

Attracting, Hiring and Retaining Farm Employees



About Us

- AgHires Services
 - Recruiting Services for Agriculture
 - Ag job board
- Family Farm – potatoes, tomatoes, grain



AgHires
Jobs | Talent | Culture

We Hire for Agriculture

WHERE ARE THE CANDIDATES?



Current Job Market

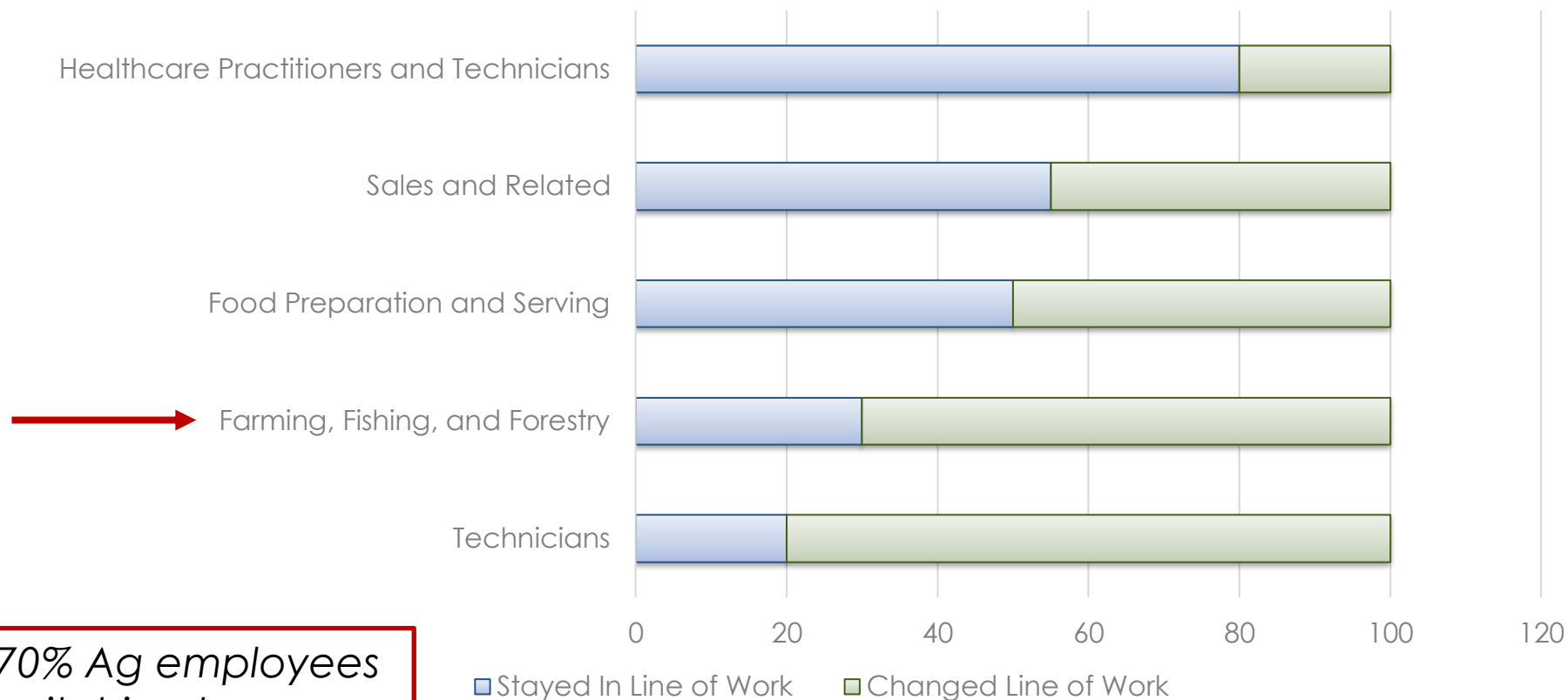
Industries hit hardest

The leisure and hospitality industry saw the largest one-month net decline in payrolls amid the coronavirus outbreak. (One-month net change in nonfarm payrolls.)



SOURCE: Bureau of Labor Statistics

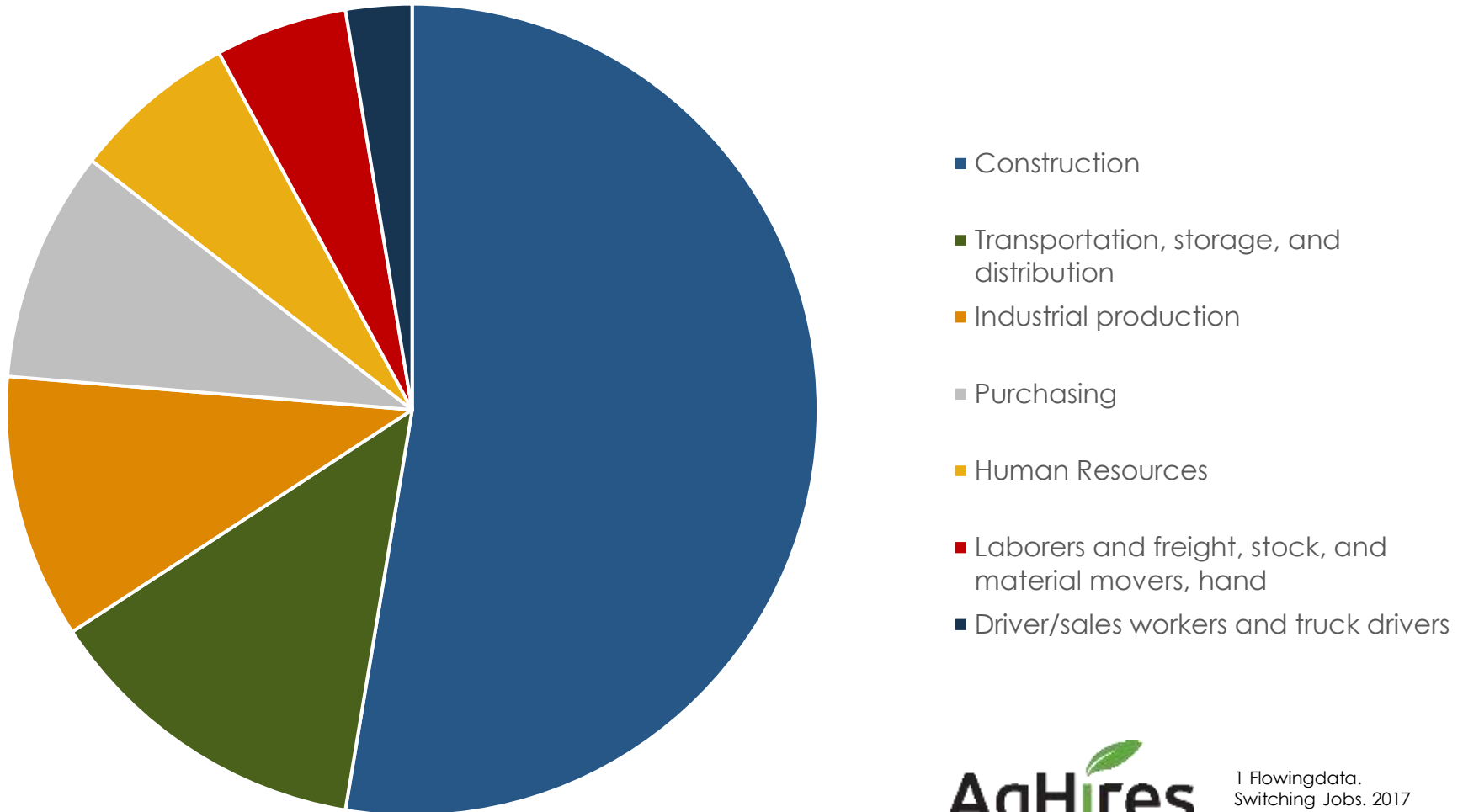
Switching Jobs



70% Ag employees switching to another industry¹

Where are they going

Farmers, Ranchers, and Other Agricultural Managers¹



Today's Candidate-Driven Market

#1 Issue facing farms – talented employees

Not just in agriculture

- Talent shortages in the US have risen to historical levels with 69% of employers having difficulty filling jobs - the highest in more than a decade.
- 72% of employers are having a hard time finding skilled candidates.

What Candidates Want

Cultural Fit

See Impact Work

Work-Life Balance



What Ag Has to Offer



Mid to small organizations

An impactful industry



Outdoor jobs

See impact of work



Driving Up Compensation

- Equipment Operators median salary is \$65,417.²
- Diesel Mechanic makes 49,000/year on average.³
- Manufacturing Assembly workers make \$68,600/year.⁴
- Walmart employees plan to increase pay to \$15/hr.⁵

1 Trading Economics, United States Wages and Salaries Growth, [tradingeconomics.com](https://www.tradingeconomics.com)

2 <https://www.salary.com>

3 PayScale.com

4 Glassdoor.com

5 Investing in Our Associates and Roles of the Future

<https://corporate.walmart.com/>



HOW TO FIND TALENT



How do you Currently search for new employees?



Use the **Chat box** to share your answer....go ahead, it's private, no one will see your answers



How Candidates Look

How You're Looking	How Candidates are Looking
Word of Mouth ⁴	Company Websites ¹
Employee Referrals ⁴	Online Job Sites ¹
Walk-Ins ⁴	Professional Network Site ¹

Social Media & Websites Matter

- 35% of job seekers learn of new openings on social media.²
 - After finding a job listing, 64% research the company online
 - 37% will move on to another job offer if they can't find information on the company.³
- Website presence & career page



¹ Glassdoor survey conducted online by The Harris Poll, May 2018
² Jobvite. "2019 Job Seeker Nation Survey"
³ Careerbuilder 2016
⁴ HR Survey Based on 110 Dealers Responses

Perfect Job Posting

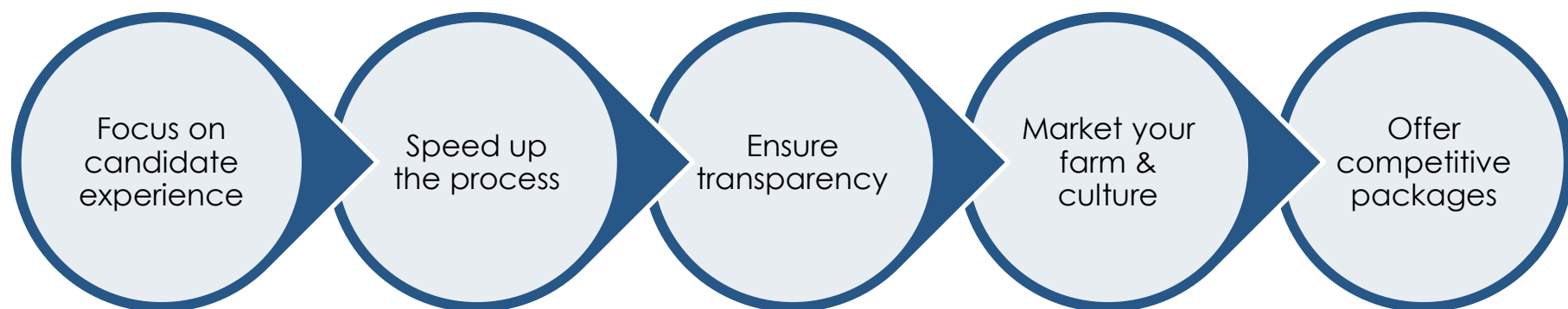
74% candidates frustrated with lack of info, confusing

Perfect Posting – Get them at hello

- Answer **Who, Why, What**
- Cover the details
 - About the company
 - Location
 - Hours
 - Culture
 - Benefits
- Why “your” company and “your” role
- Help them fill in the blanks if they would be qualified
- Compensation

Great candidates
actually read the
“Qualifications”....
Be careful

Attract the Best Candidates



Case Study
**Hiring
Gone
Wrong**



Unique Candidates



Hiring Outside of Ag

Benefits of hiring outside the industry

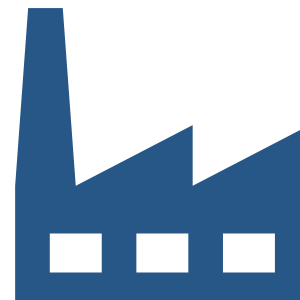
Military



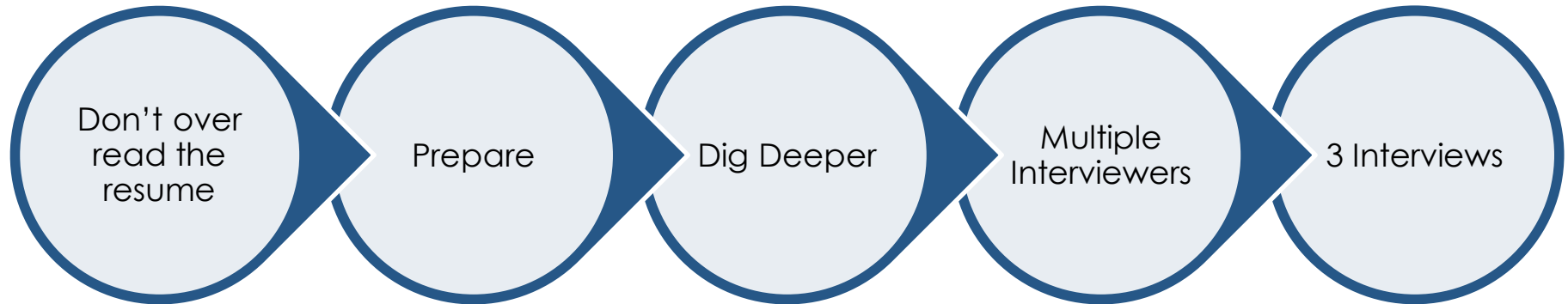
Engineers



Manufacturing



Screening Do's and Don'ts



Don't Interview Like Your Parents



What's Your Favorite Interview Question?



Use the **Chat box** to share your answer....go ahead, it's private, no one will see your answers



Favorite Questions

1. What has been your favorite and least favorite roles and why?
2. Reasons for leaving one organization and moving to another?
3. If you could have changed anything about the last company you worked for, what would it be?
4. What are you naturally great at?
5. If we asked your co-workers what it is like to work with you, what would they say?



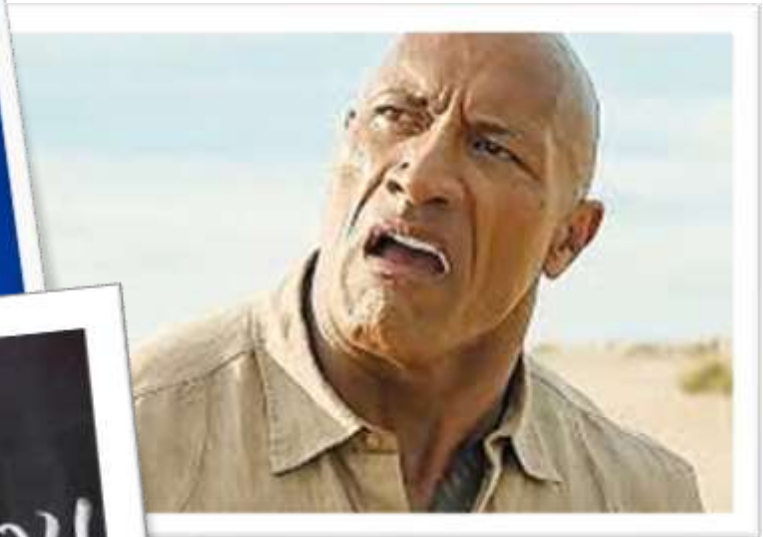
Common Mistakes to a Bad Hire

- Too quick & settled
- Too few candidates
- Dismissed your gut
- Low compensation

RETAINING & MAXIMIZING



Employee Training & Retention



Retention

- Culture
- Clear Targets
- Work-Life Balance
- Reverse Performance Reviews
- Impactful Benefits



Retention

- 89% of employers think employees leave for more money*
 - Shocker: Only 12% actually do*
- #1 reason people leave their job is _____
- Don't just retain – increase performance



Increase Performance

Sense of purpose

- Help me understand my part in the mission
 - Mission & Vision on the walls
 - Set targets
 - Give me the Why

Belong to a team

- Not just any team, a high-quality team
 - Volunteer together
 - Build a culture of trust
 - Insert some fun – friendly competition
 - Company t-shirts



Increase Performance

Know where I stand

- Feedback in the moment and bigger picture
 - True open-door policy
 - Biannual performance reviews

Grow and learn

- Help develop me and give me opportunities to grow
 - Form employee driven committees
 - Ongoing training both individually & as a group

Appreciation

- Thank me and care about my personal life
 - Hand-written thank you
 - Team celebrations



Onboarding

- **69%** of employees are more likely to **stay with a company for three years** if they experienced great onboarding.
- Organizations with a standard onboarding process experience **50% greater new-hire productivity.**

Training 101

- Start onboarding on day one
- Update training documents frequently
- Utilize outside resources such as your precision ag
- Utilize the power of YouTube
- Spend enough time on upfront training
- 30, 60, 90-day check-in



Questions

Recruiting Services with AgHires

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