

Ag related fields employ nearly 22 million

The most obvious careers are directly related to the farm or ranch. But did you know that only 10 percent of Americans are involved in traditional farming? If that is the case, then what other careers comprise the agricultural field? There are approximately 22 million people who work in agriculture related fields. Unlike agriculture of our grandparents' day, today's agriculture offers over 200 rewarding careers.

Career Categories
Agricultural careers may be divided into various categories. These include: Agribusiness Management, Agricultural and Natural Resources Communications, Building Construction Management, Agriscience, Resource Development and Management, Parks, Recreations, and Tourism Resources, Packaging, Horticulture, Forestry, Food Science, and Fisheries/Wildlife.

Food Scientists/Engineers
According to the February 7, 2000 Issue of Farm Bureau News, published semimonthly by the American Farm Bureau Federation, "Food Scientists and engineers will be in the greatest demand in the agricultural job

market over the next four years, according to a new Purdue University study. Annual job openings for U.S. food and agricultural sciences graduates are projected to be around 58,000, while the number of graduates for those jobs will be slightly more than 57,000."

Job Descriptions
Agribusiness Management
• focuses on the managerial functions performed by organizations throughout the food system. Sample job titles: Commodity Trader, Agricultural Production Specialist, Purchasing Manager, Financial Manager, Farm Owner and Manager, and Wholesale/Retail Buyer/Manufacturing Manager. Companies that hire for these positions: Seneca Food Corporation, Ralston Purina Co., Farm Bureau Mutual Insurance, Archer-Daniels-Midland Co., and Dow Elanco.

Agricultural and Natural Resources Communications
• focuses on careers in journalism, public relations, and advertising/marketing. Sample job titles: Marketing Communications Manager, District Sales Representatives, Advertising Manager, Reporter, Editor, and

Account Manager. Companies that hire for these positions: Upjohn Co., USDA, Michigan Milk Producers Association, National Dairy Council, and Michigan Farm Bureau.

Building Construction Management
• focuses on land development and structural buildings. Sample job titles: Project Manager, Estimator, Construction Scheduler, Controller, Purchasing Agent, Site Manager, Field Engineer, Land Developer, and Real Estate Appraiser. Companies that hire for these positions: Turner Construction Company, Pulte Homes, Perini Building Co., and General Motors Corporation.

Agriscience
• provides a foundation for careers in agricultural and natural resources industries. Sample job titles: Agriscience Educator, Extension Educator, Farmer, and Human Resource Director. Companies that hire for these positions: Crop Production Services, John Deere, and Gerber Co.

Resource Development and Management
• focuses on policy analysis, planning, evaluation, budget-

ing, and program management. Sample job titles: Environmental Analyst, Environmental Planner, Solid Waste Coordinator, Water Resource Specialist, and Economic Development Specialist. Companies that hire for these positions: Cooperative Extension Service, The Clinton River Watershed, The National Park Service, Enviroscope, Senate and House Policy Offices, Lobbying Organizations, Banking Organizations, City and State governments, and Hospitals.

Parks, Recreation and Tourism Resources

• focuses on planning and managing programs, areas, and facilities that are designed to meet people's leisure needs and enhance quality of life. Sample job titles: Park Ranger, Interpreter/Naturalist, Environmental Educator, Travel and Convention Planner, Youth Program Director, Camp Counselor, Park and Recreation Director, and Tourism Consultant. Companies that hire for these positions: Hilton and Marriott Resorts, Hospitals, YMCA, Golf Courses, Six Flags Great Adventure, and the Walt Disney Company.

Packaging

• focusing on food packaging, health care and pharmaceutical packaging, and industrial packaging. Sample job titles: Packaging Engineer, Quality Control Coordinator, Laboratory Manager, and Package Designer. Companies that hire for these positions: Coca-Cola Co., Hershey Chocolate USA, Johnson and Johnson, 3M, IBM Corp., and Amway Corp.

Horticulture

• focuses on the science and art concerned with culture, marketing, and utilization of high value, intensively cultivated fruits, flowers, vegetables, and ornamental plants. Sample job titles: Retail Manager, Landscape Designer, Entrepreneur, Florist, Contractor, Nursery Grower, and Nursery Stock Buyer. Companies that hire for these positions: Gerber, Mawby Fruit Farms, Ball Corporation, and Pan American Seed.

Forestry

• focuses on the science and art of managing natural resources that occur on forest lands. Sample job titles: Forester, Forest Ranger, Consulting Forester, District Ranger, Arborist, Naturalist, Timber Buyer, and Forest Nursery Manager. Companies that hire for

these positions: The Mead Corporation, John Hancock Financial Services, City Governments, and USDA Forest Service.

Food Science

• focuses on the development of new foods, investigation of new production and processing methods, and researching ways to insure a safe, nutritious and economical food supply. Sample job titles: Food Technician, Laboratory Technician, Food Chemist, and Quality Control Manager. Companies that hire for these positions: PepsiCo, Kraft/General Foods, Hygrade Food Products, Kellogg Company, General Mills, Pillsbury, and Heinz USA.

Fisheries and Wildlife

• focuses on environmental management, conservation, and wildlife ecology and management. Sample job titles: Land Management Specialist, Water Quality Specialist, Habitat Specialist, and Fish Hatchery Manager. Companies that hire for these positions: US Forest Service, Bureau of Land Management, State and local divisions of surface water quality, land and water management, and US Fish and Wildlife Services.

Why do we celebrate National Ag Day?

March 20 marks the first day of spring. It falls during National Ag Week, March 15 through 21, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by agriculture.

Why would individuals involved in agriculture volunteer time and energy to celebrate National Ag Day?

If you're reading this, that question is probably moot! Like you, the Agriculture Council of America and its supporters are committed to increasing public awareness about American agriculture. As

the world population soars, there is even greater demand for the food and fiber produced in the United States.

The National Ag Day program believes that every American should:

- understand how food, fiber and renewable resource products are produced.
- value the essential role of agriculture in maintaining a strong economy.
- appreciate the role agriculture plays in providing safe, abundant and affordable products.
- acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

Ag Council's purpose explained

The Agriculture Council of America is an organization uniquely composed of leaders in the agriculture, food and fiber communities dedicated to increasing the public awareness of agriculture's vital role in our society. The Agriculture Council of America and the National Ag Day program was started in 1973.

Core Values
The Agriculture Council of America believes that every American should:

- Understand how food and fiber products are produced.
- Appreciate the role agriculture plays in providing safe, abundant and affordable products.
- Value the essential role of agriculture in maintaining a strong economy.
- Acknowledge and consider career opportunities in the agriculture, food and fiber industry.

Key Initiatives


The primary focus of the Agriculture Council of America is to conduct the National Agriculture Day Program which occurs on the first day of Spring each year.

Strategic Priorities
The Agriculture Council of America will:

- Support and encourage programs and activities in observance of National Agriculture Day by organizations, companies and individuals.
- Provide planning information and materials in support of National Agriculture Day programs and activities.
- Inform trade and general media about National Agriculture Day and provide information to increase awareness.
- Involve the agricultural public relations community in support of National Agriculture Day.

Administration
• The Agriculture Council of America is a not-for-profit (501-c-6) organization and maintains the Agriculture Council of America Education Foundation which is an educational foundation (501-c-3) organization. These organizations are supported through a management contract with the National Agri-Marketing Association.

Funding explained
To accomplish its purpose, the Agriculture Council of America receives funding from companies, associations, foundations and individuals. Contributions to the Agriculture Council of America are not tax deductible under the policies of the U.S. Internal Revenue Service. Contributions to the Agriculture Council of America Education Foundation may be tax deductible. Contributors are encouraged to consult a tax advisor.



We Celebrate National Ag Week and Recognize the Contributions of Agriculture

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Aaron Herman, (standing), Assistant Vice President
Doug Ray, (seated), Vice President

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