

EMERGING FIELDS

WITHIN AGRI-FOOD



Why a Career in Agri-Food?

- In 2017, primary agriculture contributed **\$62 billion in total sales** to the **Canadian economy**
- Canada's agriculture and agri-food system accounted for:
 - 2.3 million** jobs in Canada – 1 in 8 jobs!
 - \$112 billion** in product sales
 - 6.7%** of the GDP
- Employment opportunities within the sector are growing due to the emergence of new technology and consumer consciousness of issues (nutrition, environment, globalization, etc.)
- For every one job in primary agriculture, there are six jobs in secondary and tertiary



Possible Career Fields

- Local and regional farming and marketing
- Restaurants and food services
- Media and marketing
- Law and public policy
- Public health and nutrition
- Technology and entrepreneurship
- Advocacy and community development
- Teaching – especially community-based education



Labour Challenges

- 16,500 jobs could not be filled in 2017
- **47%** of agricultural producers could not find enough workers, causing stress, production delays, lost sales, and delays or cancellations for farm expansions or upgrades.
- **34%** of employers reported that no Canadians applied for jobs on their farms
- **The challenge is expected to get worse:**
 - Older workforce: 4X as many workers aged 65+
 - 1 in 4 workers retiring by 2025
 - 200,000 fewer young people entering agriculture by 2025
- Projected job openings for contractors, operators and supervisors in agriculture, horticulture and aquaculture drastically outnumber the projected job seekers over the period 2011-2020 (**89,886 openings; 55,808 job seekers**).



Emerging Fields/Job Connections

- **What Canadians eat is changing - more convenient foods from grocery and retail stores**
Job connections: with this shift comes a need for research and development (how to make foods more nutritious) and design, marketing and retail (many food products have some type of packaging that has to be designed, and then there is processing, transportation, wholesale and retail)
- **Crop diversification is a growing area in agri-food**
Job connections: Market researchers (assess demand for certain products), Field researchers (grow the new varieties of vegetables), Business plan developers (work with growers to develop plans to get the new crops to consumers)
- **The field of renewable energy is growing as the world looks for alternatives to oil**
Job connections: Engineers (design equipment), Technicians (install or fix equipment), Lab workers
- **Food processing sectors employs over 290,000 Canadians**
Job connections: Production workers, Machinists, Packaging Technicians, Sales and Marketing Specialists, Research and Product Development Specialists