



June 10, 2019

# Mission Statement



“The Agribusiness Talent Council is an employer led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan’s agribusiness industry.”

# Our Council's History

Food Processing Talent Council, January 2018 >>> Agribusiness Talent Council

Rebranded ourselves: - align with Michigan's Industry Clusters  
- Inclusive of all forms of Agribusiness employers

Bi-Monthly Meetings, average of 4-6 employers attending

Have developed a Logo, Mission Statement  
- nearly complete on our Org Structure  
- moving into project planning on our four strategies



# ATC Strategies

Training

Recruitment/Retention

Promoting the Industry

Resources

# Train

Training of current and new employees is a high priority:

- > promote and utilize available grant dollars
  - Going Pro Talent Fund
  - Incumbent Worker Training
  - MAICA 2.0 (Michigan Apprenticeship Industry Cluster Approach)
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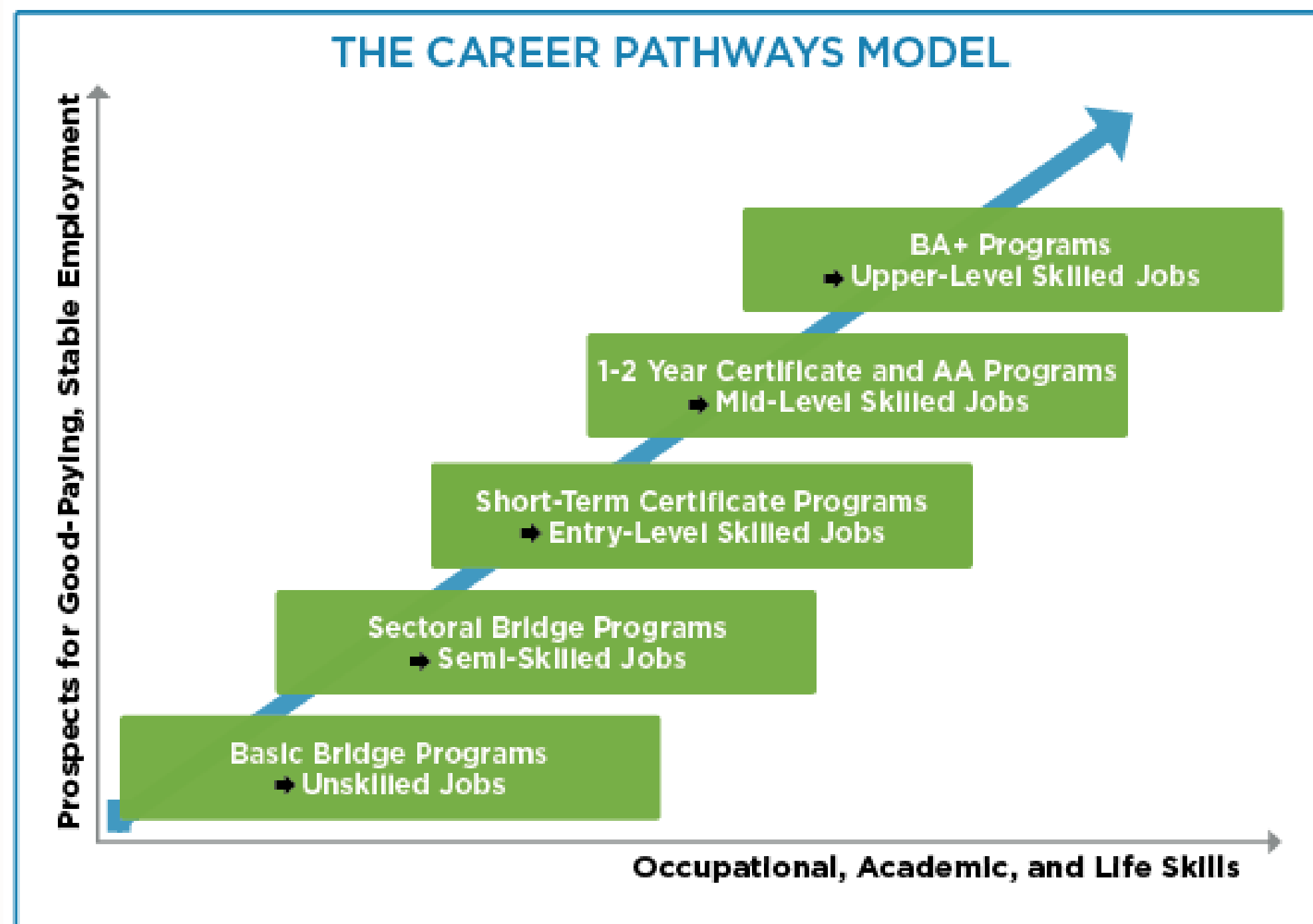
# Recruit/Retain

Attracting new talent and keeping current skilled workers is a shared need

- Engage in Work Ready! courses from West Michigan Works!
- Train new workers, and upskill current workers into new roles
- Utilize Talent Pipeline Management
- “Planting Seeds for the Future”



# Promote the Industry



Food Processing /Agribusiness suffers from an image problem

- Projects to change that narrative
- Promote the industry as a viable career path to students and job seekers of all ages





# Resources

Finding the time, money, and other resources

- Utilizing the Michigan Industry Cluster Approach 2.0 awarded funding to assist in developing solutions to this strategy





# Participating Employers



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