



Viticulture, Enology & Wine Business (TOP: 0104.00)

November 2019

Prepared by the South Central Coast Center of Excellence for Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast Center of Excellence to provide regional labor market data for the program recommendation – Viticulture, Enology & Wine Business. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, the number of jobs related to Viticulture, Enology & Wine Business are expected to increase, over the next five years, for Farmers, Ranchers and Other Agricultural Managers.
- Farmers, Ranchers and Other Agricultural Managers are expected to anticipate a low risk of automation.
- In 2018 there were 601 regional completions in programs related to the occupations identified as related to Viticulture, Enology & Wine Business and 604 openings, indicating an undersupply.
- Typical entry-level education requires a High School diploma or equivalent for Farmers, Ranchers and Other Agricultural Managers.
- Completers of Viticulture, Enology & Wine Business programs from the 2015-2016 academic year had a median annual wage upon completion of \$34,872.
- 69% of students are employed within a year after completing a program.
- Starting Salary in the region for Farmers, Ranchers and Other Agricultural Managers is \$43,805.
- Starting Salary in the region for Agricultural and Food Science Technicians is \$35,984.
- Starting Salary in the region for First-Line Supervisors of Farming, Fishing, and Forestry Workers is \$35,630.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there is one occupation in the standard occupational classification (SOC) system that was identified as related to Viticulture, Enology & Wine Business for this analysis. The occupation title and description, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
11-9013	Farmers, Ranchers, and Other Agricultural Managers	Plan, direct, or coordinate the management or operation of farms, ranches, greenhouses, aquacultural operations, nurseries, timber tracts, or other agricultural establishments. May hire, train, and supervise farm workers or contract for services to carry out the day-to-day activities of the managed operation. May engage in or supervise planting, cultivating, harvesting, and financial and marketing activities.	Farm Manager, Garden Center Manager, Greenhouse Manager, Grower, Harvesting Manager, Horticulturist, Nursery Manager, Perennial House Manager, Production Manager, Propagation Manager, Accredited Farm Manager (AFM), Cash Crop Farmer, Dairy Farmer, Farm Manager, Farm Operator, Farmer, Grain Farmer, Ranch Manager, Rancher, Sow Farm Manager, Aquaculture Cooperative Marketing Director, Aquaculture Director, Aquaculture Program Director, Facility Operations Manager, Farm Operations Technical Director, Fish Hatchery Manager, Hatchery Manager, Hatchery Supervisor, Recirculating Aquaculture Systems Specialist, Shellfish Manager.

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Viticulture, Enology & Wine Business are expected to increase, over the next five years, for Farmers, Ranchers and Other Agricultural Managers. Exhibit 2 contains detailed employment projection data for these occupations.

Exhibit 2 – Five-year projections for Viticulture, Enology & Wine Business in the South Central Coast region

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-9013	Farmers, Ranchers and Other Agricultural Managers	8,017	8,274	257	3%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupation is \$29.52 per hour.

Exhibit 3 contains hourly wages and annual average earnings for the occupation. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Viticulture, Enology & Wine Business in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9013	Farmers, Ranchers and Other Agricultural Managers	\$16.75	\$29.52	\$46.83

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing viticulturists and enologists, and what they are looking for in potential candidates. To identify job postings related to Viticulture, Enology & Wine Business, the following standard occupational classifications were used:

11-9013 Farmers, Ranchers and Other Agricultural Managers

Top Occupations

In 2018, there were 21 employer postings for occupations related to Viticulture, Enology & Wine Business.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2018
11-9013	Farmers, Ranchers and Other Agricultural Managers	21

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-9013	Farmers, Ranchers and Other Agricultural Managers	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Viticulture, Enology & Wine Business are listed in Exhibit 5. Grower/Manager is mentioned as the job title in 14% of all relevant job postings (3 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Grower/Manager	3
Manager, Agriculture Industry	3
Harvesting	2
Technician	2
Technician/Sampler	2

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Viticulture, Enology & Wine Business field. The top employer posting job ads was Pacific States Marine Fisheries Commission. The top worksite cities in the region for these occupations were San Luis Obispo, Nipomo, Santa Clarita, Santa Maria, and Santa Barbara.

Exhibit 6 – Top employers (n=17)

Employer	Job Postings, Full Year 2018
Pacific States Marine Fisheries Commission	4
Speedling Inc.	3
Cal Poly	3

Source: Labor Insight/Jobs (Burning Glass)

Skills

Spreadsheets is the most sought after skill for employers hiring for jobs related to Viticulture, Enology & Wine Business.

Exhibit 7 –Job skills (n=14)

Skills	Job Postings, Full Year 2018
Spreadsheets	6
Repair	5
Water Quality	5
Agronomy	4
Data Collection	4
Data Management	4
Database Management	4
Fishery Biology	4
Report Writing	4
Sample Collection	4
Ventilation	4

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with most Viticulture, Enology & Wine Business postings in the South Central Coast. Note: 19% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries employing the most in the Viticulture, Enology & Wine Business field, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Agriculture, Forestry, Fishing and Hunting	9	52%
Accommodation and Food Services	3	18%
Manufacturing	3	18%
Administrative and Support and Waste Management and Remediation Services	1	6%
Finance and Insurance	1	6%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 9 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9013	Farmers, Ranchers and Other Agricultural Managers	High school diploma or equivalent	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 601 regional completions (2018) and 604 regional openings (2018) in the South Central Coast region in programs related to the occupation identified as related to Viticulture, Enology & Wine Business.

Exhibit 10 – Completions and Openings

15 Regional Institutions had Related Programs (2018)	601 Regional Completions (2018)	604 Annual Openings (2018)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2018)
01.0102	Agribusiness/Agricultural Business Operations	173
01.0901	Animal Sciences, General	149
01.0309	Viticulture and Enology	96
01.0302	Animal/Livestock Husbandry and Production	74
01.1102	Agronomy and Crop Science	55
01.0905	Dairy Science	46
01.0601	Applied Horticulture/Horticulture Operations, General	5

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Viticulture, Enology & Wine Business Program (TOP: 0104.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$34,872.
- Starting Salary in the region for Farmers, Ranchers and Other Agricultural Managers is \$43,805.
- Starting Salary in the region for Agricultural and Food Science Technicians is \$35,984.
- Starting Salary in the region for First-Line Supervisors of Farming, Fishing, and Forestry Workers is \$35,630.
- 69% of students are employed within a year after completing a program.
- 73% of students are earning a living wage.
- Most Common middle-skills jobs for this program are:
 - First-Line Supervisors of Farming, Fishing, and Forestry Workers.
 - Farmers, Ranchers and Other Agricultural Managers.
 - Agricultural and Food Science Technicians.

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to Viticulture, Enology & Wine Business. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job posts advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.