2022 COMMUNITY IMPACT REPORT
Why is the Agribusiness Talent Council (ATC) important?

This high-demand sector employs 26,000 people and generates $300 million in labor revenue in our region. Maintaining this economic strength makes workforce development a priority for agribusiness employers. The ATC leverages resources and creates opportunities to promote this vital industry and strengthen the current talent pool through training. The work of the ATC will shape the future workforce for West Michigan’s farms and food processors.

Growing a Stronger West Michigan Workforce

The Agribusiness Talent Council (ATC) is a collaborative of agribusiness employers, educators, workforce development and economic development agencies working together to meet West Michigan’s current and future agribusiness talent needs. The ATC is:

Employer-led with WVMW as backbone agency.
Supportive of local efforts to connect individuals with employment opportunities in agribusiness.
Innovative, creating new programming to support the industry.
Means for employers to engage in growing the region’s talent pool.

ATC Strategies in Action!

**PROMOTE THE INDUSTRY**

**Career AG-spiration**
Piloted two events this year:
- Ionia County event at Saranac High School - 4 employers shared career pathways information with 120 high school agriscience students.
- Muskegon County event at Muskegon Farmers Market - 14 employers presented to the greater community on a Saturday while the farmers market was open.

**Agbusiness Spotlight Week**
The industry-specific spotlight week helped us shine a light on the great careers available in agribusiness. The week featured:
- WZZM interview showcasing in-demand careers in the industry.
- Social media series highlighting area ag workforce needs received over 2,300 views.

**MiCareerConversations**
MiCareerConversations was a two-day series of webinars featuring agribusiness professionals sharing information about the industry and their career pathways.
- 5 employers presented.
- 366 students joined live.

**ADDITIONAL PROJECT PARTNERS**

COUNCIL EMPLOYER PARTICIPANTS

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ATC Strategies in Action! (cont.)

**RECRUIT/RETAIN**

**Job Sync / Career Pathways**

Subject matter experts from various sectors of the industry provided feedback on the competencies required for their positions. Career guides created from SME feedback will help students and job seekers find rewarding careers where they can thrive.

- 6 agribusiness professionals participated.

**RESOURCES**

**Foods That Built West Michigan**

A monthly spotlight on one agribusiness operation to share best practices and information about workforce needs in the industry. Launched in January 2022.

- 6 employers have been featured in the ATC newsletter and on the ATC website.

**TRAIN**

**MDARD Specialty Crop Block Grant**

- If awarded will provide for 130 certifications.
- If awarded will provide for filming of 5 industry promotional videos.
- 13 organizations signed letters of support for the application.

**Grant Expansion Lunch and Learn**


- Connected with over 35 start-up and scaling-up food processors about Going PRO Talent Fund and other WMW! support services to increase utilization in the industry.

**Grant Expansion**

Expansion of training grants through Going Pro Talent Fund, incumbent worker training grant, and on-the-job training. A 7% increase in funds for the industry compared to 2020-21 fiscal year:

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<th>Type of Training</th>
<th>Investment</th>
<th># Trainees</th>
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<td>New Hire</td>
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