

CCRHA
Conseil canadien pour
les ressources humaines
en agriculture



CAHRC
Canadian Agricultural
Human Resource Council

AGRICULTURE

UNVEILING A WORLD OF AGRICULTURE CAREER OPPORTUNITIES

OSCA



NOVEMBER 4, 2024

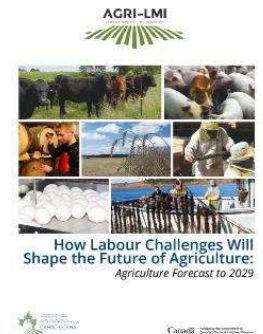
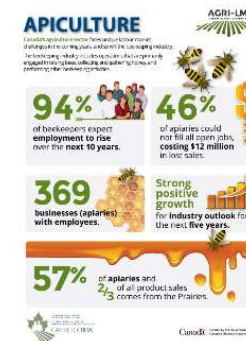
CANADIAN AGRICULTURAL HR COUNCIL

Who are we

- National, non-profit organization
- Focused on addressing Human Resource issues facing agricultural businesses across Canada
- Led by industry stakeholders

- Centre for **Research** on Agricultural Labour Market Information
- Access Point for **Customizable Solutions** related to HR Mgmt and Training

Welcome to the
The AgriHR Toolkit





OUR VISION

Canada's agriculture and food and beverage manufacturing sectors are experiencing severe chronic labour and skills shortages while growing one of Canada's largest employment and economic sectors. A national, actionable roadmap will create the desired workforce of the future that addresses immediate labour gaps and systemic issues.



MISSION

Research, develop and communicate solutions to human resource issues identified by Canadian primary agriculture.

MANDATE

The centre for reliable agriculture research such as labour market information and access point for customizable solutions related to HR management and training carries to the grass-roots level.



Jennifer Wright

Executive Director

- Grew up working in her family's farm equipment dealership and helping on the farm in southwestern Ontario.
- Lives in Ottawa, ON
- 20+ years working in the field of human resource research and development
- Masters of Business Administration from Royal Roads University
- 15 years with the Canadian Agricultural Human Resource Council (10+ years as a consultant, staff since 2019)





The Labour Shortage is Real


- **85,000** retirement in the next 6 years
- **Millennials** and **Gen Z** are entering the workforce
- **Millennials** now represent the **largest share** of the working-age population
- **Over half** of the workforce **is not working** the traditional **40-hour** workweek
- **Remote** and **hybrid work**





The Labour Shortage is Real

CAHRC –Ag Employer Survey

- **50%** of Ag employers in Ontario **cannot hire the workers they need**
 - **45%** of Ag employers in Ontario **receive zero applications** for job postings
 - Labour gap has grown from **20,573** in Ontario to **30,640**
 - **37%** of the Ag workforce **expected to retire** by 2029
 - Unfilled vacancies cost the province approx. \$591 million in sales
- 



ECONOMIC IMPACT

CANADIAN AGRICULTURE

\$38.8B

in GDP. The agriculture sector plays a crucial role in Canada's economy, representing 1.9% of the national GDP in 2022

3.7%

Decline in sales in 2022 according to CAHRC survey

\$3.5B

In lost sales due to labour shortages





National Overview

WORKFORCE

In 2022, the sector employed 353,335 domestic workers and 71,107 foreign workers

UNFILLED JOBS

28,257 jobs in the agriculture sector remained unfilled in 2022 during peak season

VACANCY RATE

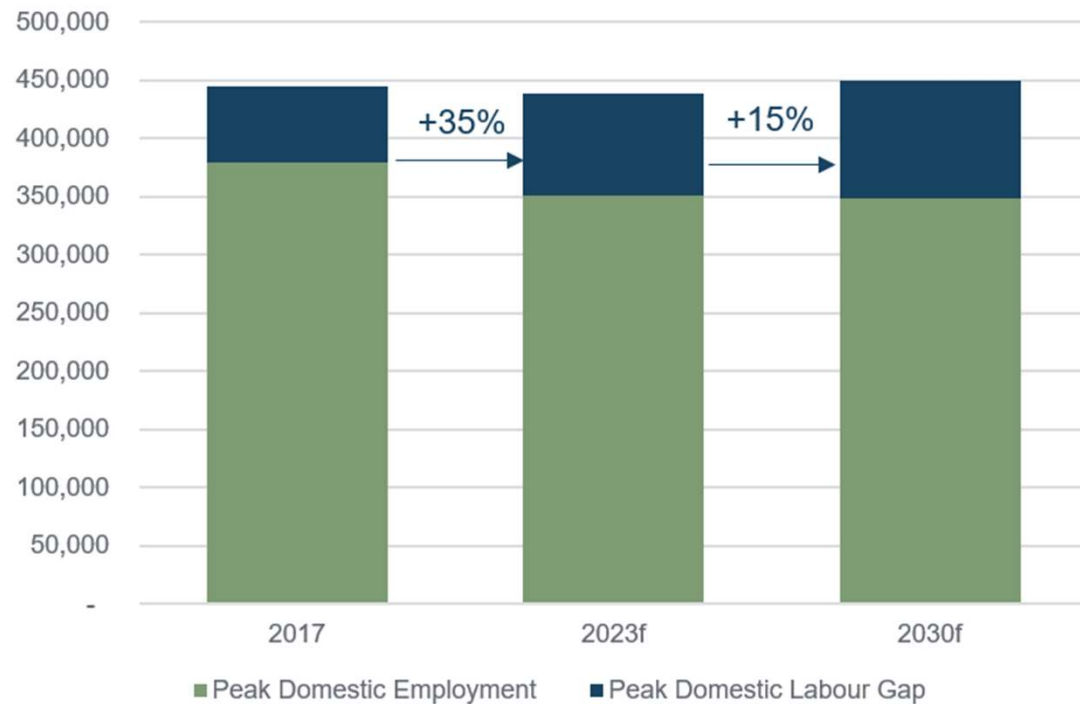
The sector reported a peak vacancy rate of 7.4% in 2022. Exceeds the Canada-wide rate of 5.9%



NATIONAL LABOUR MARKET FORECAST

15%

increase predicted in the domestic labour gap over the next 8 years, reaching 101,000 during peak season by 2030.



Source: The Conference Board of Canada's Model of Occupations, Skills, and Technology.



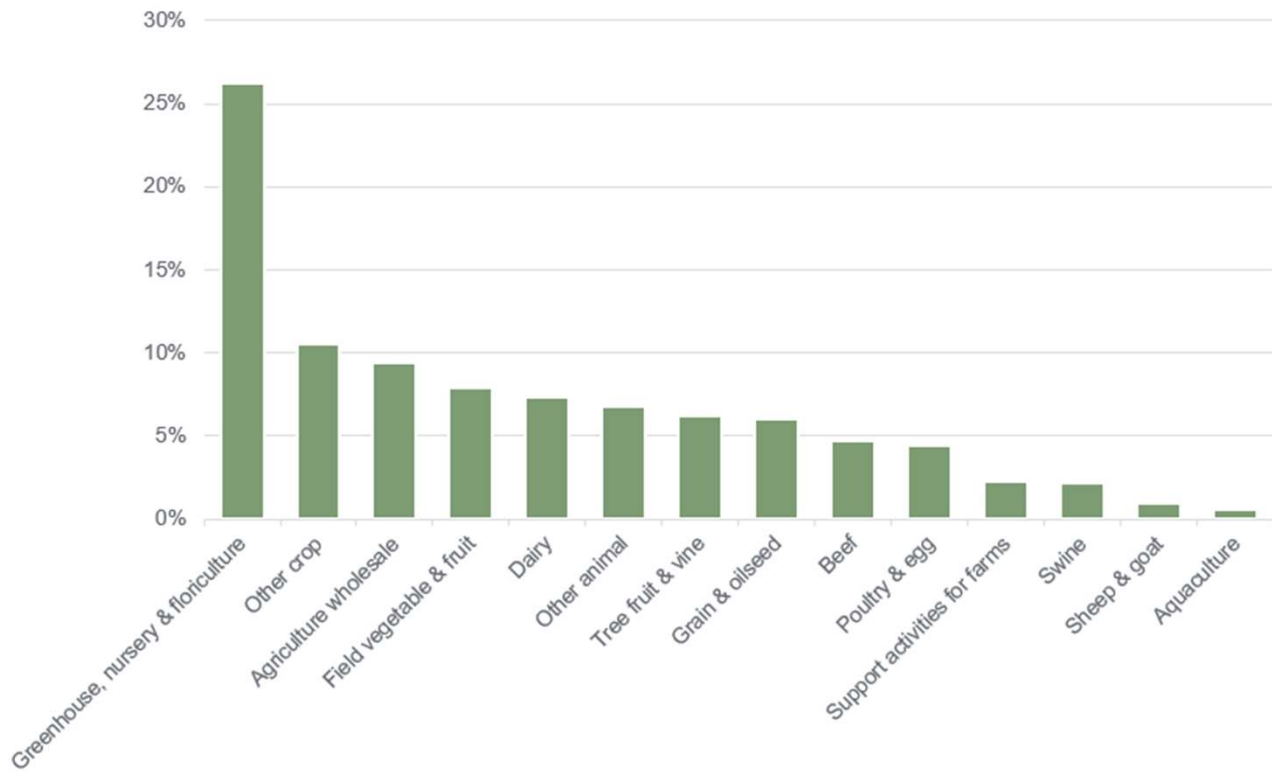
ONTARIO

Labour Market Information





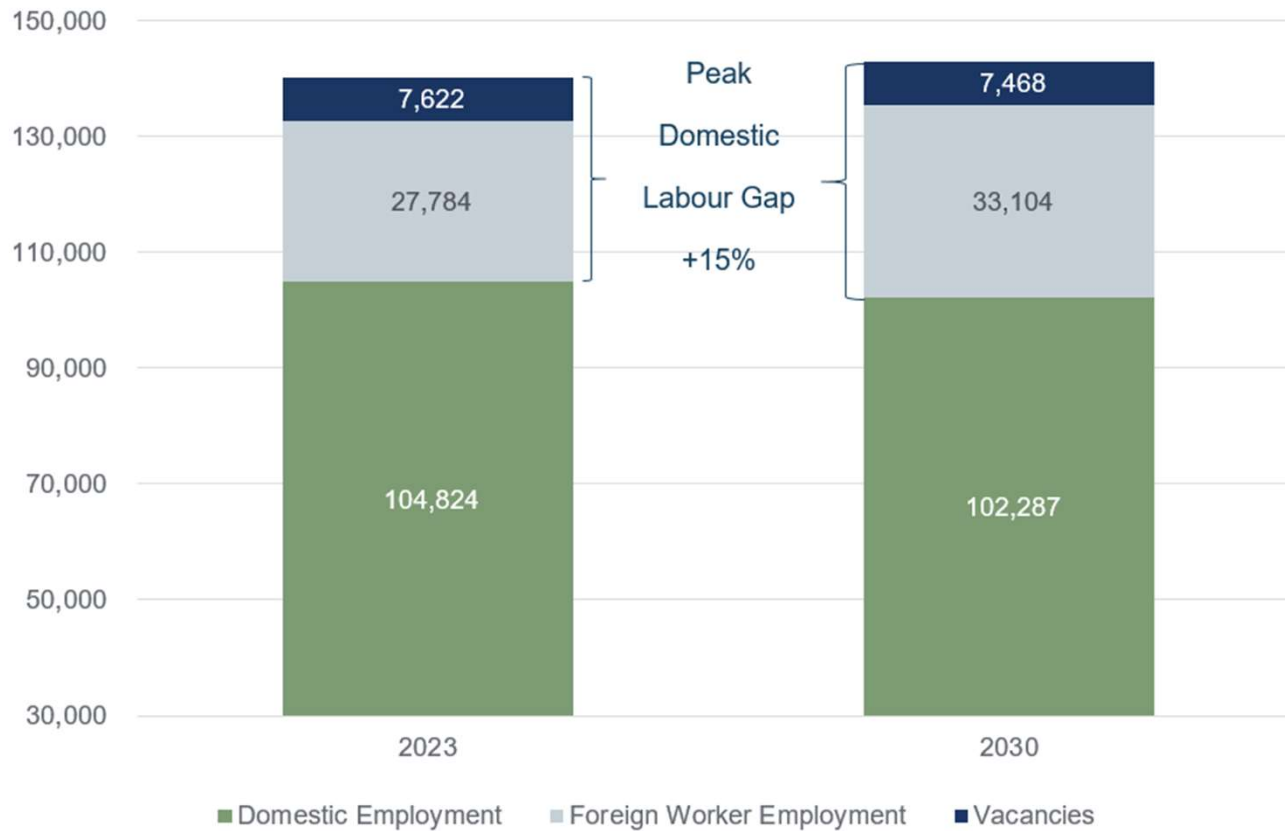
Share of employers across Ontario agricultural industries in 2022



Source: Statistics Canada; The Conference Board of Canada.



Ontario labour market forecast 2023-2030



Source: The Conference Board of Canada's Model of Occupations, Skills, and Technology.



Shortage of skilled workers is a top concern

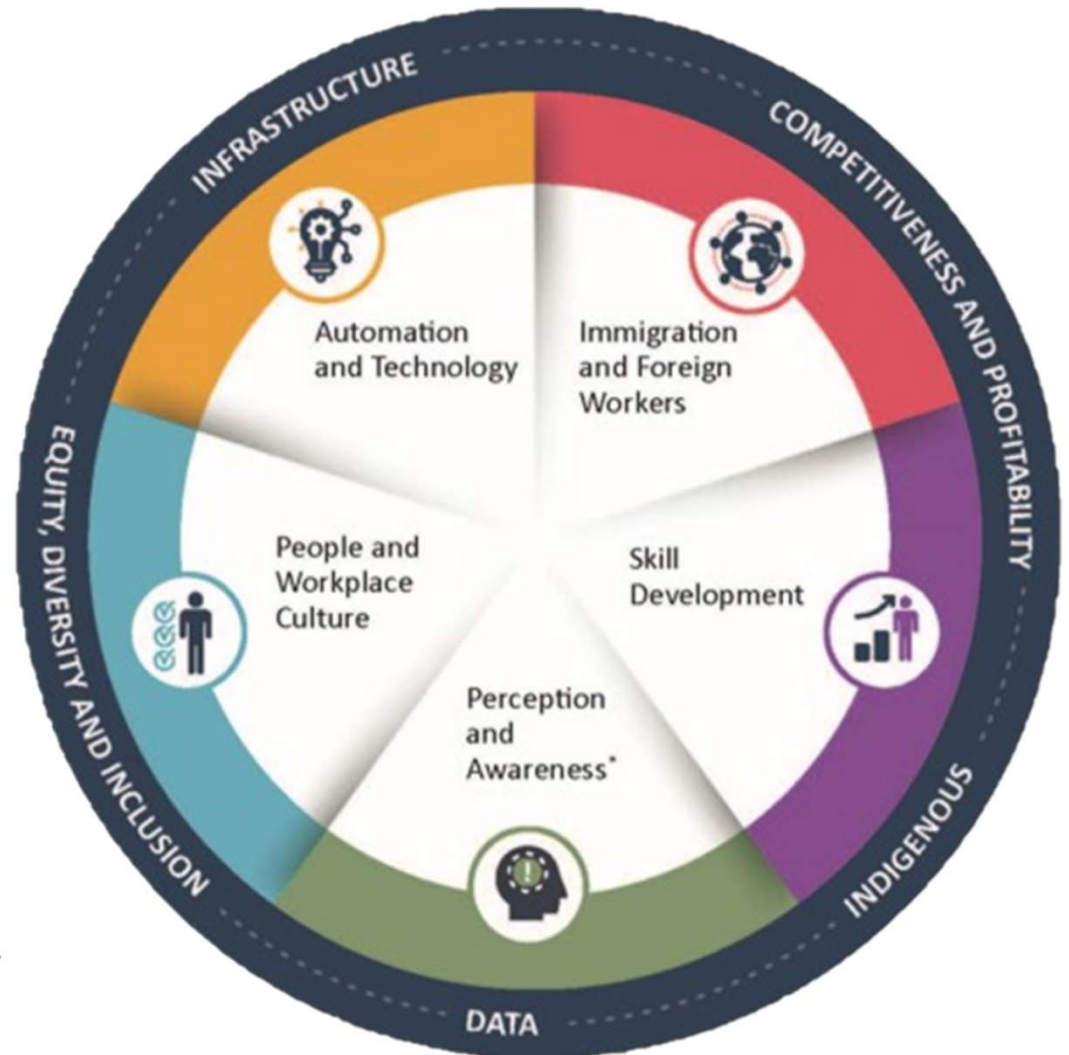


Source: Canadian Agricultural Human Resource Council Stakeholder Survey 2023.



NATIONAL WORKFORCE STRATEGIC PLAN

- Developed to address challenges in agriculture and food & beverage manufacturing industries
- Whole-in-one approach
- Five **Strategic Pillars**
- Five **foundational themes**





FAST FACTS

PERCEPTION OF CANADIAN AGRICULTURE

What do Canadian farmers look like?

Laidback
Older
Weathered
Unassuming
Plaid
Ball
Cap

MAN

Regular People

54% of Canadians are unable to identify a job in the agricultural industry that is not a farmer. This is concerning as it points to a general lack of awareness of some of the higher skilled professions that offer more competitive pay and benefits, relative to other industries.



EAST FACTS

REALITY OF CANADIAN AGRICULTURE

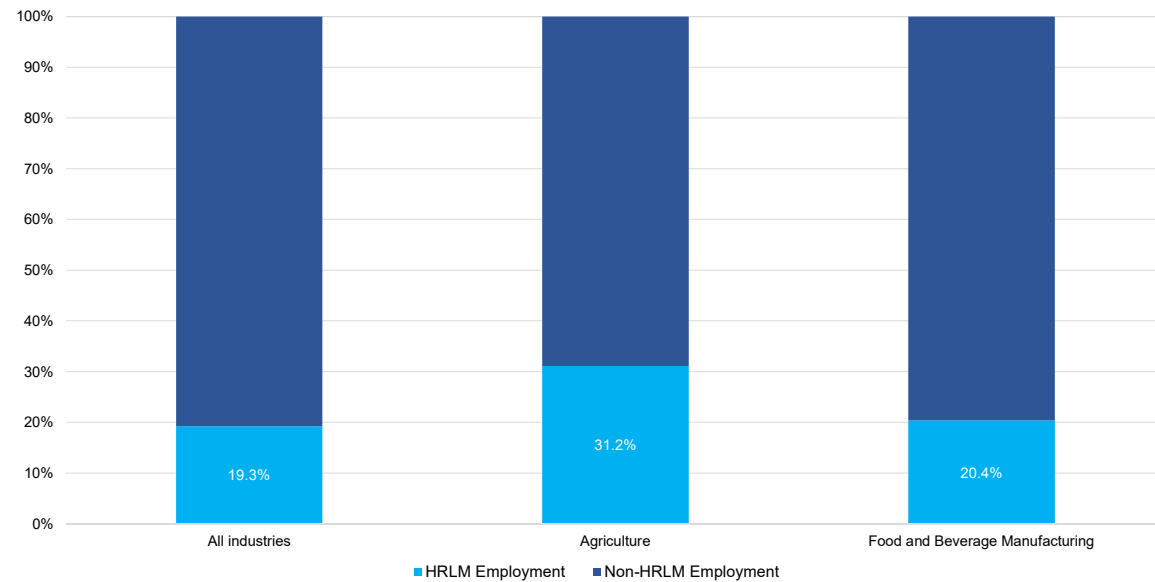
DIGITALIZATION

TECHNOLOGY

ROBOTICS

PRECISION AG

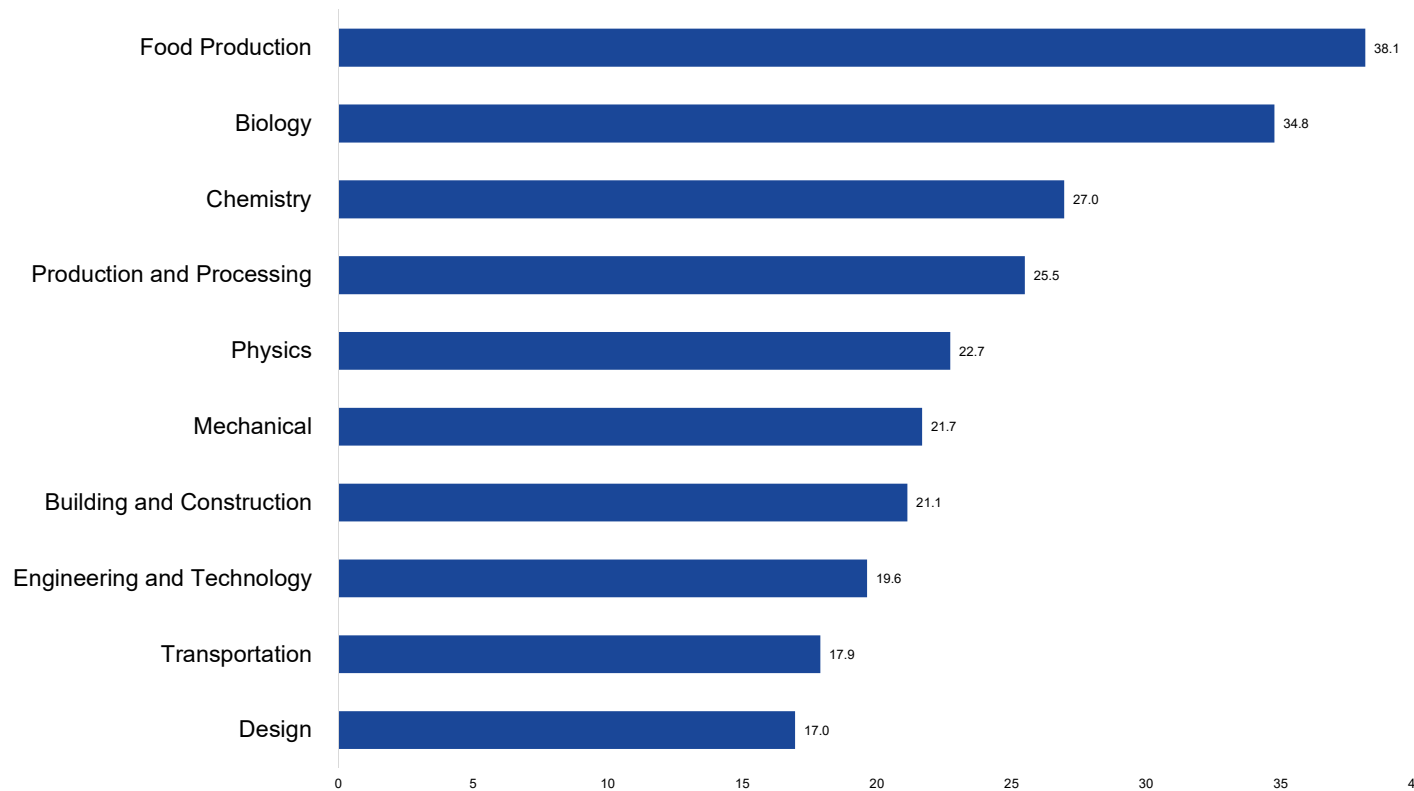
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EAST FACTS

REALITY OF CANADIAN AGRICULTURE



Knowledge Area Differences Between HRLM and Rapid-Growth Occupations in Agriculture
(Percentage difference; top 10 differences)



eLearning Training

Agriculture 101 for Newcomers



- On-line course 2-6-hour duration.
- Course outline:
 1. Introduction to Agriculture: general overview and job outlook.
 2. Farming in Canada: overview by commodities, videos and virtual farm tours.
 3. Careers in agriculture.

Growing OPPORTUNITIES



Connecting skilled and motivated students with employers for careers in agriculture.

- ✓ Check if you are eligible
- ✓ Save time and money
- ✓ 70% up to \$7000 in subsidy



<https://magnet.whoplusyou.com/lp/cahrc-ccrha>





Wage Subsidies Available:

- 50% of the wages (to a maximum of \$5,000) for each net new placement.
- 70% of the wages (to a maximum of \$7,000) for each net new placement for under-represented groups including women in STEM, Indigenous students, newcomers, and persons with disabilities, visible minority as well as first-year students



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Stay Informed

Our communications include the latest HR news and events that matter to those working in Canada's agriculture and agri-food industry.

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