

## BC AGRICULTURE LABOUR MARKET AND SKILLS DEVELOPMENT INITIATIVE

### 2004/2005 PRELIMINARY BUSINESS PLAN

*For the time period of Summer 04 through to December 05*

**Table 1. Proposed Three Year Budget**

Key Priority Area	Funding Source	Year 1 Approval to Dec. 31 2005	Year 2 2006	Year 3 2007	Total
<b>1. Adequate Supply of Labour</b>	Industry	43,750	87,500	43,750	175,000
	Program	43,750	87,500	43,750	175,000
<b>2. Workers with the Right Skills</b>	Industry	18,750	37,500	18,750	75,000
	Program	18,750	37,500	18,750	75,000
<b>3. More than Just Wages</b>	Industry	18,750	37,500	18,750	75,000
	Program	18,750	37,500	18,750	75,000
<b>4. Healthy Demand for Labour</b>	Industry	31,250	62,500	31,250	125,000
	Program	31,250	62,500	31,250	125,000
<b>5. Matching Labour Supply and Demand</b>	Industry	12,500	25,000	12,500	50,000
	Program	12,500	25,000	12,500	50,000
<b>Total</b>	Industry	125,000	250,000	125,000	500,000
	Program	125,000	250,000	125,000	500,000

The focus of the first eighteen months of the initiative will be on analyzing the nature and extent of underlying labour market problems in order to narrow down the range of possible solutions. A second major focus is addressing issues that the Agriculture Labour Partnerships Committee has already identified as systemic, such as seasonal labour supply.

To some extent many of the projects identified in this business plan are inter-related and may be able to be bundled together at the procurement stage to increase efficiency and lower costs. The outputs of some projects will assist in the development of other projects.

For more details on proposed expenditures and cost sharing see the Strategic Plan.

# 1

## ADEQUATE SUPPLY OF WORKERS

**Goal: Ensure there are enough workers in order to meet growers' production goals.**

**First Year Allocation from Strategic Plan: \$87,500**

**TABLE 2. ADEQUATE SUPPLY OF WORKERS**

<b>Action</b>	<b>Timeframe</b>	<b>Output</b>	<b>Estimated cost</b>
<b>Pilot project:</b> Test alternative methods of recruiting workers into the agriculture sector for seasonal work opportunities. Parallel SAWP pilot for BC workers.	Summer 04	BC workers employed; crop harvested  Analysis of the benefit/cost of using alternative methods of recruitment compared with foreign workers.	\$20,000
<b>SAWP to bring in Temporary foreign workers</b> to meet labour requirements during peak harvest times.	Summer 04	Mexican workers in BC; Crop harvested  Analysis of the benefit/cost of using foreign workers compared with new recruitment options.	\$15,000
Develop and deliver <b>career awareness products</b> with a focus on agriculture. Tie in with the PAS to promote agriculture as a career and seasonal jobs.	Pacific Agriculture Show 05	Agricultural career and job event at the PAS 05  A package of ag-specific career awareness products.	\$10,000
<b>Research project:</b> Develop an on-line inventory of seasonal work postings, and maintain season-long records and analysis of patterns.	Summer/fall/winter 04/05	Labour survey by sector to provide sector-specific data on # of positions, types of skills called for, duration and geographic distribution of ag. jobs	\$10,000
<b>Pilot Project:</b> seasonal agriculture placement office	Summer 04	BC workers employed; Crop harvested	\$30,000

**Allows for \$2,500 for other projects**

# 2

## WORKERS WITH THE RIGHT SKILLS

**Goal:** Ensure that the pool of available workers in the agriculture sector has the necessary skill sets and competencies to meet the production goals of growers.

**First Year Allocation from Strategic Plan: \$37,500**

**TABLE 3. WORKERS WITH THE RIGHT SKILLS**

Action	Timeframe	Output	Estimated cost
<p><b>Research project:</b> Develop a skills map to identify the skills necessary for working in agriculture in B.C.</p>	<p>Fall/winter 04 spring/summer 05</p>	<p>Step one - Sector-specific map of necessary skills for each main agricultural sector.</p> <p>Data from this project will help develop the career awareness materials.</p>	<p>\$10,000</p>
<p>Develop a <b>skills assessment tool</b> using the results of the research project on skills mapping</p>	<p>05</p>	<p>Step two - Building on the skills map to develop job descriptions for key jobs within specific sectors.</p> <p>Tool which would be ready for testing with employment training agencies and/or schools</p>	<p>10,000</p>
<p>Develop and deliver training programs that <b>build agriculture-specific skills</b></p>	<p>Winter/early spring 04/05</p>	<p>Curriculum and course content developed on IPM, pruning, calibration, working with mechanical harvesters, nutrition, breeding (focus on technical skills rather than farm management skills)</p> <p>Courses delivered.</p>	<p>\$10,000</p>

**Allows for \$7,500 for other projects**

# 3

## MORE THAN JUST WAGES

**Goal:** Ensure that growers are aware that a range of factors – not just wages – influence individuals’ decisions about work, and that those factors are incorporated into production models.

**First Year Allocation from Strategic Plan: \$37,500**

**TABLE 4. MORE THAN JUST WAGES**

<b>Action</b>	<b>Timeframe</b>	<b>Output</b>	<b>Estimated cost</b>
<b>Research project:</b> An analysis of best practices in the area of human resources, and employee incentive programs in other jurisdictions and within B.C.	Fall/winter 04 spring/summer 05	Step one - Report that summarizes best practices from other regions and other sectors and by B.C. producers	\$10,000
Develop and distribute an <b>employers’ toolkit</b> for agriculture producers	Winter 05	Step two - Tool kit based on best practices report	\$15,000
Develop and deliver a series of <b>employer workshops</b> to build on the content of the toolkit	Industry events 05	Step three - Grower Workshops to promote tool kit	\$5,000
<b>Minister’s/BCAC Award program</b> for innovative HR practices	Summer/Fall 04	Award at the Pacific Agriculture Show 05 – Ag Gala Event	\$2,000

**Allows for \$5,500 for other projects**

# 4

## HEALTHY DEMAND FOR LABOUR

**Goal:** Ensure there are viable employment opportunities in the agriculture sector, and that those opportunities provide clear signals to attract potential workers into the sector.

**First Year Allocation from Strategic Plan: \$62,500**

**Table 5. HEALTHY DEMAND FOR LABOUR**

<b>Action</b>	<b>Timeframe</b>	<b>Output</b>	<b>Estimated cost</b>
Analysis of capital/labour substitution options for growers and the potential benefit-cost of using those options	Fall 04	Brussels sprout, broccoli and cauliflower harvesters	\$25,000
Creation of a leadership development program within the agriculture sector	Fall/winter 04 spring/summer 05	Leadership development program and sessions	\$15,000
<b>Educational Campaign</b> to produce a balanced, positive view of agricultural employment to assist in creating demand.	Fall/winter 04 spring/summer 05	Educational products and campaign materials developed.  Campaign staging plan developed, with preliminary materials to begin going out in print format. (build on these activities in 05/06 with communities and schools)	\$20,000

**Allows for \$2,500 for other projects**

# 5

## MATCHING LABOUR SUPPLY AND DEMAND

**Goal:** Ensure that growers with job vacancies in the agriculture sector can find an adequate number of workers and are able to fill job vacancies such that production is not compromised.

**First Year Allocation from Strategic Plan: \$25,000**

**Table 6. MATCHING LABOUR SUPPLY AND DEMAND**

Action	Timeframe	Output	Estimated cost
Develop a monitoring tool to <b>track and anticipate skills and labour shortages</b>	Fall/winter 04 spring/summer 05	Develop sector specific labour surveys	\$10,000
<b>Research project:</b> Wage survey within the agriculture sector	Fall/winter 04 spring/summer 05	Pay grid levels for each sector; anticipated demand and expansion plans; identify key jobs within each sector  Data from this project will help complete the career awareness materials.	\$15,000