

NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, July 31, 2019

NEW LOCAL RESOURCES AIMED AT ATTRACTING MORE WORKERS IN AGRICULTURE & AGRI-FOOD SECTOR

Launching a new Career Guide, interviews, videos, & workplace tours

Kingsville, ON – Workforce WindsorEssex, the region's Local Employment Planning Council (LEPC), as part of their [WEexplore Ag project](#), has launched [new resources](#) that will help students, jobseekers, and career changers learn more about the benefits of pursuing a career in the agriculture and agri-food sector in Windsor-Essex.

Local businesses in the County need more people pursuing a career in the agriculture and agri-food sectors as a result of greater demand for their products domestically and internationally, as well as retirements. Workforce WindsorEssex and our partners in education, training, employment, business, government and economic development are keen to share the growing career opportunities in this important sector.

The new resources being announced today include:

- 1) A [career guide](#) in English and French covering the top 52 occupations working in greenhouse, winery, fishery, food processing and traditional farming, along with sector stats. This guide also shares information about the skills overlap between declining occupations in manufacturing and related occupations in agriculture and agri-food sectors.
- 2) Five new engagement [videos](#) highlighting career opportunities, technology and work environments in the greenhouse, winery, fishery, food processing and traditional farming businesses. The videos will be released every other Wednesday over the next 9 weeks. Today's video release explores greenhouse careers in partnership with Mucci Farms.
- 3) The organization of [Agri-Day](#) on September 24th, 2019. On this day local secondary students and jobseekers will visit agriculture and agri-food businesses in the region. Modelled after Manufacturing Day approximately 500 people will tour businesses in greenhouse, winery, fishery, food processing and traditional farming. Mucci Farms is scheduled to participate in this initiative in September.
- 4) An expanded [WEexplore careers](#) tool that now includes all of the agriculture and agri-food jobs listed in the career guide.
- 5) The scheduled release of new [Workforce Profile blogs](#) featuring interviews with workers in the agriculture and agri-food sector. These blogs will be released every other Wednesday between August 7th, 2019 and April 2020.

Together, these new resources are designed to help promote the variety of careers available in our local agriculture and agri-food sector to young people, newcomers, career changers and the unemployed who want to find new job opportunities that they may not have considered.

These resources can be found at www.workforcewindsorsex.com/agriculture

QUOTES:

“Workforce WindsorEssex set out to create new local resources that would better convey the opportunities and attractiveness of working in the agriculture and agri-food sector, while also identifying the skills overlap between declining occupations in manufacturing with growing occupations in this sector. There is more than 1600 companies employing 4,900 workers in Windsor-Essex, and demand for talent is high because of high consumer demand for their products and an aging workforce where 29% of workers is 55 years of age or older.”

- Michelle Suchiu, Executive Director, Workforce WindsorEssex

“The Ontario Greenhouse Vegetable Growers welcome the release of the Workforce WindsorEssex Agriculture and Agri-Food Sector Career Guide. This guide will help to address critical workforce gaps in the local greenhouse sector by raising awareness about the potential career pathways in agriculture.”

- Dr. Justine Taylor, Science & Government Relations Manager, Ontario Greenhouse Vegetable Growers

“We are very grateful to Workforce Windsor Essex for choosing to profile our company for this exciting campaign. As a major employer in the Windsor Essex region, we pride ourselves on offering our community and those that choose to relocate here, a real opportunity to build a meaningful and rewarding career in the fast-paced agriculture industry.”

- Carol Bendo, Director of Human Resources, Mucci Farms

QUICK LINKS:

- Workforce WindsorEssex previously created resources to encourage more people to pursue careers in the [skilled trades](#) and [tech sector](#) in Windsor-Essex.
- Workforce WindsorEssex collects local job postings from national, provincial and regional job boards to better understand employer demand for talent and to simplify job search via our innovative job finding tools: [WEjobs board](#), [WEmap jobs](#) or [WEexplore careers](#). These tools allow jobseekers to search for job opportunities across 14+ sites.
- To learn more about the Local Employment Planning Council and view our current and past projects visit www.workforcewindsorsex.com/lepc

Media Contact:

Justin Falconer
Senior Director
Workforce WindsorEssex
519-980-5826
jfalconer@workforcewindsor.essex.com

About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board that creates labour market tools, research, guides and events that benefit jobseekers, employers, students, educators and the community. Founded 10 years ago by the City of Windsor, County of Essex, WindsorEssex Economic Development Corporation and the Province of Ontario, our mandate is to plan, facilitate and advocate for regional workforce development, defined as the development, retention, and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex currently receives funding under four projects: Windsor Essex Local Immigration Partnership, Local Employment Planning Council, WEskills, and WEvalue. Learn more at www.workforcewindsor.essex.com.

About the Local Employment Planning Council project

The Local Employment Planning Council (LEPC) is funded in part by the Government of Canada and the Government of Ontario. The LEPC pilot aims to increase the access to accurate, up to date, local labour market information and help pioneer new and innovative approaches to local employment planning.

