



Press Kit

At Western Growers, we have created a number of initiatives aimed at transitioning the agriculture workforce to master rapidly developing agricultural technology. To date, our efforts include:

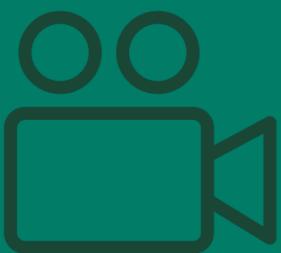
- Careers in Ag
- AgTechX Ed
- NextGen Curriculum Development
- Junior AgSharks
- Home for the Holidays



Campaign WEBSITE:
www.agtechworkforce.com



Campaign IMAGES:
<https://wga.sharefile.com/d-sfbcffeac20d14fbea0102a924ed54af2>



Campaign VIDEOS:
<https://youtube.com/playlist?list=PL5I54Vgc8X5XuL7VA-axf0RCMuGdxEOH>



Campaign CASE STUDIES:
available on pages 3-7 below



Career in Ag

As part of the Western Growers Careers in Ag program, college students embark on 3-day tours of agricultural and technology operations in Monterey County, the Central Valley, and the Coachella and Imperial valleys and Yuma, Arizona. Throughout the tour, they learn about the vast array of STEM jobs available in the industry, meet ag professionals who provide career insight and guidance, and connect with Western Growers members to possibly pursue an internship or job within their operation.



240
student participants



10
universities/colleges



Anahi Huerta

Anahi's Story:

The program provided Anahi her first exposure to careers in food safety. Today, she serves as a food safety coordinator for a farm in California.



"The Careers in Ag Program reinforced my desire to work in the ag industry. During the program, I was exposed to the variety of careers available in ag. When I graduated UC Davis, I was offered a position at a farm in California's Coachella Valley and have been able to apply my managerial economics degree to my current role as food safety coordinator."



Travis Taylor

Travis' Story:

As a direct result of the program, Travis received a position as a Production Analyst Intern at Automated Harvesting LLC. When he graduated from UC Davis, he went on to serve as production manager at a vineyard in Northern California.



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The internship not only gave me great hands-on experience, it gave me the right direction on where I want to go moving forward with my career. I thank Automated Harvesting for this great opportunity and also Western Growers for their continued support.”



Jackson Mattos & Don Cameron

Jackson & Don's Story: Within days of participating in the tour, Jackson received an internship with Don from Terranova Ranch. The internship solidified Jackson's interest in working in ag and when he graduates from Fresno State, he plans to become an Agricultural Pest Control Adviser.



"This trip provided a lot of exposure and was a great experience, especially since I don't come from an ag background and never previously worked in ag. The internship at Terranova Ranch was my first experience in ag and helped shape what I want to pursue for my career in ag."

-Jackson



"We are so glad we found Jackson through the program. We've had a difficult time finding local talent that is willing to dedicate themselves to learning on farm, hands on. Jackson has proven he is willing to work hard and engage fully here at Terranova Ranch."

-Don





Tasien Some



Tasien's Story:

Tasien was offered an internship at Gowan USA after being introduced to the company during the Careers in Ag tour held in December 2017. During the visit at Gowan, he connected with employees from various departments. After the tour, he followed up and was later selected for a summer internship in Gowan's research department in Yuma, AZ.

Today, he is currently pursuing his graduate degree in plant science at Cal Poly Pomona.



Nathalie Gomez

Nathalie's Story:

Nathalie is a 2-time participant of the program. After her second tour, she was so inspired by the passion of farmers and ag professional for feeding the world that she changed her major to plant science and plans to pursue plant breeding or postharvest positions when she graduates from UC Davis.



"Touring the different farms, I was able to meet employees who were truly passionate about their job. Two farmers in particular really inspired me. After hearing how each day can be a battle but they do what they do because they love it and no two days are the same really hit home for me."