



CANADIAN AGRICULTURAL
HUMAN RESOURCE COUNCIL

CONSEIL CANADIEN POUR LES
RESSOURCES HUMAINES EN AGRICULTURE

Consumer Choices Impact On-Farm Human Resources

Making Choices: Consumers and Their Impact on Canada's Agriculture and Food

Jean Sullivan, Project Manager



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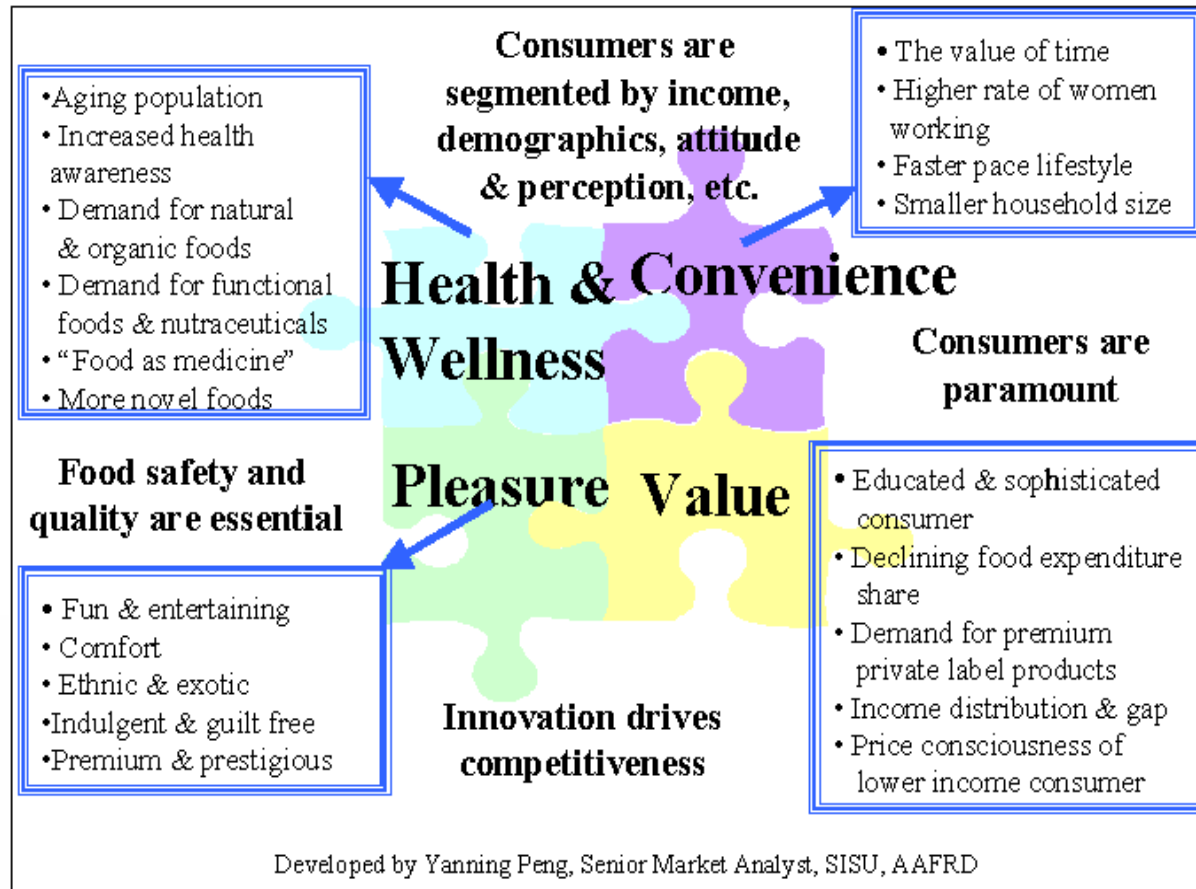
Outline

- Consumer Choices and HR – Making the Link
- Introduction to CAHRC
- About Sector Councils
- Current projects
- How to get involved
- Where to find out more



On Consumer Influence...

- Restaurant menus across the country boast of fresh local meat and produce.
- Bestselling books encourage us to take up the "100-Mile Diet"
- Almost everywhere, there's a growing sense that it would be smart to reduce our consumption of food that's traveled halfway around the world
- Eating local is hot this year





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Consumers want

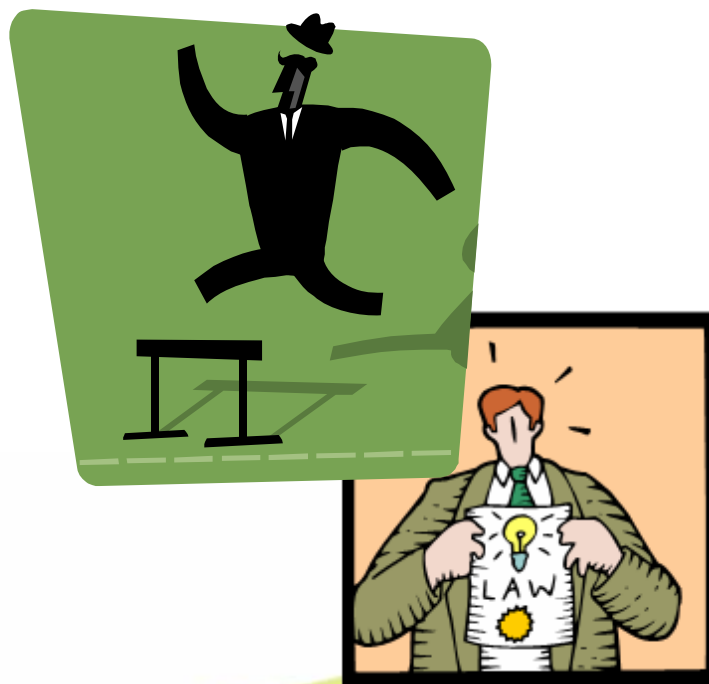
- Fresh
- Healthy
- Organic
- Local
- Slow
- Safe
- Value
- Relationships





Which can translate into

- Regulations
- Branding
- Pick-your-own
- Local
- HACCP
- Farm Gate Marketing
- Value added





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Which Requires

- Human Resource Innovation
- Skilled workers
- Dependable, trained labourers
- Management ability and agility
- Technical production skills
- Interpersonal skills
- Business acumen
- Technology advancements





Putting added pressure on farmers

- attracting and recruiting new employees for new roles
- retaining current workers through retention strategies
- training or re-training current workers for new tasks and roles
- fostering and positive work environment for all





CAHRC was formed to help address these needs

- Consultations began in 2003
- National steering committee formed and worked to ensure that industry wanted a council
- A Sector Council formed in 2006
- Provides services in support of human resources including
 - Labour market information
 - Occupational profiles
 - Curriculum Development
 - Recruitment and retention



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Mission:

- To identify and develop innovative solutions to human resource issues in response to the needs identified by the Canadian agriculture sector.

Scope:

- Designed for primary agriculture, and driven by farmers and farm employees.



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CAHRC is

- One of 32 sector councils in Canada
- Funded through HRSDC
- Led by Industry (Farmers and employees)
- Does work to support and address the needs identified by the sector
 - Labour market information
 - Occupational profiles
 - Curriculum Development
 - Recruitment and retention



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Representation on CAHRC'S Board

- Agricultural Alliance of New Brunswick
- Agriculture Producers of Saskatchewan
- British Columbia Agriculture Council
- Canadian Aquaculture Industry Alliance
- Canadian Federation of Agriculture
- Canadian Herb, Spice & Natural Health Products Coalition
- Canadian Horticulture Council
- Canadian Nursery Landscape Association



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Representation on CAHRC'S Board (Cont'd):

- Canadian Young Farmers' Forum
- Keystone Agricultural Producers
- Newfoundland and Labrador Federation of Agriculture
- Nova Scotia Federation of Agriculture
- Ontario Federation of Agriculture
- PEI Federation of Agriculture
- Union des producteurs agricoles
- Wild Rose Agricultural Producers



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Observers/Ex-Officio:

- Agricultural Institute of Canada (*Ex-Officio*)
- Association of Canadian Community Colleges (*Ex-Officio*)
- Agriculture and Agri-Food Canada (Observer)
- Human Resources & Social Development Canada (Observer)



Human Resource Challenges Identified

- Recruiting and Retaining People
- Lack of Awareness of Careers in the sector
- Lack of A Training Culture
- Seasonal Labour Availability Issues
- Aging Workforce



Priority Activities for CAHRC:

- Gathering basic labour market information
- Identifying deterrents, impediments and best practices
- Identifying new sources of labour and ways to access them
- Developing and implementing modular training programs and materials
- Communicating to producers, the educational community, and government
- Inventory of skills development programs



3 Projects in Progress

- Labour Market Information Research on Recruitment and Retention
- Inventory Database for Gap Analysis of Learning Programs
- Curriculum Development for the Ornamental Sector



Labour Market Information Research on Recruitment and Retention

- Determine labour requirements by commodity grouping and province
- Best Practices for recruiting and retention
- Validation of the data
- Identify non-traditional pathways to source workers





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Inventory Database for Gap Analysis of Learning Programs

- Inventory learning programs related to agriculture
- Create a database of these programs
- Survey employers regarding their training needs
- Perform a Gap analysis between the needs and the available training





Curriculum Development for the Ornamental Sector

- Review, revise and validate current occupational standards for the Ornamental Horticultural segment
- Validating an essential skills profile
- Develop curriculum based on the standards and essential skills
- Create a blueprint for other segments





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How can you get involved?

- National steering committee members
- Provide input into employer surveys
- Refer farms for case studies
- Circulate surveys or links to producers
- Tell others about our projects and activities





CAHRC Executive and Office Staff

- Terry Murray, Chair (Alberta)
- Merv Wiseman, Vice-Chair (Newfoundland and Labrador)
- David Rolfe (Manitoba)
- Mark Wales (Ontario)
- Danielle Vinette, Executive Director
- Tina Asselin, Manager Finance and Administration
- Jean Sullivan, Project Manager
- Crystal Lavery, Administrative Assistant



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