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- Outdated perceptions of the industry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

79% Want their boss as a coach or mentor

88% Prefer collaborative work culture

74% Desire flexible work schedules

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

Technology

Innovation

Feeding the world

Sustainability

Digitization
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