

Career Interests + Engagement Paths with Indiana Youth



December 2023



BACKGROUND + OBJECTIVES

- The agriculture industry is challenged with labor shortages and building a future talent pipeline. Current programs are successful in generating future talent that serve predominantly in roles that require a college or post-graduate degree.
- A key priority is to build awareness, understanding, and relevance of the industry as a viable career path for young adults, especially in roles that do not require a college degree.
- Sharing the industry's story, in relatable and relevant ways and providing reasons to believe in a bright future, can help to shift dated perceptions of working in the agriculture industry.
- In early 2023, qualitative research was conducted with HR leaders supporting Indiana Pork producers. Leaders prioritized the importance of reaching talent younger, building a positive reputation for working in the industry and developing more effective programs to increase the talent pipeline.
- HR leaders recommended the industry conduct primary research to understand the interests of Indiana's youth, where the agriculture industry fits in, and how to best connect with them to foster industry understanding and interest.
- In late 2023, quantitative research was conducted to gauge the needs and interests of Indiana youth and young adults, ages 13-18. These results will be used to identify actions the Agriculture industry can take to better engage youth through relevant programs and investments.

Survey Methodology



MODE

Online Survey



LENGTH

13 minutes



DATES

Oct 27 – Nov 24, 2023



GEOGRAPHY

Indiana



AUDIENCE

Young people ages 13-18 that live in IN

Total sample: n=468



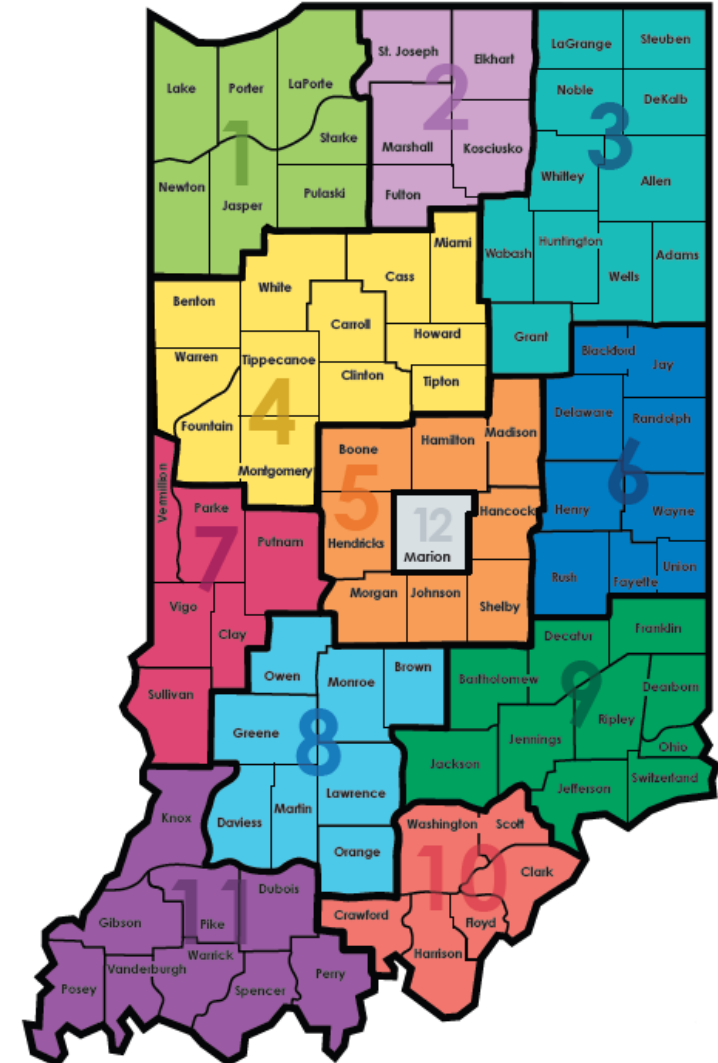
QUOTAS

Representative quotas on:

- ✓ Gender
- ✓ Age
- ✓ Region
- ✓ Public vs private school

Note:

- North region (n=154) composed of: Regions 1+2+3
- Middle region (n=203) composed of: Regions 4+5+6+7+12
- South region (n=92) composed of: Regions 8+9+10+11



Key Findings

1

The majority of Indiana youth are uncertain about their future career pathway; no one industry dominates their consideration. Few (10%) reject the idea of a future in Agriculture and 14% consider it among their top three choices.

2

Head-to-head, Indiana youth prefer some type of skills-based or on-the-job training path versus pursuing a college degree. College intention increases with age; it is important to engage youth early, in years 13-15.

3

A portion of youth who are uncertain about career interests are drawn toward imagery that represents roles in Agriculture. This group, in addition to those who consider Agriculture, creates a total size of 31% of Indiana youth (13-18) as a priority target for its future talent pipeline.

4


To meet youth where they spend their time today, the Agriculture industry needs a greater presence in social media. Youth seek social media stories where current employees share their experience as well as Apps that educate youth on the industry via engaging content and virtual job shadowing.

5

Younger youth (13-15) are interested in programs that focus on broader industry exposure, such as Talent Tours, Shadows and Talks. Older youth (16-18) seek more hands-on exposure through internships, mentoring, and talent challenges. Current Agricultural groups (FFA, AFA, etc.) and engaging schools (CTE courses, career days, field trips) are important to continue to promote.



Detailed Findings



What do youth envision for their futures when it comes to education and career?

What landscape of interests is Ag playing in?

Section Summary

Over half of Indiana youth currently prefer some type of skills based training or on-the-job learning path while a third solidly prefer pursuing a college degree. Interest in a 4-year degree increases with age.

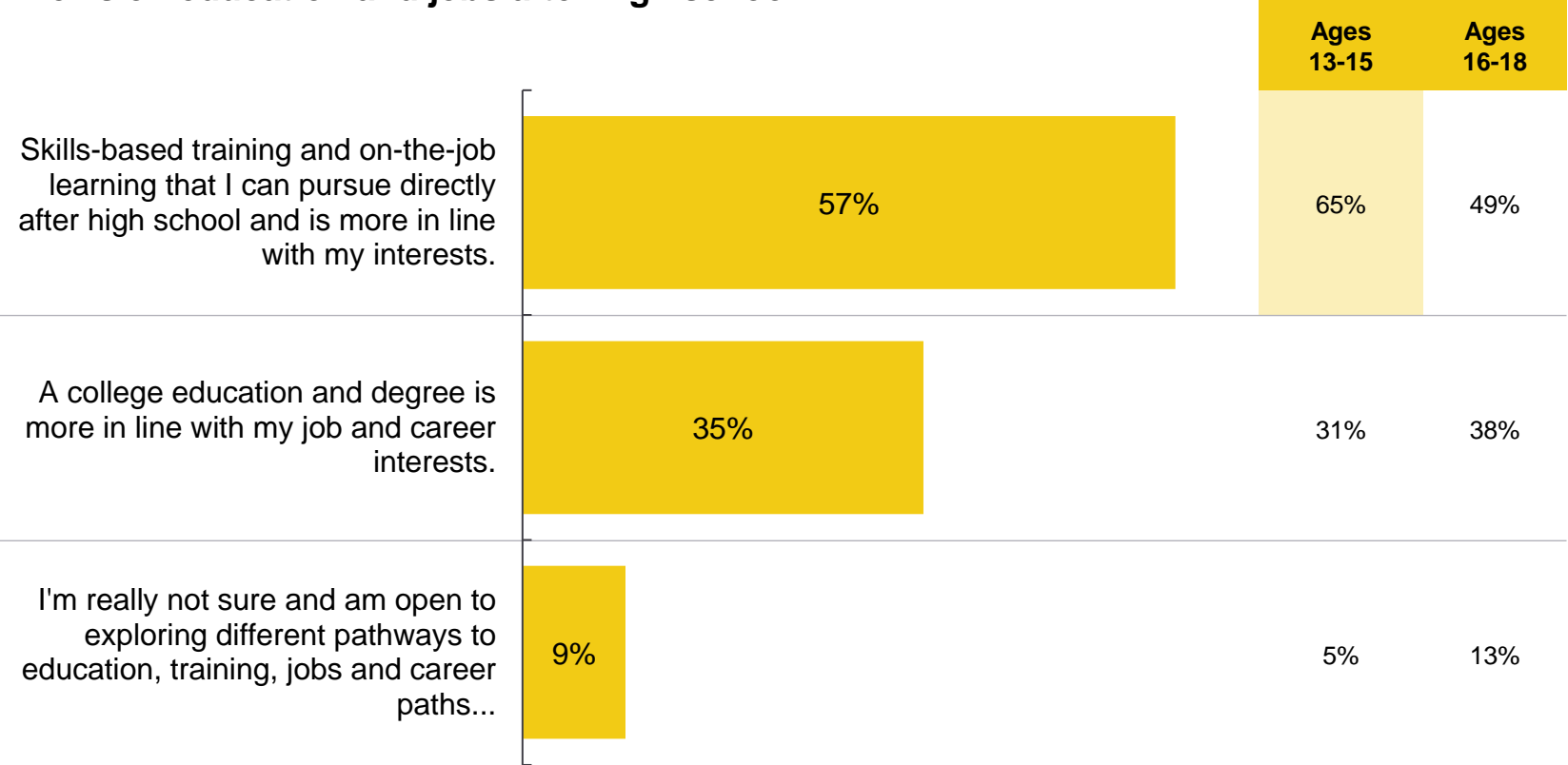
This is consistent with the trends in the state of Indiana, where the college going rate in the state has reached its lowest point in recent history. The state attributes the decline to many factors; including cost, the value of a college education, family obligations, lack of support, stress, and the pandemic. However, this trend may create opportunity for the agriculture industry as more of today's youth seek a variety of more immediate opportunity for career engagement and on-the-job learning.

When it comes to their future careers, Indiana youth lean towards pathways with flexibility, problem-solving focus, caring for and serving others, working with their hands, and working with others as a top desires.



Head-to-head, more youth prefer some type of skills-based training path versus pursuing a college degree.

Views on education and jobs after high school



13-15 youth are more likely to feel that **skills based / on the job learning** is more aligned with their future job / career interests. This view declines with age.

Base: All Respondents (n=468); Ages 13-15 (n=234); Ages 16-18 (n=234)
 Q255. For you personally, which of the following best describes your view on education and jobs after high school?

When offered multiple paths to pursue, most youth show interest in a variety of learning routes outside a 4-year degree.

Likely to pursue post-high school		Ages 13-15	Ages 16-18
College / University for a 4-year degree	40%	28%	52%
Internship	24%	25%	22%
Online education in topics of interest	23%	24%	22%
Entrepreneurship – starting my own business	21%	21%	20%
Apprenticeship opportunities to learn a trade or job under another professional	21%	20%	22%
Skilled Trade Certificates – Mining, welding, plumbing, electrician, machine operator, mechanic, toolmaker	20%	24%	17%
Short courses – one off class focused on a specific topic instead of several classes focusing on multiple topics	19%	20%	17%
Technical / Trade school	18%	22%	14%
Jobs that don't require further education	17%	20%	14%
Community college or a 2-year degree	17%	19%	14%
Military service	11%	11%	12%
None of the above	5%	4%	6%

Interest in a **college degree** increases with age – it is important to engage youth early.

Mean: 2.35

Base: All Respondents (n=468); Ages 13-15 (n=234); Ages 16-18 (n=234)
 Q225. Which of the following, if any, are you likely to pursue or have pursued following high school? Please select all that apply.

Youth lean towards future job pathways with flexibility, problem-solving, caring for and serving others, working with their hands, and working with others.

Wants for future job / work

		Ages 13-15	Ages 16-18
Having flexibility with my work schedule	33%	28%	38%
Working with ideas, coming up with solutions to problems	30%	23%	37%
Caring for people and their needs	29%	25%	33%
Working with my hands and learning that way	28%	23%	33%
Working in a group setting	27%	23%	30%
Working to serve others	25%	20%	29%
Doing routine and organized work	24%	17%	31%
Working outdoors	24%	26%	23%
Working indoors	24%	24%	23%
Working with tools and machines	23%	24%	22%
Having structure and more defined work schedules	20%	20%	20%
Working individually	20%	17%	22%
Working with numbers, precision, and detailed information	19%	20%	18%
Working to help things (plants and animals) grow	18%	20%	16%
Working in food production	18%	18%	19%

Mean: 3.62

Ages 13-15 aren't as definitive in their desires.

Ages 16-18 are more likely than 13-15 to seek **flexibility, solving problems, working with their hands, and doing routine work.**



Where does Ag fit in today?
Who are the best targets for the industry?



Section Summary

Ag has competition for youth interest, particularly with Communications, Business, Healthcare, STEM and Education pathways.

However, only one-in-ten outright reject Ag as a potential career path while 14% of Indiana youth include Ag in their top three areas of interest.

The majority of youth are Neutral to Ag and every other industry – indicating both tremendous uncertainty towards their future but also openness to explore various paths. Even so, a subset of neutrals have Ag leanings and can also be prioritized for focus and further engagement.

Interest in Ag wanes with age, so it is important to connect with them early. As Indiana youth have high interest in alternatives to college, helping them find and have confidence in Ag as a path is an important goal.

When presented with various images of future work environments, office/desk, healthcare, retail food and tech are more dominant than animal or crop agriculture.

Imagining future job / career



Summary:
Working alone at desk

28%



Summary:
Working with a team in an office

24%



Summary:
Working in food industry

21%



Summary:
Working in a hospital

20%



Summary:
Working with household pets

19%



Summary:
Working in tech

18%



Summary:
Working in engineering / architecture

17%



Summary:
Working with plants

17%



Summary:
Working indoors with machinery

14%



Summary:
Working with students in classroom

14%



Summary:
Working with farming animals

13%



Summary:
Working in retail

11%



Summary:
Working with outdoor farming machinery

10%



Summary:
Working with outdoor construction machinery

9%

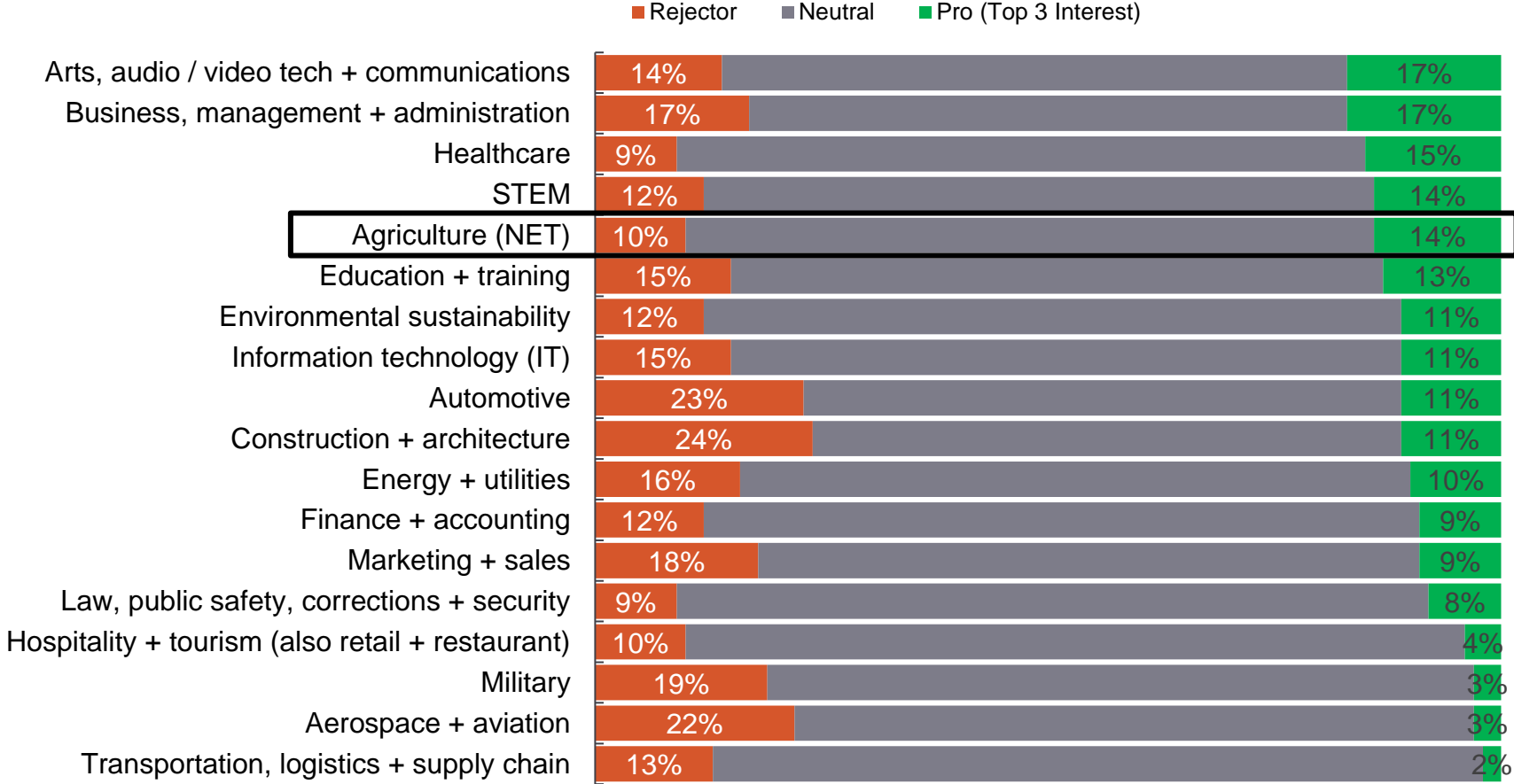


Summary:
Working in transportation

6%

No one industry dominates consideration among Indiana Youth. Communications, Business, Healthcare, STEM, Agriculture and Education have similar presence in the top choices for pathways.

Overall interest in pursuing a job / career in industry



Rejection of Ag is higher among ages 16-18 and females.

Base: All Respondents (n=468)
 Q235. Of the industries and specialties below, which would you NEVER consider pursuing for a job or career? *Please select all that apply.*
 Q235a. Out of the industries or specialties listed, which would you be MOST interested in pursuing a job or career in? *Please select up to three.*

We've sized and profiled Indiana Youth based on their interest in Ag as a career path.



	Ag Rejector (10%)	Ag Neutral (59%)	Ag Leaner (17%)	Ag Pro (14%)
Definition	Would never pursue a job / career in Ag (crops / animals)	Wouldn't reject a career in Ag (crops / animals) AND Ag is not a top three consideration	Ag Neutrals who select career imagery that aligns with Ag, don't plan to pursue college degree and don't intend to leave Indiana.	Would be most interested in pursuing a job / career in Ag (crops / animals) as a top three consideration
Demos <i>Note: Public/private: no differences</i>	<ul style="list-style-type: none"> • More Female than Male • Older (ages 16-18) • Mostly 4-year college intenders • Most likely to intend to leave Indiana after high school 	<ul style="list-style-type: none"> • Less certain of their future interests and pathways • Lean toward indoor imagery for future career, more business and tech oriented 	<ul style="list-style-type: none"> • Slightly More Male Than Female • Skews toward Regions 1, 5, 12 • Stronger interest in jobs that allow them to work with tools and machines, work outdoors, work in food production and structured work / defined work schedules • Stronger interest in a variety of paths other than 4-year college 	<ul style="list-style-type: none"> • Skews toward Regions 1, 3, 4, 5 • Stronger interest in jobs that allow them to work outdoors, work individually, work with their hands and work to help things grow • Majority identify with career images that relate to Ag • Stronger interest in no additional education, 2-year college or internship opportunities

Recommended Audiences of Focus

Ag Pros are more likely to choose imagery that fits Ag career pathways.

Imagining future job / career



Summary:
Working with
farming animals

30%



Summary:
Working with
household pets

27%



Summary:
Working with
plants

26%



Summary:
Working with outdoor
farming machinery

16%



Summary:
Working with outdoor
construction machinery

13%



Summary:
Working in transportation

11%

Ag Pros and Leaners are similar with their peers in seeking a career field they are passionate about, fits their strengths, offers work-life balance and good benefits.

Top 3 benefits most important when thinking about career to pursue

		Ag Pros	Ag Leaners
Is a field I am passionate about	33%	26%	24%
Fits with my skills / strengths	28%	29%	25%
Offers work-life balance	26%	30%	27%
Offers good benefits (i.e., health insurance, 401K match, etc.)	24%	25%	25%
Offers good starting pay	23%	16%	27%
Offers an opportunity to serve others / make the world a better place	20%	18%	10%
Offers opportunity for training and development	20%	29%	22%
Is exciting / high-profile / fast paced	19%	13%	21%
Has a clear path for advancement	19%	16%	15%
Is an in-demand field that offers secure employment	16%	21%	11%
Offers work schedule flexibility	16%	19%	22%
Hybrid / work-from-home option	16%	27%	23%
Doesn't require a college education	10%	15%	12%

Ag Pros are less likely to prioritize a **good starting pay**.

Ag Pros more likely to prioritize benefits are **opportunities for training and development, a hybrid work option and doesn't require a college education**

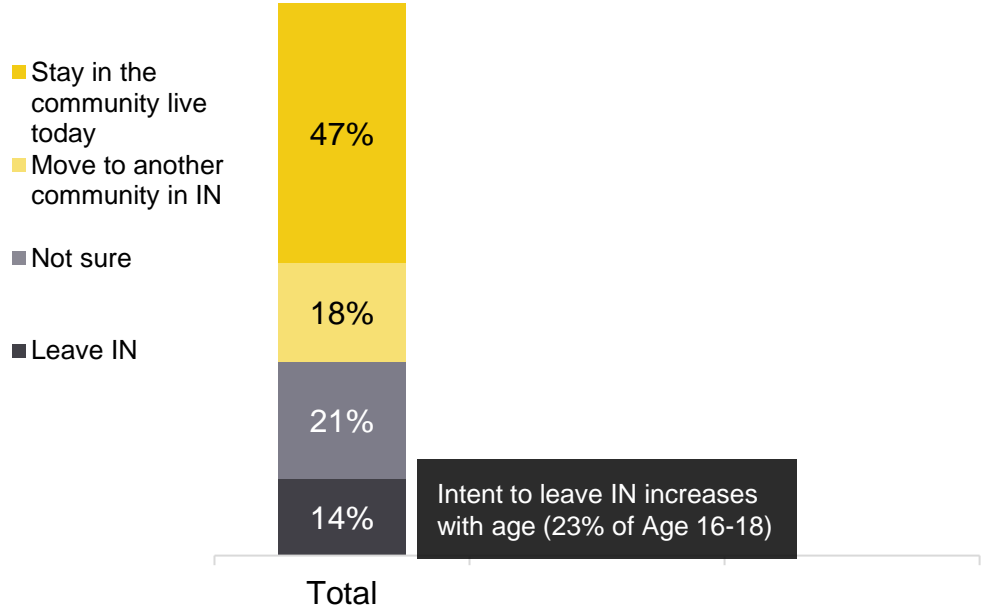
Mean: 2.70

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)

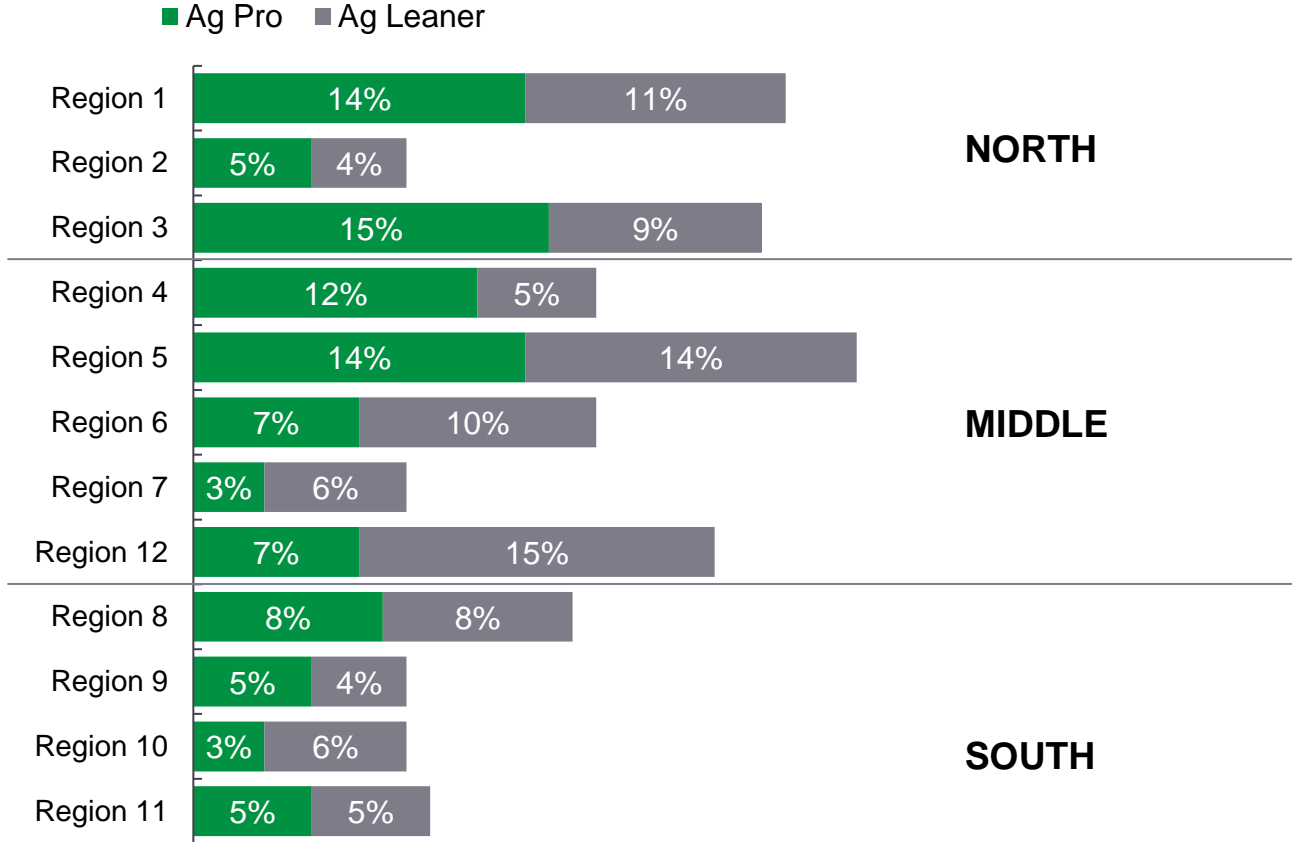
Q250. What are you hoping for in a job or career field? Select up to 3 benefits that are most important to you when thinking about what field to pursue. I want to choose a job or career that...

Majority of IN youth intend to stay in the state – early engagement is needed as intent to leave increases with age.

Post high school future job / career opportunity intentions



Region currently live in



Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)
 Q1015. When it comes to your future job or career opportunities after high school, which of these best fits your intentions?



How can we connect with youth about Ag careers?

Which programs are most appealing?

Section Summary

Most Indiana youth are at least somewhat familiar with Ag as a career, but few are very familiar.

To learn more, they would be most interested in apps with games and quizzes, field trips and social media stories about employees' experiences.

Interest in formal career learning programs is generally high.

- Interest and openness is highest among ages 13-15, so reaching them early is important. Talent Tour is most appealing.
- Interest in these programs is softer among ages 16-18. Internships and co-op experiences are most appealing. CTE courses are also important for Ag Pros in this age group.

Around 1/3 are interested a range of Ag career programs and organizations. Again, younger kids show more interest than older ones. There is also a strong opportunity to engage Ag Learners, who show higher interest.

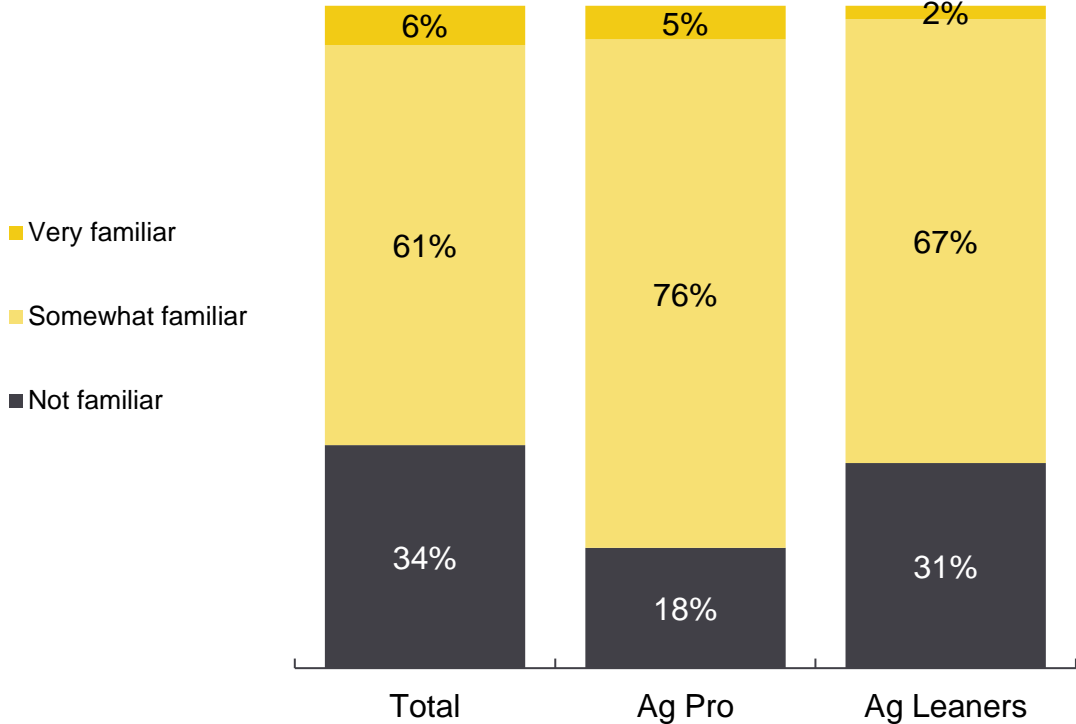


Most youth have at least some familiarity with the Ag industry as a potential pathway; few are very familiar.

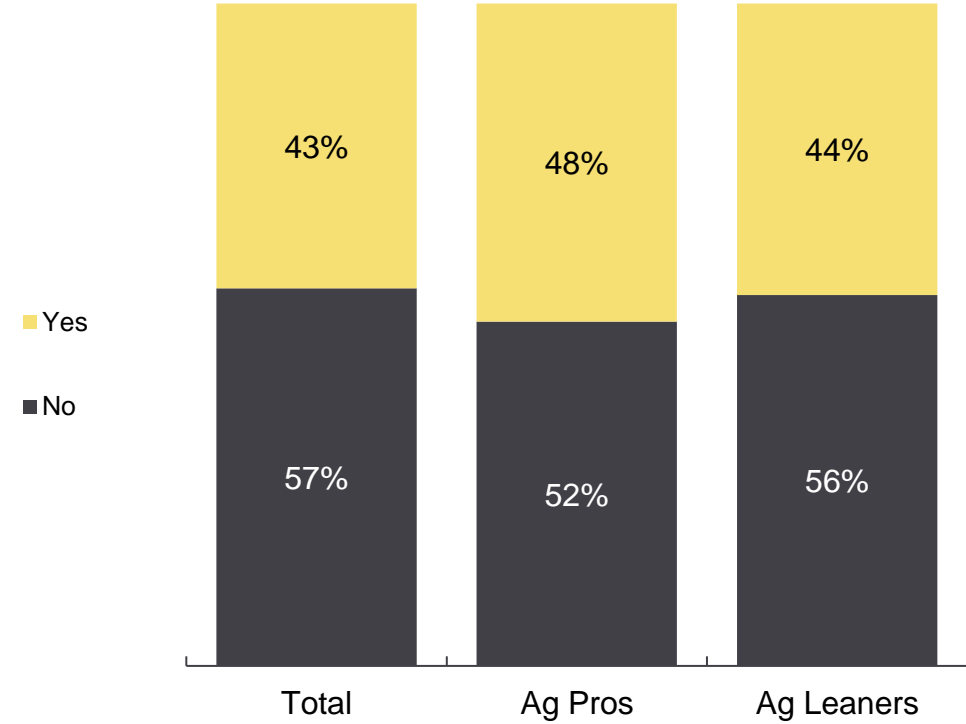
Ag definition given:

When we say agriculture, we are talking about the practice of nurturing plants, raising animals, and producing food, fiber, and other products for human use and consumption. It is a fundamental human activity and a primary driver of civilization and economic development given the crucial role it plays in providing food security and contributing to environmental sustainability. Careers in agriculture involve a wide range of activities, including crop cultivation, livestock farming, forestry, and aquaculture.

Familiarity with Ag industry as potential job or career



Ag industry part of school curriculum

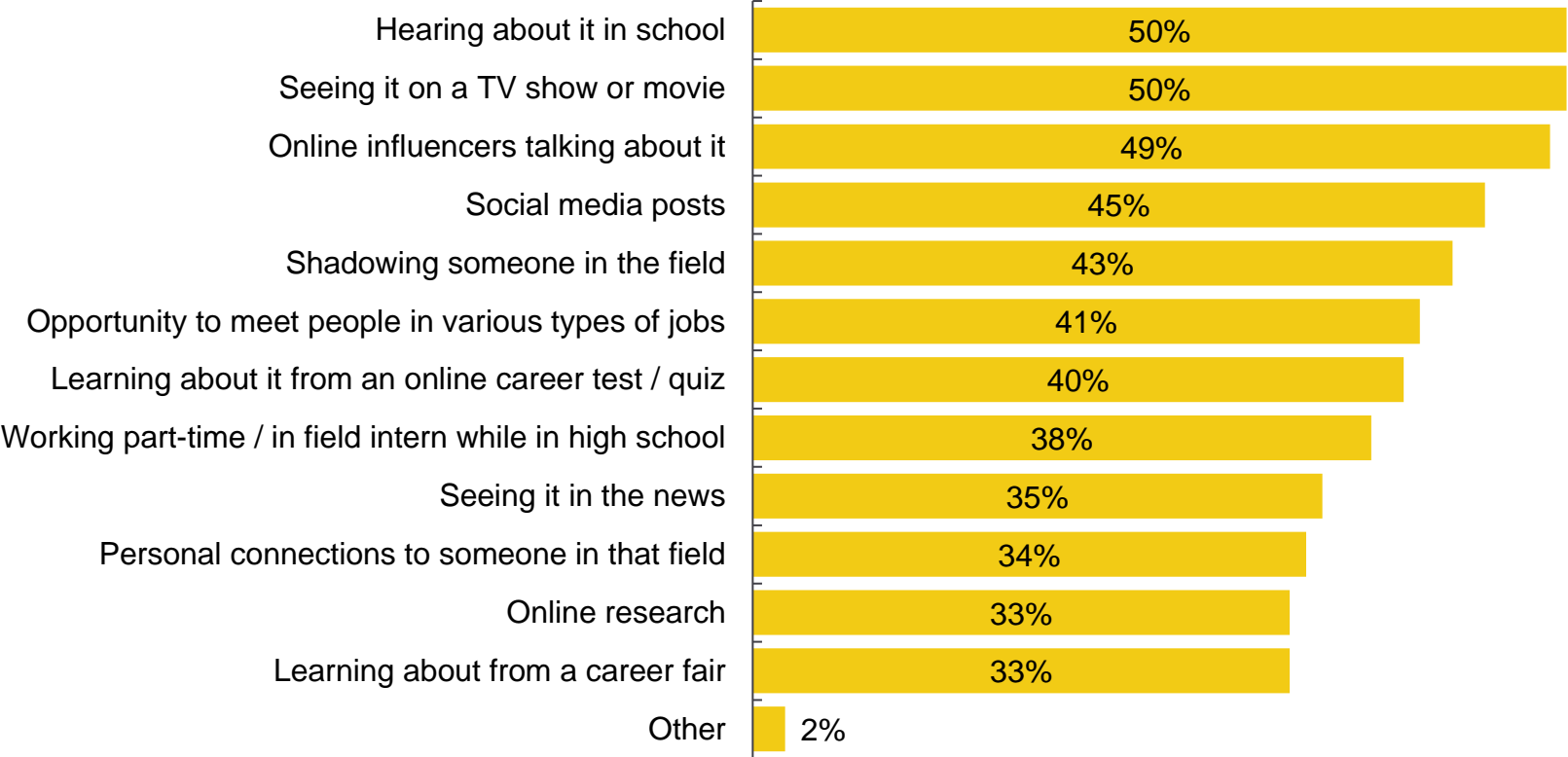


Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)
 Q300. How familiar are you with the agriculture industry as a potential job or career?
 Q310. Has the agriculture industry been a part of your school curriculum?

Youth say they became interested specifically in Ag through a variety of touchpoints, from school, to media, and people associated with the industry.

Influences career industry interest

SUMMARY OF AG CAREER



Base: All Respondents (n=468)

Q240. You mentioned that you would be interested in pursuing a job or career in the following industries: [Q235a RESPONSE]. Which of the following played a role in you becoming interested in pursuing a job or career in this industry?

Ag Pros seek apps, social media stories about Ag employees, and field trips as best ways to increase learning about Ag as a pathway.

Ways to reach out to inform about Ag as a career path

		Ag Pros	Ag Leaners
Exploring the career in an app that has quizzes, virtual job shadowing or educational games	44%	61%	47%
Field trip to observe and shadow the work in action and ask questions	32%	39%	34%
Guest speakers at my school talking about their experience	31%	29%	37%
Seeing stories on social media about employee's experience working in the industry	29%	42%	26%
Working part-time or as an apprentice in this industry	28%	32%	39%
Finding a mentor who works in the industry	25%	26%	36%
Other	2%	-	-
None of the above	11%	5%	6%

Ag Leaners also more open to **guest speakers, working / apprenticeship and mentors.**

Mean: 2.03

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)

Q315. In what ways would you be interested in learning more about agriculture as a career pathway? Please select all that apply.

Programs Tested

Ages 13-15

Program Name	Program Description
Talent Tour	An opportunity to tour a company site or facility to learn more about what a real work environment looks like for a specific field or industry. You can learn about the company, skills needed for the jobs they hire for, and internship and job opportunities.
Job Shadow	An opportunity to visit a business and connect one-on-one with someone at the company to see what a day-in-the-life of their job looks like.
Job Spark / Career Days	Attending an event in which multiple businesses come to your school and have a table to share information about their company. It is an opportunity for you to learn more about careers, the companies who are in your region, and meet business leaders.
Talent Talk	Having an individual come to your classroom to share about their job, their company, and their field. You can learn about what their company does, what they do each day, and what education and training they completed to do that work. This can help you better understand if it is something you are interested in.

There is strong interest in career learning programs among ages 13-15, with Talent Tour being tops for Ag Pros.

Interest in learning more about programs

Ages 13-15

■ Somewhat interested ■ Very interested Interested (NET)

SUMMARY OF VERY INTERESTED

Already / Have Been Involved

Ag Pros

Ag Leaners

Program	Somewhat interested	Very interested	Interested (NET)	Already / Have Been Involved	Ag Pros	Ag Leaners
Talent Tour	48%	48%	96%	-	62%	36%
Job Shadow	48%	46%	94%	2%	45%	55%
Job Spark / Career Days	49%	42%	92%	4%	42%	49%
Talent Talk	53%	37%	90%	4%	36%	43%

Ag Pros are most interested in the **Talent Tour** program

Ag Leaners are more interested in **Job Shadow, Job Spark / Career Days** and **Talent Talk**

Base: Ages 13-15 (n=234); Ages 13-15 + Ag Pro (n=35); Ages 13-15 + Ag Leaners (n=47)

Q260. How interested, or not, are you in learning more about each of the following?

Programs Tested

Ages 16-18

Program Name	Program Description
Modern Apprenticeship (MAP) program	A two- to three-year program designed to prepare high school students for the workforce with paid, hands-on experience that complements their traditional coursework. Afterward, students can continue on to a college degree or jump right into the workforce.
Internship and Co-op Experiences	Short-term jobs and part-time work in a real-world setting for real pay. The experiences allow you to gain experience, build employability and technical skills, and make connections in an area of interest.
Talent Challenge	Working with a small group of students to solve a real-world problem or a challenge presented by an employer. You then create and deliver a presentation on your proposed solutions to the employer.
Talent Mentor	An opportunity to meet with an adult professional to have a partner in exploring potential careers and related education and training. Your mentor would serve as a career resource and can share guidance around workplace, careers, and education.
Career Prep	An opportunity to meet with volunteers from local employers to practice applying for an internship, part-time, or full-time job by participating in a practice interview or a resume review.
Career & Technical Education (CTE) courses	High school courses that provide hands-on, skills-based education to prepare for a career or further education in a variety of fields.

Interest in career programs is a little softer among 16-18, but still reasonably high.

Interest in learning more about programs

Ages 16-18

SUMMARY OF VERY INTERESTED

	Somewhat interested	Very interested	Interested (NET)	Already / Have Been Involved	Ag Pros	Ag Leaners
Internship and Co-op Experiences	36%	48%	85%	6%	32%	49%
Talent Mentor	44%	41%	85%	4%	42%	31%
Career Prep	47%	38%	85%	6%	41%	45%
Career & Technical Education (CTE) courses	39%	38%	78%	5%	47%	49%
Talent Challenge	42%	32%	74%	4%	30%	53%
Modern Apprenticeship (MAP) program	42%	32%	74%	2%	34%	40%

Ag Pros more interested than Leaners in **Talent Mentor**.

Ag Pros and Leaners are more interested than other youth in the **CTE Courses**

Ag Leaners are more interested than Pro's in **Internships and Talent Challenge**.

Base: Ages 16-18 (n=234); Ages 16-18 + Ag Pro (n=30); Ages 16-18 + Ag Leaners (n=35)
 Q265. How interested, or not, are you in learning more about each of the following?

Organizations + Programs Tested

Program Name	Program Description
FFA	Dynamic youth organization in the United States that focuses on agricultural education, leadership development, and personal growth
4-H	Youth development program that offers a range of projects, including agriculture, STEM, leadership, and community service; Provides hands-on learning experiences for youth and often includes agricultural components
National Young Farmers Coalition (NYFC)	Organization that advocates for young and beginning farmers in the United States; Provides resources, support, and advocacy for those pursuing careers in agriculture
Agricultural Future of America (AFA)	Organization that focuses on developing young leaders in agriculture; Offers programs and events that connect students with industry professionals and provide leadership development opportunities
Young Farmers and Ranchers Programs	State programs that offer leadership development, networking, and educational opportunities for young people involved in agriculture
National Junior Horticultural Association (NJHA)	Organization for young people interested in horticulture and gardening; Provides education and networking opportunities related to horticultural sciences
Junior livestock competitions	Events where young people usually aged 21 and under compete with other youth exhibitors in presenting an animal they have raised to be compared to other animals (market or breeding show), demonstrating skills associated in animal production (skillathon), and animal evaluation skills (judging)
Career & Technical Education (CTE) courses in Agriculture	High school courses that provide hands-on, skills-based education to prepare for a career or further education in agriculture

Opportunity exists to increase exposure to existing Ag programs, taking advantage of high interest among Ag Pros and Leaners.

Interest in learning more about programs

■ Somewhat interested ■ Very interested Interested (NET)

SUMMARY OF AG PRO

SUMMARY OF AG LEANER

	SUMMARY OF AG PRO			SUMMARY OF AG LEANER		
Young Farmers and Ranchers Programs	57%	35%	92%	49%	45%	93%
Career & Technical Education (CTE) courses in Agriculture	50%	39%	89%	48%	49%	97%
National Young Farmers Coalition (NYFC)	61%	28%	89%	46%	47%	93%
National Junior Horticultural Association (NJHA)	56%	33%	89%	46%	49%	95%
FFA	48%	40%	88%	44%	51%	95%
Agricultural Future of America (AFA)	46%	41%	87%	50%	42%	91%
Junior livestock competitions	53%	33%	86%	44%	49%	93%
4-H	41%	34%	75%	47%	47%	93%

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)
 Q320. How interested, or not, are you in learning more about each of the following?



What influencers can we leverage?

Section Summary

Outside of family and friends, Indiana youth turn to teachers and professionals in the industry when it comes to decisions around careers and jobs. Ag Pros tend to rely more strongly on people they know.

Indeed and LinkedIn are the job/career websites that youth have engaged with most.



Outside of family and friends, teachers and professionals in the industry are top influences for major career / job decisions.

Influences for guidance on major decisions

		Ag Pros	Ag Leaners
My family	44%	53%	33%
My friends	37%	34%	33%
Teachers	34%	40%	34%
Professionals in careers I'm interested in	29%	21%	28%
Social media	27%	28%	32%
Online research	26%	32%	34%
School counselor	26%	23%	24%
Classmates	23%	30%	23%
Online / social media influencers	21%	22%	13%
Mentors	19%	31%	17%
Co-workers / colleagues	16%	20%	14%
Neighbors	14%	9%	18%
My church	11%	17%	10%
Other	2%	3%	-
None of the above	3%	-	4%

Ag Pros are more likely to turn to **people they know / are in their network** when it comes to making a career / job decision.

Mean: 3.33

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)

Q230. Who do you turn to for advice on major decisions, such as jobs and career choices? Please select all that apply.

Top platforms / resources used when searching for jobs / career opportunities are Indeed and LinkedIn.

Platforms / resources used to search for jobs / career opportunities

		Ag Pros	Ag Leaners
Indeed	38%	49%	41%
LinkedIn	36%	45%	33%
Glassdoor	18%	17%	23%
ZipRecruiter	16%	18%	2%
Handshake	13%	25%	15%
Monster	12%	11%	10%
Company websites	11%	14%	16%
CareerBuilder	10%	9%	4%
Snagajob	9%	8%	8%
State job boards	9%	9%	14%
Temporary staffing agencies	8%	10%	8%
Other	9%	-	2%
Never used or explored for jobs or career opportunities	25%	20%	21%

Mean: 2.05

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81); Ages 13-15 (n=234); Ages 16-18 (n=234)
 Q1005. Have you ever used or explored the following when searching for jobs or career opportunities? Please select all that apply.



What other youth interests can we connect with?

Section Summary

Music, movies/TV, social media and video games are of course popular free time activities with youth. There is opportunity to connect with Ag Pros through their above-average interest in spending time with animals/pets, cooking and building things.

Ag Pros are more passionate about animal welfare, nature & outdoors, the environment, and mental health.

Top school club involvement areas are music/band, nature related, language and newspaper.



Top 3 social media platforms youth use are Instagram, TikTok and Snapchat.

Social media platform usage

	Use (NET)		SUMMARY OF DAILY USE (NET)				
	Occasionally use	Use every day / frequently	Ag Pros	Ag Leanners	Ages 13-15	Ages 16-18	
Instagram	24%	69%	93%	64%	70%	60%	78%
TikTok	36%	57%	93%	57%	64%	41%	74%
Snapchat	32%	61%	93%	53%	65%	52%	70%
Facebook	41%	46%	87%	48%	60%	44%	47%
Twitter (X)	51%	27%	78%	43%	37%	31%	22%
WhatsApp	23%	51%	74%	48%	67%	61%	41%
LinkedIn	32%	37%	69%	45%	37%	55%	19%
Pinterest	41%	23%	64%	39%	23%	22%	23%
Discord	42%	16%	58%	22%	14%	14%	18%
Threads	33%	20%	53%	21%	29%	24%	16%
Reddit	38%	13%	51%	8%	14%	14%	11%
GroupMe	9%	6%	15%	8%	5%	1%	12%

Youth ages 16-18 are heavier users of social media.

Ag Leanners are more likely than Pro's to use **WhatsApp and Facebook**,

Ag Pro are more likely than Leanners to use **Pinterest and Discord**.

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leanners (n=81)
 Q205. How often do you currently use the following social media platforms?

Top topics youth care about are education, health & wellness and tech & innovation – Ag Pros care more than others about Animal Welfare, Nature, Mental Health and the Environment.

Topics that youth care and are passionate about

		Ag Pros	Ag Leaners
Education	35%	23%	33%
Health and wellness	33%	25%	26%
Technology and innovation	26%	26%	27%
Mental health awareness	24%	31%	16%
Social justice and equity	22%	21%	22%
Investing and finances	20%	20%	27%
Nature and outdoors	20%	38%	16%
Travel	20%	20%	18%
Animal welfare	20%	39%	22%
Starting / running my own business	19%	15%	19%
Sustainability	18%	17%	14%
Culture	17%	19%	20%
Food production and quality	16%	21%	25%
Climate change and environmental conservation	16%	22%	19%
None of the above	4%	-	6%

Mean: 3.09

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)

Q1000. Which of the following, if any, are topics you care about and are passionate about? Please select all that apply.

Over half spend their free time listening to music, watching TV or playing video games. Ag Pros skew higher on time with animals while Ag Leaner's play sports.

Free time activities outside of school

		Ag Pros	Ag Leainers
Listening to music	63%	75%	57%
Watching movies / TV / videos / streaming	52%	50%	51%
Playing video games	51%	52%	55%
Engaging with social media	48%	38%	41%
Reading	45%	44%	37%
Hanging out with friends	42%	47%	32%
Shopping online	40%	33%	30%
Playing sports	39%	30%	51%
Being with pets / animals	37%	43%	19%
Shopping in person	37%	38%	38%
Fitness / gym	33%	42%	29%
Cooking	27%	35%	27%
Working / earning money	24%	11%	23%
Attending special events (concerts, sporting events, fairs)	22%	23%	24%
Participating in clubs	20%	22%	23%
Being in the outdoors / nature (hiking, fishing, hunting)	18%	20%	13%
Cultural activities (museums, history)	16%	15%	18%
Gardening	11%	8%	8%
Wood-working or creating / building things	9%	14%	12%
Volunteering	8%	3%	14%
Working on cars	7%	8%	10%
Other	1%	2%	-

Mean: 6.50

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leainers (n=81)

Q200. What do you do in your free time / time outside of school? Please select all that apply.

Music/theater/band is the top club or activity that youth participate in. Nature is strong for Ag Pros and Leaners.

Clubs and activities participate in

		Ag Pros	Ag Leaners
(NET) Nature	32%	36%	41%
Outdoors	20%	24%	17%
Agricultural clubs	15%	16%	26%
Music / theater / band	32%	41%	32%
Language	25%	20%	31%
Newspaper or yearbook	22%	30%	24%
Honor society	20%	24%	24%
Debate / quiz	19%	15%	25%
Religious	18%	25%	15%
Policy / issues	16%	19%	18%
Community service / charity	14%	13%	25%
Student government	14%	10%	12%
Multicultural or international	12%	15%	22%
Other	3%	5%	2%
I do not participate in clubs or activities	21%	13%	20%

Mean: 2.51

Base: All Respondents (n=468); Ag Pros (n=65); Ag Leaners (n=81)

Q210. What kinds of clubs or activities do you participate in? Please select all that apply.

Recommendations

We recommend a work session in early January to immerse teams in these insights, brainstorm actions, and prioritize future investments to increase the talent pipeline. Recommendations from the work session can be used, in conjunction with supporting insights, to share in respective Q1 industry board discussions. We suggest three key areas below as a starting point on action planning.

Increase Social Media Presence

Partner with producers to identify younger employee spokespersons who can share their pathway and story of Agriculture in social media, highlighting tech advances, environmental stewardship, and care in helping crops and animals to grow. Social media posts should tag places and groups where youth spend their time, as well as industry influencers, to ensure visibility. The Agriculture industries should also consider utilizing apps to engage youth.

Identify Pilot Programs In Key Regions

The Ag Pro segment, those that select Ag as a top three consideration for a career, skew slightly higher in Indiana Regions 1 and 3 in the North, 4 and 5 in the Middle, and 8 in the South. Consider developing and piloting a Talent Tour program targeting the younger youth (13-15) with at least one producer in the North, Mid, and South regions. Regions 5 and 12, more urban/suburban areas, skew toward Ag Leaners. This may be a key area to pilot more hands-on outreach with youth aged 16-18 via internships, talent challenges, and mentoring opportunities.

Engage Educators

Teachers and Middle/High School administrators remain key for continued partnership, support for CTE Ag courses, guest speakers in the classroom and key clubs, field trips and participation in career days.

Thank
You

