Shepherding Millennials To & Through Agricultural Careers

Tomesah Harrison | February 25th, 2016
The challenge

Fewer students choosing Ag careers

Outdated perceptions of the industry

Workforce planning & development
Millennials: redefining work

- **64%**  
  Priority for them to make the world a better place

- **74%**  
  Desire flexible work schedules

- **79%**  
  Want their boss as a coach or mentor

- **88%**  
  Prefer collaborative work culture

- **88%**  
  Want work-life integration
Millennials: profile & alignment to Ag

- Largest generation in the U.S.
- Diverse and well educated
- Achievement oriented
- Value continuous learning and personal growth

- Value relationships
- Great multitaskers
- Confident, tenacious and quick learners

They are driven to find meaningful work. Work that will make the world a better place. They want purpose.
Millennials: values & alignment to Ag
What we can do to attract and develop

Foster collaboration, support youth programs and STEM initiatives
What we can do to develop and retain

Continuous training & development
Foster relationships & collaboration
Constructive coaching, mentoring, feedback
Be an ambassador for agriculture

#AgVocate