



Viticulture, Enology, and Wine Business (TOP: 0104.00)

October 2020

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

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Viticulture, Enology, and 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, and Wine Business are expected to increase** for all four selected occupations.
- Viticulture, Enology, and Wine Business is anticipated to experience a **low risk of automation** for Food Scientists and Technologists and **high risk** for Bartenders, Waiters and Waitresses, and Food Preparation and Serving Related Workers, All Other.
- In 2019 there were 178 regional completions in programs related to the occupations identified as related to Viticulture, Enology, and Wine Business and 4,309 openings, indicating an **undersupply**.
- Food Scientists and Technologists have a typical entry-level education of a **Bachelor's degree** while the other selected occupations have **no formal education credential required**, rather short-term on-the-job training.
- Completers of regional Viticulture, Enology, and Wine Business programs from the 2017-2018 academic year had a **median annual wage upon completion of \$42,434**.
- 73% of students are **employed within a year** after completing a program.
- 66% of students **attained a living wage** within a year of completion.
- +13% **change in earnings** for completers.
- 79% of students were **part time**, 21% **skill builders**, 32% **first-generation**, and 72% **economically disadvantaged**.

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

There are four occupations in the standard occupational classification (SOC) system that were identified as related to Viticulture, Enology, and Wine Business 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

SOC Code	Title	Description	Sample of Reported Job Titles
19-1012	Food Scientists and Technologists	Use chemistry, microbiology, engineering, and other sciences to study the principles underlying the processing and deterioration of foods; analyze food content to determine levels of vitamins, fat, sugar, and protein; discover new food sources; research ways to make processed foods safe, palatable, and healthful; and apply food science knowledge to determine best ways to process, package, preserve, store, and distribute food.	Food and Drug Research Scientist, Food Chemist, Food Engineer, Food Scientist, Food Technologist, Formulator, Product Development Scientist, Research Chef, Research Food Technologist, Research Scientist
35-3011	Bartenders	Mix and serve drinks to patrons, directly or through waitstaff.	Banquet Bartender, Bar Captain, Bar Manager, Bar Supervisor, Bartender, Mixologist
35-3031	Waiters and Waitresses	Take orders and serve food and beverages to patrons at tables in dining establishment.	Banquet Server, Buffet Server, Cocktail Server, Food Runner, Food Server, Restaurant Server, Server, Waiter, Waitress, Waitstaff
35-9099	Food Preparation and Serving Related Workers, All Other	All food preparation and serving related workers not listed separately.	--

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Viticulture, Enology, and Wine Business are expected to increase for all four related occupations.

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

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
19-1012	Food Scientists and Technologists	121	133	12	10%
35-3011	Bartenders	4,022	4,333	311	8%
35-3031	Waiters and Waitresses	17,045	17,785	740	4%
35-9099	Food Preparation and Serving Related Workers, All Other	1,541	1,613	72	5%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$13.18 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. 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 are represented by the 75th percentile of wages, demonstrating various levels of employment. *Was missing from last few reports.

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

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
19-1012	Food Scientists and Technologists	\$19.35	\$25.56	\$34.80
35-3011	Bartenders	\$12.38	\$13.14	\$16.29
35-3031	Waiters and Waitresses	\$12.35	\$13.14	\$15.87
35-9099	Food Preparation and Serving Related Workers, All Other	\$12.49	\$13.74	\$16.54

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 winemakers, and what they are looking for in potential candidates. To identify job postings related to Viticulture, Enology, and Wine Business the following standard occupational classifications were used:

19-1012	Food Scientists and Technologists
35-3011	Bartenders
35-3031	Waiters and Waitresses
35-9099	Food Preparation and Serving Related Workers, All Other

Top Occupations

In 2019, there were 1,327 employer postings for the occupations related to Viticulture, Enology, and Wine Business.

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

SOC Code	Occupation	Job Postings, Full Year 2019
35-3031	Waiters and Waitresses	983
35-3011	Bartenders	332
19-1012	Food Scientists and Technologists	11
35-9099	Food Preparation and Serving Related Workers, All Other	1

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
35-3031	Waiters and Waitresses	High
35-3011	Bartenders	High
19-1012	Food Scientists and Technologists	Low
35-9099	Food Preparation and Serving Related Workers, All Other	High

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Viticulture, Enology, and Wine Business are listed in Exhibit 5. Server is mentioned as the job title in 17% of all relevant job postings (220 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2019
Server	220
Bartender	148
Banquet Server	39
Restaurant Server	36
Server/Food Runner	21

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Viticulture, Enology, and Wine Business field. The top employer posting job ads was Marriott International Incorporated. The top worksite cities in the region for these occupations were Goleta, Oxnard, Santa Barbara, Santa Clarita, and Thousand Oaks.

Exhibit 6 – Top employers (n=1,144)

Employer	Job Postings, Full Year 2019
Marriott International Incorporated	193
Hilton Hotel Corporation	37
Red Lobster	31
Olive Garden	27
Chili's	23

Source: Labor Insight/Jobs (Burning Glass)

Skills

Bartending is the most sought after skill for employers hiring for jobs related Viticulture, Enology, and Wine Business.

Exhibit 7 –Job skills (n=848)

Skills	Job Postings, Full Year 2019
Bartending	354
Safety Training	225
Cleaning	180
Customer Checkout	164
Customer Service	139
Asset Protection	113
Guest Services	106

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with most Viticulture, Enology, and Wine Business postings in the South Central Coast. Note: 4% 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, and Wine Business field, 2019

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Accommodation and Food Service	1,144	89.8%
Arts, Entertainment, and Recreation	46	3.6%
Retail Trade	30	2.4%
Manufacturing	15	1.2%
Health Care and Social Assistance	13	1.0%

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
19-1012	Food Scientists and Technologists	Bachelor's Degree	None
35-3011	Bartenders	No formal education credential	Short-term on-the-job training
35-3031	Waiters and Waitresses	No formal education credential	Short-term on-the-job training
35-9099	Food Preparation and Serving Related Workers, All Other	No formal education credential	Short-term on-the-job training

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

Regional Completions and Openings

There were 178 regional completions (2019) and 4,309 regional openings (2019) in the South Central Coast region in programs related to the occupations identified as related to Viticulture, Enology, and Wine Business.

Exhibit 10 – Completions and Openings

3 Regional Institutions had Related Programs (2019)	178 Regional Completions (2019)	4,309 Annual Openings (2019)
---	---	--

Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2019)
01.0309	Viticulture and Enology	89
01.0000	Agriculture, General	46
01.1001	Food Science	43

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 current students and exiters of regional Viticulture, Enology, and Wine Business Programs (TOP: 0104.00) for the 2017-18 academic year.

- **Median annual wage** upon completion of \$42,434.
- 73% of students are **employed within a year** after completing a program.
- 66% of students **attained a living wage** within a year of completion.
- +13% **change in earnings** for completers.
- 79% of students were **part time**, 21% **skill builders**, 32% **first-generation**, and 72% **economically disadvantaged**.

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 Viticulture, Enology, and 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 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.