

# Culinary Arts Occupations

# Labor Market Information Report

# Napa Valley College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**December 2020**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Culinary Arts workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 11,956 students in the Bay region and 1,718 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1306.30 - Culinary Arts programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Napa Valley College and in the region.

This report profiles Culinary Arts Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Culinary Arts Professional AA Degree and Culinary-Advanced Certificate at Napa Valley College.

* **Self-Enrichment Teachers (25-3021):** Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution. Excludes “Fitness Trainers and Aerobics Instructors” (39-9031). Flight instructors are included with “Aircraft Pilots and Flight Engineers” (53-2010).
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%
* **Chefs and Head Cooks (35-1011):** Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
* **Cooks, Private Household (35-2013):** Prepare meals in private homes. Includes personal chefs.
  Entry-Level Educational Requirement: Postsecondary nondegree award
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
* **Cooks, Restaurant (35-2014):** Prepare, season, and cook dishes such as soups, meats, vegetables, or desserts in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.
  Entry-Level Educational Requirement: No formal educational credential
  Training Requirement: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
* **Bakers (51-3011):** Mix and bake ingredients to produce breads, rolls, cookies, cakes, pies, pastries, or other baked goods. Pastry chefs in restaurants and hotels are included with “Chefs and Head Cooks” (35-1011).
  Entry-Level Educational Requirement: No formal educational credential
  Training Requirement: Long-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

## Occupational Demand

**Table 1. Employment Outlook for Culinary Arts Occupations in Bay Region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Self-Enrichment Teachers | 15,250 | 16,980 | 1,730 | 11% | 10,848 | 2,170 | $ 16.18 | $ 22.97 |
| Chefs and Head Cooks | 7,392 | 7,892 | 500 | 7% | 5,466 | 1,093 | $ 16.05 | $ 26.40 |
| Cooks, Private Household | 139 | 136 | -3 | -2% | 101 | 20 | $ 12.10 | $ 15.94 |
| Cooks, Restaurant | 49,021 | 54,325 | 5,304 | 11% | 41,217 | 8,243 | $ 14.17 | $ 16.56 |
| Bakers | 7,740 | 7,910 | 170 | 2% | 5,554 | 1,111 | $ 14.02 | $ 16.99 |
| **Total** | **79,542** | **87,243** | **7,701** | **10%** | **63,186** | **12,637** | **$14.71** | **$18.74** |
| Source: EMSI 2020.4 |

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Culinary Arts Occupations in North Bay Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Self-Enrichment Teachers | 2,031 | 2,212 |  181 | 9% | 1,384 | 277 | $ 14.56 | $ 19.99 |
| Chefs and Head Cooks | 946 | 1,000 |  54 | 6% | 687 | 137 | $ 17.62 | $ 26.30 |
| Cooks, Private Household | N/A | N/A |  N/A | N/A | N/A | N/A |  |  |
| Cooks, Restaurant | 7,323 | 8,057 |  734 | 10% | 6,086 | 1,217 | $ 13.73 | $ 15.88 |
| Bakers | 1,176 | 1,218 |  42 | 4% | 864 | 173 | $ 13.10 | $ 15.78 |
| **Total** | **11,476** | **12,487** | **1,011** | **9%** | **9,021** | **1,804** | **$14.13** | **$17.46** |
| Source: EMSI 2020.4 |

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Dec 2019-Nov 2020)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Cooks, Restaurant | 4,305 | 707 |
| Chefs and Head Cooks | 2,227 | 314 |
| Bakers | 1,911 | 424 |
| Self-Enrichment Education Teachers | 1,438 | 128 |
| Cooks, Private Household | 2 | 0 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Culinary Arts Occupations for latest 12 months (Dec 2019-Nov 2020) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Cook | 894 | Chef De Cuisine | 89 |
| Line Cook | 689 | Sushi Chef | 85 |
| Baker | 402 | Chef De Partie | 75 |
| Prep Cook | 312 | Music Teacher | 74 |
| Sous Chef | 269 | Overnight Baker | 69 |
| Executive Chef | 178 | Art Teacher | 69 |
| Chef | 161 | Pastry Chef | 58 |
| Bakery Clerk | 117 | Executive Sous Chef | 53 |
| Cake Decorator | 101 | Cook I | 53 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Culinary Arts Occupations for latest 12 months (Dec 2019-Nov 2020) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Cook | 147 | Cake Decorator | 23 |
| Line Cook | 136 | Executive Chef | 20 |
| Baker | 93 | Executive Sous Chef | 19 |
| Sous Chef | 48 | Chef 1 | 17 |
| Night Baker | 56 | Baker Listing At Panera  | 15 |
| Prep Cook | 40 | Pastry Chef | 14 |
| Chef | 38 | Night Baker At Panera Bread  | 14 |
| Bakery Clerk | 29 | Cook I | 14 |
| Chef De Partie | 24 | Baker Listing At Panera  | 15 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Culinary Arts Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| --- | --- | --- | --- | --- |
| Full-Service Restaurants | 46,137 | 50,391 | 9% | 51% |
| Drinking Places (Alcoholic Beverages) | 5,393 | 5,961 | 11% | 6% |
| Hotels (except Casino Hotels) and Motels | 4,782 | 5,033 | 5% | 5% |
| Limited-Service Restaurants | 3,733 | 4,144 | 11% | 4% |
| Sports and Recreation Instruction | 2,627 | 2,959 | 13% | 3% |
| Exam Preparation and Tutoring | 2,426 | 2,748 | 13% | 3% |
| Food Service Contractors | 2,386 | 2,763 | 16% | 3% |
| Fine Arts Schools | 1,993 | 2,280 | 14% | 2% |
| All Other Miscellaneous Schools and Instruction | 1,636 | 2,053 | 25% | 2% |
| Civic and Social Organizations | 1,623 | 1,749 | 8% | 2% |
| Source: EMSI 2020.4 |

**Table 6. Top Employers Posting Culinary Arts Occupations in Bay Region and North Bay Sub-Region (Dec 2019-Nov 2020)**

| **Employers** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Marriott International Incorporated | 454 | Panera Bread | 120 |
| Compass Group North America | 332 | Marriott International Incorporated | 57 |
| Panera Bread | 241 | Nugget Market | 43 |
| Whole Foods Market, Inc. | 173 | Whole Foods Market, Inc. | 41 |
| Chili's | 153 | The Save Mart Companies | 21 |
| The Save Mart Companies | 127 | Flynn Restaurant Group | 20 |
| Guckenheimer | 110 | Fuso Italian Restaurant | 19 |
| Atria Senior Living | 104 | Sunrise Senior Living, Inc. | 18 |
| Olive Garden | 97 | Northbay Healthcare Group | 17 |
| Kidztopros | 97 | Atria Senior Living | 17 |
| Sprouts Farmers Markets | 80 | Sprouts Farmers Markets | 15 |
| Sodexo | 77 | Olive Garden | 15 |
| Sunrise Senior Living, Inc. | 72 | Montage Hotels & Resorts | 13 |
| Aramark | 63 | Dunkin' Shiva Developments | 13 |
| Source: Burning Glass |

## Educational Supply

There are six (6) community colleges in the Bay Region issuing 308 awards on average annually (last 3 years ending 2018-19) on TOP 1306.30 - Culinary Arts. In the North Bay Sub-Region, there is a one (1) community colleges that issued 86 awards on average annually (last 3 years) on this TOP code.

There are five (5) Other CTE Institutionsin the Bay Region issuing 373 awards on average annually (last 3 years ending 2018-19) on TOP 1306.30 - Culinary Arts. In the North Bay Sub-Region, there are no Other CTE Institutionsthat issued awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1306.30 - Culinary Arts in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Noncredit** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC - Monterey | 12 | 27 | 0 | 39 |
| Contra Costa | East Bay | 3 | 26 | 0 | 29 |
| Diablo Valley | East Bay | 7 | 34 | 0 | 41 |
| Laney | East Bay | 19 | 31 | 0 | 50 |
| San Francisco | Mid-Peninsula | 23 | 0 | 0 | 23 |
| San Francisco Ctrs. | Mid-Peninsula | 0 | 0 | 40 | 40 |
| Santa Rosa | North Bay | 7 | 54 | 25 | 86 |
| **Total** |  | **71** | **172** | **65** | **308** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Institutions Awards on TOP 1306.30 - Culinary Arts in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Award < 1 academic yr** | **Award 1 < 2 academic yrs** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 30 | 0 | 4 | 34 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 18 | 0 | 3 | 21 |
| CET-Sobrato | Silicon Valley | 0 | 24 | 0 | 24 |
| International Culinary Center-California | Silicon Valley | 0 | 122 | 0 | 122 |
| Le Cordon Bleu College of Culinary Arts-San Francisco | Mid-Peninsula | 88 | 0 | 84 | 172 |
| **Total** |  | **136** | **146** | **91** | **373** |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 12,637 annual openings for the Culinary Arts occupational cluster and 681 annual (3-year average) awards for an annual undersupply of 11,956 students. In the North Bay Sub-Region, there is also a gap with 1,804 annual openings and 86 annual (3-year average) awards for an annual undersupply of 1,718 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1306.30 - Culinary Arts**

| **2017-18** | **Bay** **All CTE Program** | **Napa Valley**  **All CTE Program** | **State 1306.30** | **Bay 1306.30** | **North Bay 1306.30** | **Napa Valley 1306.30** |
| --- | --- | --- | --- | --- | --- | --- |
| % Employed Four Quarters After Exit | 67% | 75% | 57% | 60% | 53% | NA |
| Median Quarterly Earning Two Quarters After Exit | $11,466 | $10,644 | $6,235 | $7,228 | $7,500 | NA |
| Median % Change in Earning | 31% | 44% | 25% | 18% | 26% | NA |
| % of Students Earning a Living Wage | 53% | 66% | 35% | 32% | 38% | NA |
| Source: Launchboard Pipeline (version available on August 2020) |

## Skills, Certifications and Education

**Table 9. Top Skills for Culinary Arts Occupations in Bay Region (Dec 2019-Nov 2020)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Cooking | 5,110 | Retail Industry Knowledge | 398 |
| Food Preparation | 2,302 | Food Service Experience | 385 |
| Cleaning | 1,483 | Hazard Analysis Critical Control Point (HACCP) | 383 |
| Scheduling | 1,344 | Basic Mathematics | 372 |
| Food Safety | 1,153 | Merchandising | 358 |
| Teaching | 1,153 | Quality Assurance and Control | 343 |
| Customer Service | 1,115 | Purchasing | 341 |
| Cost Control | 595 | Meal Preparation | 338 |
| Staff Management | 572 | Restaurant Experience | 334 |
| Lifting Ability | 527 | Guest Services | 293 |
| Safety Training | 497 | Machinery | 286 |
| Budgeting | 490 | Sales | 269 |
| Music | 468 | Meal Serving | 265 |
| Customer Contact | 454 | Record Keeping | 263 |
| Source: Burning Glass |

**Table 10. Certifications for Culinary Arts Professional Occupations in the Bay Region (Dec 2019-Nov 2020)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Food Handler Certification | 1,081 | Training For Intervention Procedures (TIPS) Certification | 11 |
| ServSafe | 1,031 | Arc Cpr Certified | 11 |
| Food Service Certification | 389 | Certified Health Education Specialist | 10 |
| Driver's License | 328 | American Heart Association Certification | 10 |
| First Aid Cpr Aed | 84 | Cross-Cultural Language and Academic Development | 8 |
| Certified Teacher | 83 | Certified Regulatory Compliance Manager (CRCM) | 8 |
| Hazard Analysis and Critical Control Point (HACCP) Certification | 28 | Certified Financial Planner (CFP) | 8 |
| Security Clearance | 15 | Food Safety Manager Certification | 7 |
| Leadership In Energy And Environmental Design (LEED) Certified | 15 | Certified Sous Chef | 7 |
| Certified Executive Chef | 14 | Certified Dietary Manager | 6 |
| Source: Burning Glass |

*Note: 76% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.*

**Table 11. Education Requirements for Culinary Arts Professional Occupations in Bay Region (Dec 2019-Nov 2020)**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 2,117 | 67% |
| Associate's degree | 364 | 12% |
| Bachelor's degree or higher | 679 | 21% |
| Source: Burning Glass |

*Note: 68% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.*

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

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