

AG
Careers.com

2010 Agribusiness Job Report

U.S. Edition

2010 Agribusiness Job Report

Highlights

Unemployment rates across the United States remained high in 2010 at well over nine percent. However, AgCareers.com experienced a significant 23% increase in jobs posted in 2010. The agriculture, food, biotechnology and natural resources sectors appear to have plenty of available positions and are increasing their usage of online job boards, such as AgCareers.com.

The following pages provide a review of trends from 2010. Statistics and information are based on analysis of jobs posted on the site, feedback from client surveys and analysis of job seeker traffic on the AgCareers.com website.

Key findings:

- Total number of job postings in the United States and Canada were over 36,000, up 23% from 2009. Job posting activity in 2010 increased significantly in the last five months of the year. Jobs are posted throughout the United States and Canada with the largest number of jobs posted in the Midwest region of the United States with nearly 22,000 jobs (up 15% from 2009).
- Jobs posted ranged in industry type, such as agronomy, biotechnology, equipment/machinery, etc., which appeal to a large audience of job seekers. Another contributing factor to the large number of job seekers is the variety of career types, from sales/marketing, to production.
- Jobs posted require a wide array of education levels. Forty-seven percent of jobs posted required a bachelor's degree or higher, while 19% of posted jobs required a minimum of a high school diploma. Ten percent required a skilled trade certificate, while 24% required a college/associates diploma.
- 2010 total job views were up 11.7% over 2009, reaching over 7.5 million.
- Through our 'Recommend this Job to a Friend' program, over 12,000 jobs were forwarded to family and friends in 2010, up 16% from 2009.
- Nearly 60% of job seekers on AgCareers.com had more than three years of experience in 2010, the same percentage as 2009.
- The majority of job seekers on AgCareers.com had at least an education level of bachelor's degree or higher (58%). However, in line with growth of job postings in 2010 from employers seeking technically trained candidates, we also saw an increase in applicants at this education level (high school increased from 4% to 12% and technical/associates/skilled trade increased from 11% to 15%).

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About AgCareers.com

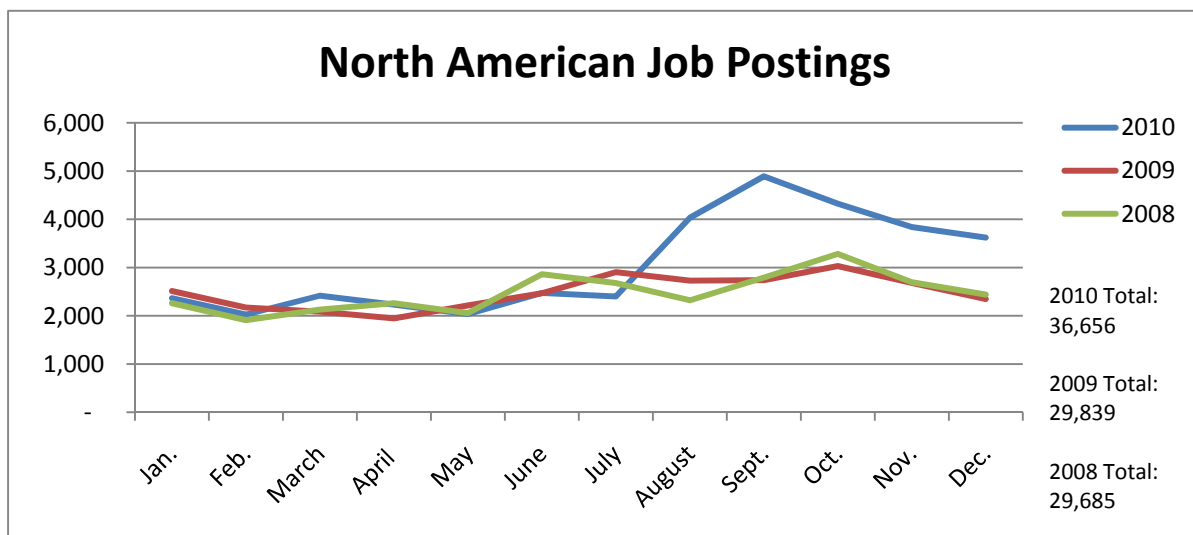
AgCareers.com is the leading online job board for agriculture, food, biotechnology, and natural resources. We are dedicated to bringing together employers and job seekers through a targeted, online job board. With more than 3,000 new jobs posted each month from agribusiness companies, it is easy to see why job seekers continue to use AgCareers.com as their top job search strategy. Although it is recommended, job seekers do not have to create an account with AgCareers.com in order to search or apply to jobs. If they choose to create an account, they may post their resumes for companies to search and seek them. The AgCareers.com site averages 48,600 unique users each month. More than 9,000 job applications pass through the AgCareers.com system on average each month.

We are focused on attracting active job seekers as well as passive job seekers through our weekly e-newsletter, which is distributed to more than 131,000 people each week (a growth of 9% in 2010). AgCareers.com services companies throughout the United States, Canada, Australia, New Zealand, Europe, and a growing international presence.

Trends

Comparing total North American jobs posted for the past three years, you'll see a yearly increase with the most significant increase in 2010 (up 23%) as seen in Figure 1. More employers are posting their available jobs on AgCareers.com with a definite upward trend in the last five months of the year. In 2010, AgCareers.com averaged over 3,000 new jobs posted each month, up from 2,500 in 2009.

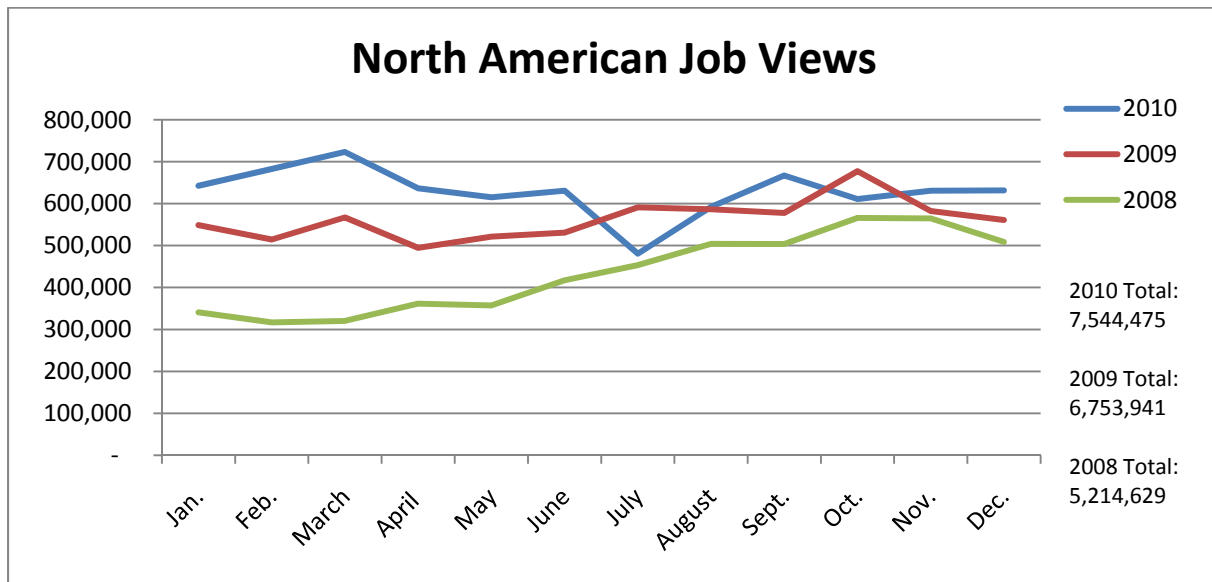
Figure 1.



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Similar to job postings, job views have steadily increased over the past three years as shown in Figure 2. 2010 total job views were up 11.7% over 2009, growing to over 7.5 million. Just over 7 million of those job views were in the United States. Each job posting averaged more than 200 views. The AgCareers.com site averaged 628,706 job views each month in 2010, an increase of almost 66,000 views as compared to 2009. The highest number of job views in 2010 was seen in the first quarter, in contrast to previous years where the largest months were in the latter half. The strong growth of the AgCareers.com Weekly E-newsletter subscriptions can be tied to the growth of job views; subscriptions to the newsletter grew 9% in 2010 to over 131,000. Looking into 2011, subscriptions reached 140,000 by April, indicating another strong year of job seeker traffic on the AgCareers.com site.

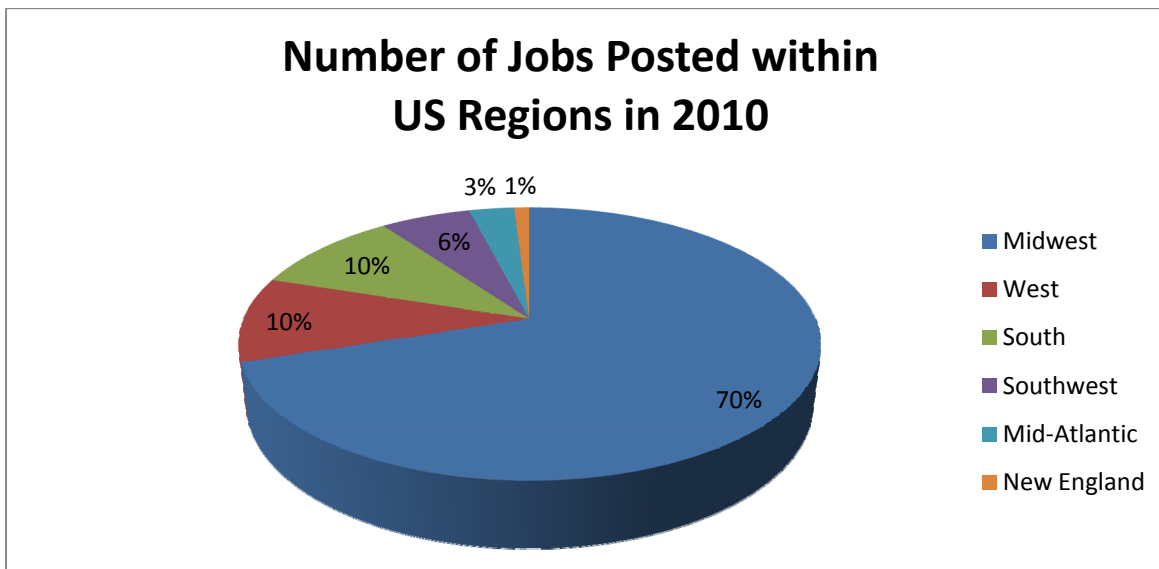
Figure 2.



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AgCareers.com serves clients across North America, with a growing international presence. If we focus our look at the United States, in Figure 3, it is obvious that there was an abundance of jobs located within the Midwest region at nearly 22,000 jobs posted in 2010, or 70% of jobs posted in the United States. Midwest includes the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin. The next largest regions were the West and South at 10% each. See below for a list of states included in each region.

Figure 3.



U.S. Regions

Midwest- IL, IN, IA, KS, MI, MN, MO, ND, NE, OH, SD, WI (up 15% from 2009)

South- AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, VA, WV (up 59% from 2009)

Southwest- AZ, NM, OK, TX (up 35% from 2009)

Mid-Atlantic- DE, MD, NJ, NY, PA (up 34% from 2009)

New England- CT, ME, MA, NH, RI, VT (up 10% from 2009)

West- AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY (up 51% from 2009)

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While we have qualified job seeker traffic throughout the United States, the majority of traffic on AgCareers.com is from the Midwest region or those seeking employment in the states that make up the Midwest region. This is reasonable as applicant location traditionally reflects where the job opportunities reside. Figure 4 shows the top ten ranking states for jobs posted on AgCareers.com in 2010. Iowa overtook Illinois in 2010 for the most jobs posted. Compared to 2009, the number of job postings in South Dakota almost doubled, bumping Ohio out of the top ten. Texas moved up two spots and remains the only non-Midwest state ranked in the top ten. The rest of the states within the top ten remained the same but may have slightly shifted in rank.

Figure 4.

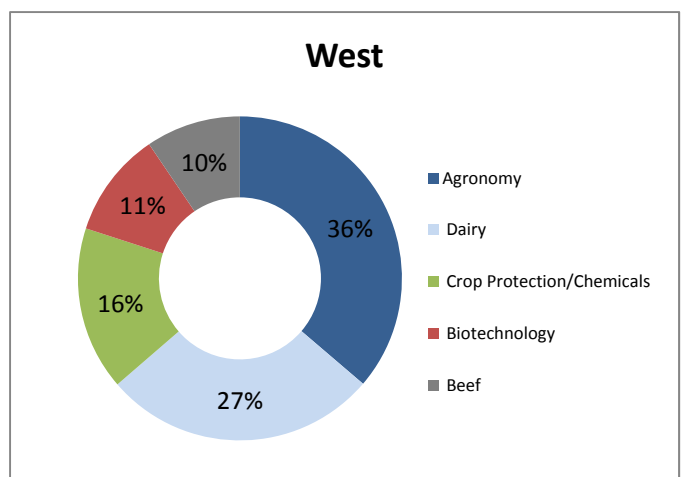
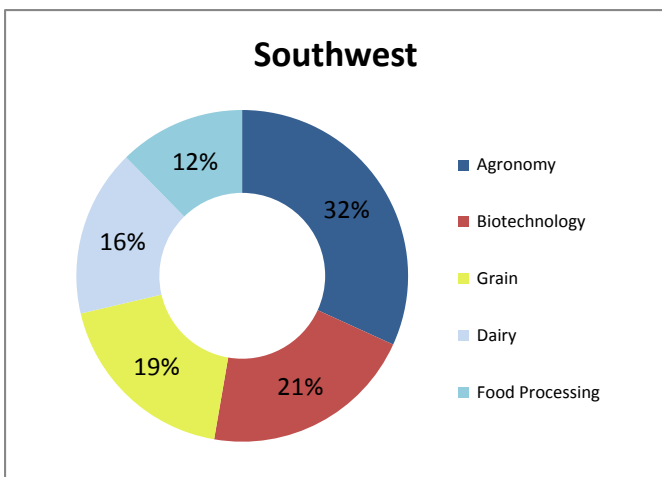
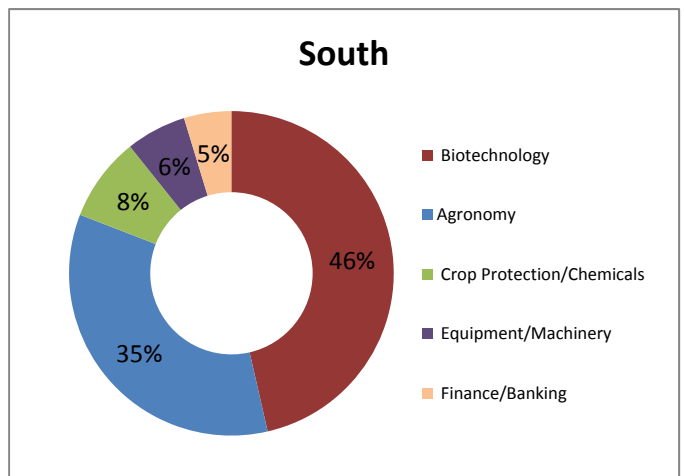
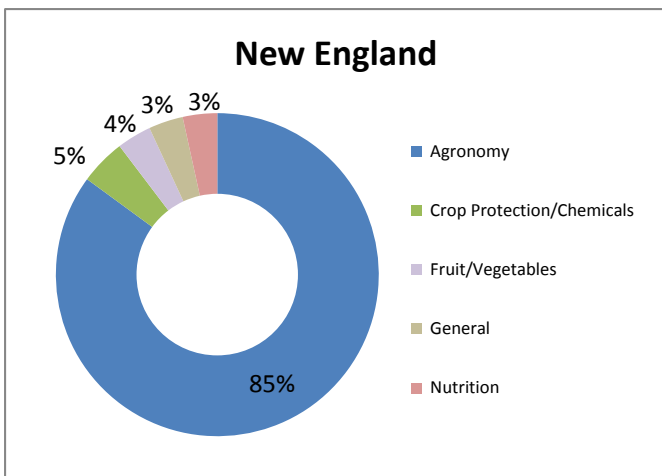
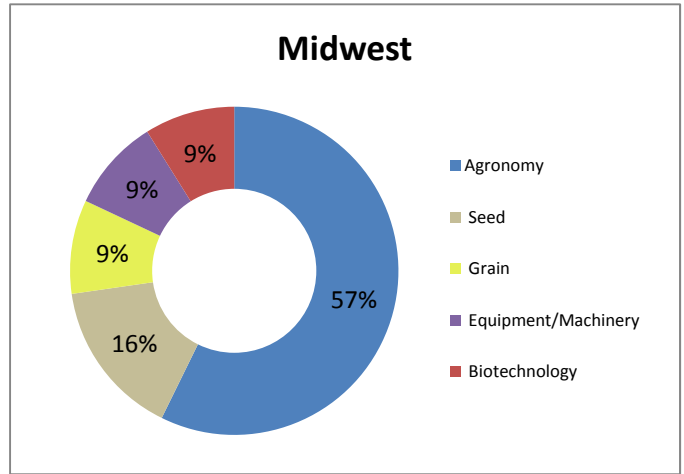
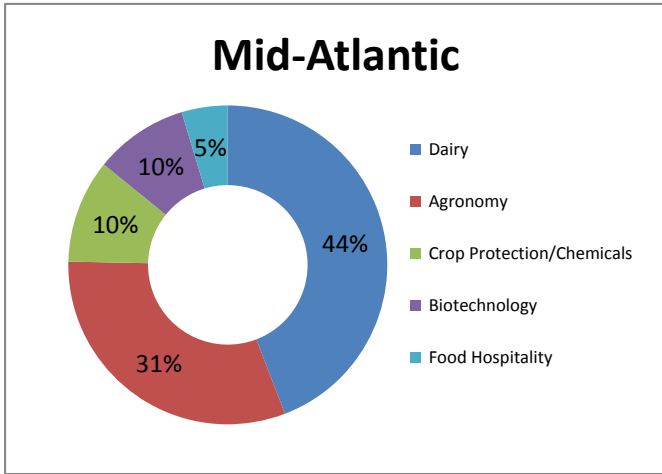
Top 10 Job Posting States	
States	Number of Jobs Posted
Iowa	4,343
Illinois	4,273
Nebraska	2,354
Kansas	1,901
Indiana	1,769
Wisconsin	1,518
Minnesota	1,464
Texas	1,356
Missouri	1,101
South Dakota	1,099

Job listings on AgCareers.com are categorized by industry type and career type. Employers can categorize their jobs in 68 different industry types within agriculture that have been identified by AgCareers.com. Figure 5 on the next page shows the top five industry types for jobs posted in each particular region. Agronomy is the leading industry type, showing up in the first or second spot in each region. Biotechnology is ranked in four of the five regions. It is interesting to see how the Southwest and West are more evenly divided among industry types, whereas the other regions have a higher concentration in particular industries.

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Figure 5.

Top Industry Types by Region



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AgCareers.com has seen minimal variation in classifying jobs by industry type over the past few years. However, new categories continue to be added to industry type to address the rapidly diversifying agriculture industry.

Career type rankings also stayed relatively consistent with previous years. Figure 6 shows the top five career types for 2010 with their correlating number of jobs posted and the percentage compared to the number of overall jobs posted in 2010.

Figure 6.

Top 5 Career Types		
Career Type	# of Jobs	Percentage
Sales/Marketing	8,789	25%
Management/Manager	3,638	11%
Custom Applicator	2,091	6%
Production	1,921	6%
General	1,784	5%
Totals	18,223	53%

As expected, sales/marketing and management positions were the leading career types posted on the AgCareers.com site because these jobs are relevant for the majority of industry types. The number of custom applicators almost doubled from 2009 to 2010, allowing that career type to jump ahead of production. The general category entered the top five, replacing operations from 2009. Due to the agriculture industry's need for employees even in a declining economy like 2010, many employers chose the general category for career type allowing them to collect more applicants. It is important to note that non-specific agriculture jobs also do well on AgCareers.com, such as financial services, accounting and human resources.

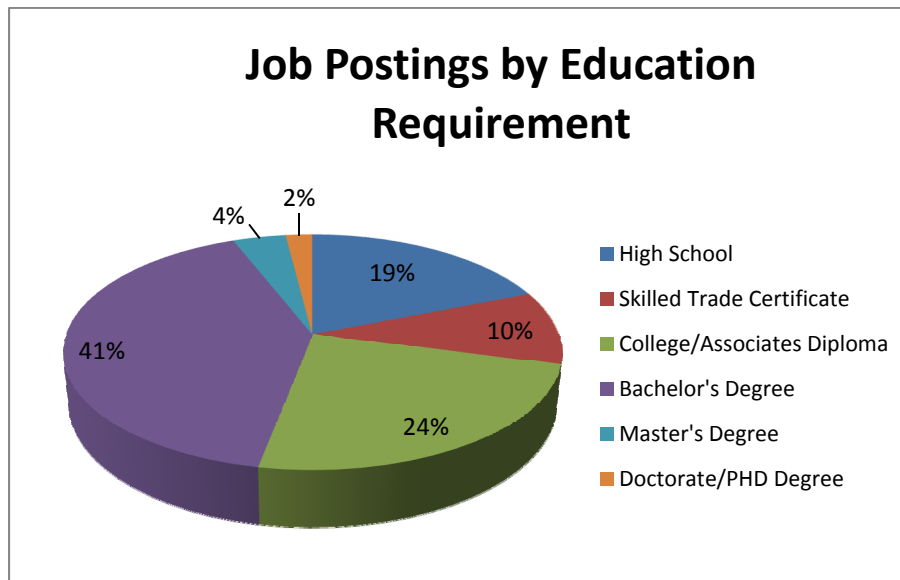
Agribusinesses continue to offer internship opportunities for students wanting to pursue careers in agriculture. However, we saw a slight (5%) decrease in the number of internship opportunities posted in 2010. While there was a decline, it wasn't nearly as large of a decrease as we saw in 2009. There were 418 internships posted in 2010 and 438 in 2009.

(Not all internship or trainee job listings posted on AgCareers.com were categorized with the 'internship' tag by employers. This would mean there could have been additional internship listings not included in the counts.)

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AgCareers.com collects data on the educational requirements requested by employers in their job postings. Figure 7 depicts these requirements as posted by employers. Forty-seven percent of jobs posted required a bachelor's degree or higher, while 19% of posted jobs required a minimum of a high school diploma. Ten percent required a skilled trade certificate, while 24% required a college/associates diploma.

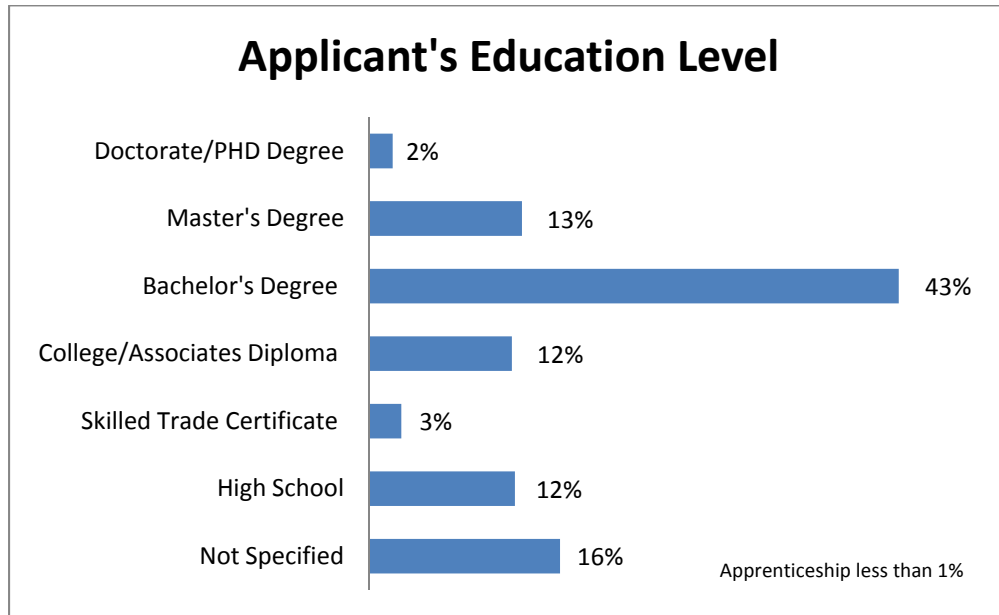
Figure 7.



AgCareers.com also collects education status information from applicants who submit their resume to job postings on the site. As shown in Figure 8 on the next page, the majority (58%) of applicants had a bachelor's degree or higher. The segments of job seekers with high school or technical diplomas increased the most from 2009 to 2010; high school increased from 4% to 12% and technical/associates/skilled trade increased from 11% to 15%. AgCareers.com recognized this trend and launched the Skill & Trade Profession newsletter in 2010 to give career advice and feature jobs targeted to this education demographic.

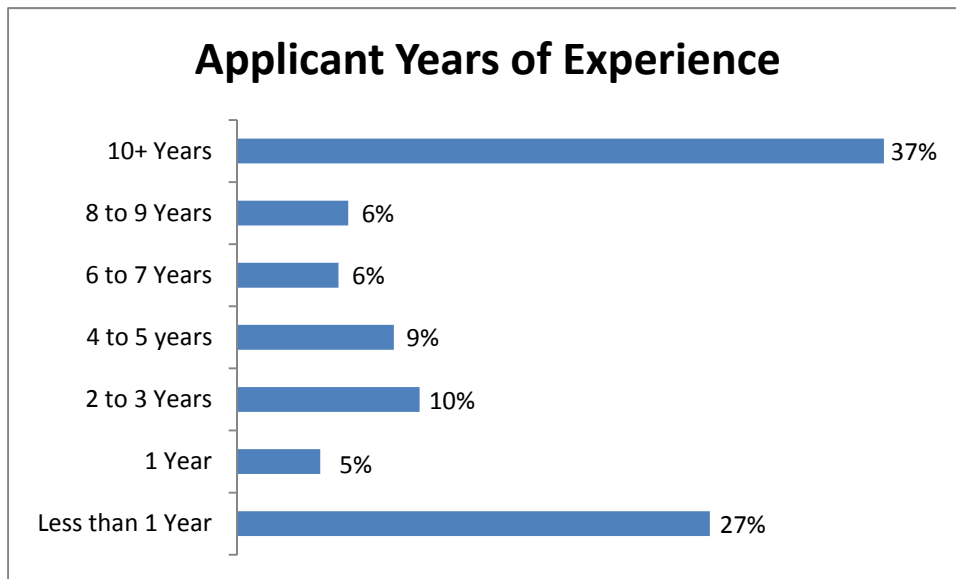
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Figure 8.



AgCareers.com is not only a resource for new college graduates, but also professionals who have a more established career history. As illustrated in Figure 9, the largest segment (37%) of AgCareers.com job seekers has 10-plus years of experience. Nearly 60% of job seekers have more than three years of experience which is consistent with results from 2009. The 2010 experience level for AgCareers.com applicants remains very similar to 2009.

Figure 9.



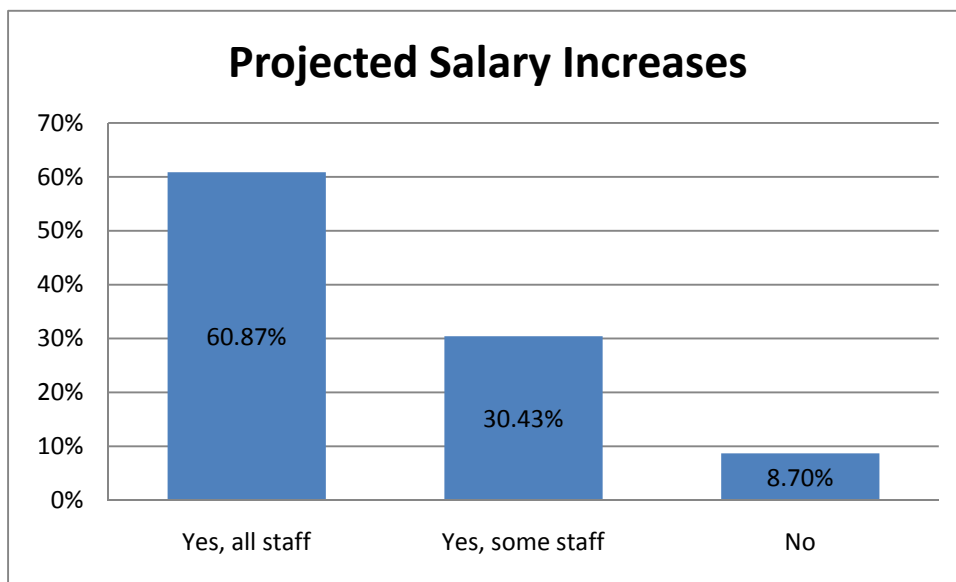
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Looking Forward

Although unemployment rates across the United States remained high in 2010, job postings in the agriculture industry were plentiful at AgCareers.com, with job postings up 23%. Agriculture is a vital industry to the well-being of people around the globe that is somewhat isolated from economic downturns.

Agriculture companies are anticipating gains and rewarding their employees. Taking data from the AgCareers.com *2010-2011 Agribusiness HR Review™*, over 90% of companies anticipate salary increases for staff, up from 80% in 2009 (See Figure 10).

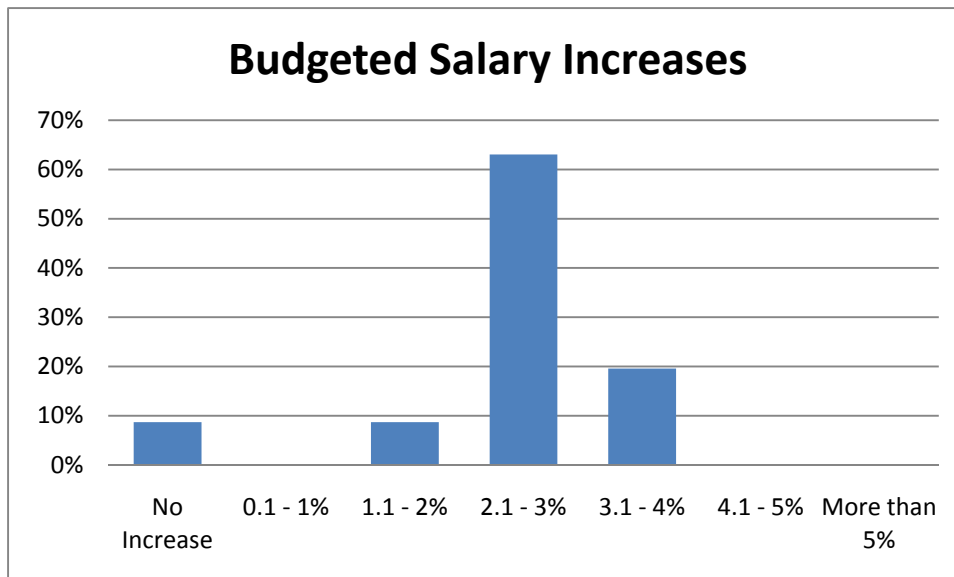
Figure 10.



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The ranges for projected salary increases vary, with the predominant range being 2.1% to 3%, consistent with 2009 (see Figure 11).

Figure 11.



Projected retirement numbers were lower in 2008-2009, but they are on the rise again according to the 2010-2011 *HR Review*. Indications show that in the next two years, 74% of companies will have between 1% and 5% of their staff considering retirement, up from 50% in 2009.

The outlook for new agriculture jobs is good, with 60.9% of companies anticipating their workforce to increase in the next two years (up from 45% in 2009) and 37% of companies expect their workforce to remain the same according to the *HR Review*.

Over half (54.4%) of respondents of the *HR Review* said they would increase college/university recruiting in the next 1-5 years, with a majority indicating that was a result of competition for talent.

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Summary

AgCareers.com's mission continues to be a dedication to bring agriculture-related employers and job seekers together. Our services are valued by employers and job seekers who use our services, which is confirmed by the continued increase in traffic on the website in 2010. To recap, below are a few of the highlights from the 2010 Agribusiness Job Report:

- The average number of views per job posting was over 200 in 2010.
- There were over 34,000 jobs posted by companies in the United States in 2010.
- The AgCareers.com site averages 48,600 unique users each month.
- Weekly e-newsletter subscriptions grew 9% in 2010 to over 131,000.
- Approximately 1,000 jobs were forwarded to family and friends each month in 2010.
- There were nearly 22,000 jobs posted in the Midwest (highest region on AgCareers.com).
- Twenty-five percent of jobs posted fall under the sales/marketing career type, the largest category.
- The majority (58%) of applicants on AgCareers.com had a bachelor's degree or higher and 37% has 10-plus years of experience, indicating we attract a diverse array of applicants with experience.
- Over 90% of companies participating in the *HR Review* projected a salary increase for staff in 2010-2011, an increase from 2009.

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