



## Agricultural Field Supervisor (Agricultural Business, Sales, and Service TOP: 0112.00)

January 2021

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

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Agricultural Business, Sales, and Service. 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 Agricultural Business, Sales, and Service are expected to **increase** for Farmers, Ranchers, and Other Agricultural Managers and First-Line Supervisors of Farming, Fishing, and Forestry Workers.
- Agricultural Business, Sales, and Service is anticipated to experience a **low risk of automation** for both related occupations.
- In 2019 there were 630 regional completions in programs related to the occupations identified as related to Agricultural Business, Sales, and Service and 1,341 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma** or equivalent for related occupations.
- Completers of regional or statewide Agricultural Business, Sales, and Service programs from the 2017-2018 academic year had a **median annual wage upon completion of \$22,120**.
- 62% of students are **employed within a year** after completing a program.
- 41% of students **attained a living wage** within a year of completion.
- 55% of students were **part time**, 8% **skill builders**, 19% **first-generation**, and 64% **economically disadvantaged**.

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<sup>1</sup> 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

There are two occupations in the standard occupational classification (SOC) system that were identified as related to Agricultural Business, Sales, and Service for this analysis. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
11-9013	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	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.	Beekeeper, Bonsai Culturist, Horticultural-Specialty Grower, Inside; Manager, Christmas Tree Farm
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers.	--

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Agricultural Business, Sales, and Service are expected to increase for Farmers, Ranchers, and Other Agricultural Managers and First-Line Supervisors of Farming, Fishing, and Forestry Workers.

**Exhibit 2 – Five-year projections for Agricultural Business, Sales, and Service in the South Central Coast region**

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
11-9013	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	8,787	9,433	646	7%
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	1,757	1,938	181	10%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$22.61 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Agricultural Business, Sales, and Service in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9013	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	\$16.66	\$23.74	\$45.71
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	\$15.83	\$20.40	\$27.63

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 looking for agricultural managers, and what they are looking for in potential candidates. To identify job postings related to Agricultural Business, Sales, and Service the following standard occupational classifications were used:

11-9013	Farmers, Ranchers, and Other Agricultural Managers
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers

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## Top Occupations

In 2019, there were 24 employer postings for the occupations related to Agricultural Business, Sales, and Service.

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

SOC Code	Occupation	Job Postings, Full Year 2019
11-9013	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	16
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	8

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-9013	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	Low
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

### Top Titles

The top job titles for employers posting ads for jobs related to Agricultural Business, Sales, and Service are listed in Exhibit 5. Grower Relations Manager is mentioned as the job title in 8% of all relevant job postings (2 postings).

**Exhibit 5 –Job titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Grower Relations Manager	2
Assistant Farm Manager	1
Assistant Farm Manager KG	1
Director of Cultivation	1
Farm Manager	1

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 6 lists the major employers hiring professionals in the Agricultural Business, Sales, and Service field. The top employer posting job ads was Pacific States Marine Fisheries Commission. The top worksite cities in the region for these occupations were Paso Robles, San Luis Obispo, Santa Paula, Lompoc, and Santa Barbara.

**Exhibit 6 – Top employers (n=10)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Pacific States Marine Fisheries Commission	2
Apartment Management Consultants LLC	1
Bolthouse Farms	1
Cresco Labs	1
Justin Vineyard and Winery	1

Source: Labor Insight/Jobs (Burning Glass)

**Skills**

Repair is the most sought after skill for employers hiring for jobs related Agricultural Business, Sales, and Service.

**Exhibit 7 –Job skills (n=19)**

Skills	Job Postings, Full Year 2019
Repair	7
Cleaning	4
Scheduling	4
Data Entry	3
Farm Management	3
Budgeting	2
Data Collection	2

Source: Labor Insight/Jobs (Burning Glass)

**Industry Concentration**

Exhibit 8 shows the industries with most Agricultural Business, Sales, and Service postings in the South Central Coast. Note: 50% 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 Agricultural Business, Sales, and Service field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Manufacturing	4	33.3%
Agriculture, Forestry, Fishing and Hunting	3	25.0%
Accommodation and Food Services	1	8.3%
Administrative and Support and Waste Management and Remediation Services	1	8.3%

Source: Labor Insight/Jobs (Burning Glass)

**Education and Training**

Exhibit 9 shows the typical entry-level education requirement for the occupations 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	<b>Farmers, Ranchers, and Other Agricultural Managers</b>	High school diploma or equivalent	None
45-1011	<b>First-Line Supervisors of Farming, Fishing, and Forestry Workers</b>	High school diploma or equivalent	None

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

**Regional Completions and Openings**

There were 630 regional completions (2019) and 1,341 regional openings (2019) in the South Central Coast region in programs related to the occupations identified as related to Agricultural Business, Sales, and Service.

**Exhibit 10 – Completions and Openings**

<b>12</b> Regional Institutions had Related Programs (2019)	<b>630</b> Regional Completions (2019)	<b>1,341</b> Annual Openings (2019)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2019)
01.0102	Agribusiness/Agricultural Business Operations	187
01.0901	Animal Sciences, General	164
01.0309	Viticulture and Enology	89
01.0302	Animal/Livestock Husbandry and Production	80
01.1102	Agronomy and Crop Science	63
01.0905	Dairy Science	23
01.0601	Applied Horticulture/Horticulture Operations, General	16
01.0606	Plant Nursery Operations and Management	4
01.0304	Crop Production	3
01.0603	Ornamental Horticulture	1
01.0101	Agricultural Business and Management, General	0
01.1103	Horticultural Science	0

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 Agricultural Business, Sales, and Service Program (TOP: 0112.00) for the 2017-18 academic year.

- Completers of Agricultural Business, Sales, and Service programs from the 2017-2018 academic year in the South Central Coast region had a **median annual wage upon completion of \$22,120**.
- 62% of students are **employed within a year** after completing a program.
- 41% of students **attained a living wage** within a year of completion.
- 55% of students were **part time**, 8% **skill builders**, 19% **first-generation**, and 64% **economically disadvantaged**. (statewide)

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 represent the labor market demand for relevant positions most closely related to Agricultural Business, Sales, and Service. 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 post advertisements for occupations relevant to the field of study and 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. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.