



# Labor Market Analysis for Program Recommendation Whole Foods and Medicinal Plants Occupations Skyline College

Prepared by the Bay Region Center of Excellence for Labor Market Research

March 2025

## Recommendation

Based on all available data, there appears to be an “undersupply” of Whole Foods and Medicinal Plants workers compared to the demand for this cluster of occupations in the Bay Region and in the Mid-Peninsula Sub-Region (San Francisco, San Mateo counties). There is a projected annual gap of about 122 students in the Bay Region and 30 students in the Mid-Peninsula Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1306.60 - Dietetic Technology 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 Skyline College and in the region.

This report profiles Whole Foods and Medicinal Plants Occupations in the 12 county Bay Region and in the Mid-Peninsula Sub-Region for New certificate or degree development (for credit) at Skyline College.

- Dietetic Technicians (29-2051):** Assist in the provision of food service and nutritional programs, under the supervision of a dietitian. May plan and produce meals based on established guidelines, teach principles of food and nutrition, or counsel individuals.
  - Typical Entry-Level Educational: Associate’s degree
  - Typical On-the-Job Training: None
  - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 35%

## Occupational Demand

**Table 1. Employment Outlook for Whole Foods and Medicinal Plants Occupations in the Bay Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Dietetic Technicians	1,062	1,143	81	8%	670	134	\$18	\$20
<b>Total</b>	<b>1,062</b>	<b>1,143</b>	<b>81</b>	<b>8%</b>	<b>670</b>	<b>134</b>	<b>\$18</b>	<b>\$20</b>

Source: Lightcast 2024.3

The 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 Whole Foods and Medicinal Plants Occupations in the Mid-Peninsula Sub-Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Dietetic Technicians	224	249	25	11%	151	30	\$20	\$21
<b>Total</b>	<b>224</b>	<b>249</b>	<b>25</b>	<b>11%</b>	<b>151</b>	<b>30</b>	<b>\$20</b>	<b>\$21</b>

Source: Lightcast 2024.3

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties

**Job Postings in the Bay Region and Mid-Peninsula Sub-Region**

**Table 3. Number of Job Postings by Occupation for the latest 12 months**

Occupation	Bay Region	Mid-Peninsula
Dietetic Technicians	44	7

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

**Table 4a. Top Job Titles in Job Postings for Whole Foods and Medicinal Plants Occupations in the Bay Region**

Title	Bay	Title	Bay
Dietetic Technicians	13	Inpatient Clinical Dietitians	1
Diet Technicians	10	Nutrition Clerks	1
Nutrition Technicians	5	Registered Dietetic Technicians	1
Nutrition Services Technicians	4	Regulators	1
Clinical Nutrition Directors	1	Student Nutrition Assistants	1

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

**Table 4b. Top Job Titles in Job Posting for Whole Foods and Medicinal Plants Occupations in the Mid-Peninsula Sub-Region**

Title	Mid-Peninsula	Title	Mid-Peninsula
Diet Technicians	3	Registered Dietetic Technicians	1
Dietetic Technicians	2	Regulators	1

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

## Industry Concentration

**Table 5. Industries Hiring for Whole Foods and Medicinal Plants Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
General Medical and Surgical Hospitals	289	289	0%	27%
Nursing Care Facilities (Skilled Nursing Facilities)	207	220	7%	20%
Hospitals (Local Government)	102	115	12%	10%
Local Government, Excluding Education and Hospitals	80	84	5%	7%
Assisted Living Facilities for the Elderly	59	65	10%	6%
Hospitals (State Government)	38	41	8%	3%
HMO Medical Centers	35	36	2%	3%
Continuing Care Retirement Communities	35	34	-3%	3%
Other Individual and Family Services	29	48	67%	3%
Specialty (except Psychiatric and Substance Abuse) Hospitals	26	32	23%	3%

Source: Lightcast 2025.1

**Table 6. Top Employers Posting Whole Foods and Medicinal Plants Occupations in the Bay Region and the Mid-Peninsula Sub-Region**

Employer	Bay	Employer	Mid-Peninsula
El Camino Health	8	San Francisco Department Of Public Health	1
San Ramon Regional Medical Center	6	The Lotus Collaborative	1
Center For Elders' Independence	4	Truckee Meadows Community College	1
Los Gatos Therapy Center	3	UCSF Health Aco	1
Stanford Health Care	3		
Marin General Hospital	2		

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

## Educational Supply

There are two community colleges in the Bay Region issuing 12 awards on average annually (last 3 years ending 2021-23) on TOP 1306.60 - Dietetic Technology. In the Mid-Peninsula Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are no other educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2020-22) on CIP 51.3103- Dietetic Technician

**Table 7. Community College Awards on TOP 1306.60 - Dietetic Technology in the Bay Region**

College	Subregion	Associate Degree	Total
Merritt	East Bay	3	3
Santa Rosa	North Bay	9	9
<b>Total</b>	<b>-</b>	<b>12</b>	<b>12</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 134 annual openings for the Whole Foods and Medicinal Plants occupational cluster and 12 annual (3-year average) awards for an annual undersupply of 122 students. In the Mid-Peninsula Sub-Region, there is also a gap with 30 annual openings and no annual (3-year average) awards for an annual undersupply of 30 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1306.60 - Dietetic Technology**

Metric Outcomes	Bay All CTE Program	Skyline College All CTE Program	State 1306.60	Bay 1306.60	Mid-Peninsula 1306.60	Skyline College 1306.60
Students with a Job Closely Related to Their Field of Study	74%	74%	100%	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$48,369	\$45,707	\$46,684	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	13%	-3%	-9%	NA	NA
Exiting Students Who Attained the Living Wage	54%	30%	51%	52%	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

## Skills and Education

**Table 9. Top Skills in Job Postings for Whole Foods and Medicinal Plants Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Food Services	25	Registration	7
Nutrition Services	17	Medical Nutrition Therapy	6

Skill	Posting	Skill	Posting
Clinical Nutrition	16	Medical Prescription	6
Food Safety And Sanitation	15	Medical Records	6
Dietetics	13	Patient Safety	6
Cooking	9	Treatment Planning	6
Nursing	9	Auditing	5
Nutrition Education	9	Data Collection	5
Infection Control	8	Effective Communication	5
Eating Disorder Treatment	7	Food Science	5

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

**Table 10. Education Requirements for Whole Foods and Medicinal Plants Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	17	36%
Associate degree	11	23%
Bachelor's degree & higher	19	40%

Source: Lightcast 2025.1; "Job Posting Analytics." Mar. 2024 - Feb. 2025

Note: 20% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

## Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, [yuhuang@cabrillo.edu](mailto:yuhuang@cabrillo.edu) or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, [mareyes@cabrillo.edu](mailto:mareyes@cabrillo.edu) or (831) 219-8875