businesses are key to our rural economy. This report summarizes the results from agriculture, 8% of all survey responses.

## SURVEY KEY FINDINGS

Agricultural employers are facing challenges finding job applicants that meet qualifications, skills, and motivation, attitude or interpersonal abilities.

70% of employers hired in 2014 and 77% had hard-to-fill positions

16% of the agricultural workforce is temporary, and 75% is full-time

74% plan to hire in 2015



## AGRICULTURE SECTOR PROFILE



### Survey Respondents

### Four County Region Workforce

61% employ fewer than 25 people

17% are growth companies

16% of employees are temporary

34% of employees are under 25

26% employ 25 - 150 people

83% are established companies

75% of employees are full-time

32% of employees are over 55

## RECRUITMENT

### Top Recruitment Methods

### Positions Filled in 2014

- 1 Word-of-mouth
- 2 Online job boards/postings
- 3 Newspaper ads



Labourers  
Administration & Sales  
Soil Technician  
Farrowing Room Technician  
Equipment Technicians

## HIRING TRENDS

### How Many?

### How?

14 employers filled 56 positions



Employers usually recruit for local talent, but sometimes look outside the Four County region.

# RETENTION CHALLENGES

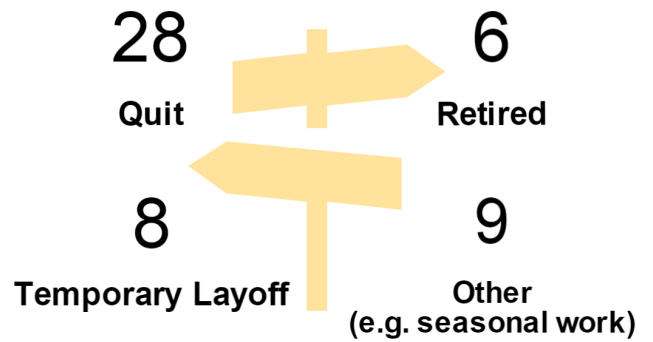
## Who Separated?

15 employers experienced

**51**  
separations

Separations were balanced across all occupations and were due to quits, temporary layoffs, retirements, and seasonal work.

## Reason for Separation



## HARD-TO-FILL JOBS

**71%**

of employers experience hard-to-fill jobs including: farm and general labourer, equipment installation technicians, administrative positions

Why?

- 1 Applicants not meeting skills
- 2 Not enough applicants
- 3 Applicants not meeting qualifications or meeting skills

## TRAINING

**83%**

of employers supported ongoing training

**17%**

of employers could not. Why?

Top Training challenges:

- Awareness of existing training programs
- Loss of productivity during training time

**80%**

of supporting employers funded training

- 1 Loss of productivity during training time
- 2 Unfamiliar with available training
- 3 Relevant training not offered locally and unfamiliar with available training support programs

## EDUCATION

Minimum level of education that companies require for new hires

### UNIVERSITY

Engineers and accountants (83%)  
Managers and executives (15%)  
Technical (20%)

### COLLEGE OR TRADE CERTIFICATE

Skilled trades (78%)  
Administrative and clerical (33%)  
Sales and marketing (14%)

### HIGH SCHOOL OR EQUIVALENT

Production occupations (75%)  
Service occupations (80%)  
Apprentices (38%)

For more information about EmployerOne or to sign up for next year's survey (January 2016), contact the Four County Labour Market Planning Board