

Education and Workforce Sub-committee
Ideas to Enhance the Wisconsin Farm Workforce

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Enhance the Image of Agriculture as a Career Opportunity

- Wisconsin government departments with responsibilities in agriculture, the environment, and labor collaborate to promote ideas and legislation that enhance agriculture, the environment, and society instead of fighting in public and in the courts.
- Develop and deliver a public relations program promoting the positive attributes of agricultural employment.

Expand and Improve the Supply and Skills of the Agricultural Workforce

- Provide additional funding and support for workforce development programs including those offered by extension, technical colleges, the Farm and Industry Short Course, and agricultural industry organizations.
- Support improvements in and awareness of legal immigration programs (H-2A, TN Visas, and other programs).

Enable Farm Businesses to be Better Employers

- Fund and provide leadership for a campaign (coordinated multi-media and blended learning offerings) to enhance the recruitment and selection skills of farm businesses.
- Support efforts like the UW-Extension Farm and Risk Management Team HRM workgroup to improve the human resource and organizational development skills of farm owners, leaders, and managers.
- Identify and publicize compensation opportunities (transportation, daycare, etc.) that compensate for the remoteness and smallness of farm businesses.