**Culinary Occupations**

**Labor Market Information Report**

 **Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

July 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Culinary workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). There is a projected annual gap of about 15,249 students in the Bay region and 4,063 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1306.30-Culinary Arts in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Laney College and in the region.

# Introduction

This report profiles Culinary Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new Culinary Foundations program at Laney College.

**COVID-19 Statement:**

This report includes employment projection data by EMSI. EMSI’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

|  |
| --- |
| * **Cooks, Restaurant (SOC 35-2014):** Prepare, season, and cook dishes such as soups, meats, vegetables, or desserts in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.
 |
| Entry-Level Educational Requirement: No formal *educational credential* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 24% |
|  |
| * **Cooks, Institution and Cafeteria (SOC 35-2012):** Prepare and cook large quantities of food for institutions, such as schools, hospitals, or cafeterias.
 |
| Entry-Level Educational Requirement: No *formal educational credential* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 24*%* |
|  |
| * **Cooks, Short Order (SOC 35-2015):** Prepare and cook to order a variety of foods that require only a short preparation time. May take orders from customers and serve patrons at counters or tables. Excludes "Fast Food Cooks" (35-2011).
 |
| Entry-Level Educational Requirement: No *formal educational credential* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 24*%* |
|  |
| * **Food Preparation Workers (SOC 35-2021):** Perform a variety of food preparation duties other than cooking, such as preparing cold foods and shellfish, slicing meat, and brewing coffee or tea.
 |
| Entry-Level Educational Requirement: No *formal educational credential* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 27*%* |

# Occupational Demand

**Table 1. Employment Outlook for Culinary Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Cooks, Restaurant |  47,081  |  52,827  | 5,747 | 12% |  40,792  |  8,158  | $13.18 | $15.35 |
| Cooks, Institution and Cafeteria |  8,555  |  9,527  | 972 | 11% |  7,343  |  1,469  | $14.32 | $17.24 |
| Cooks, Short Order |  4,414  |  4,637  | 223 | 5% |  3,425  |  685  | $12.49 | $14.64 |
| Food Preparation Workers |  28,911  |  31,080  | 2,170 | 8% |  28,092  |  5,618  | $12.24 | $14.22 |
| **TOTAL** |  **88,960**  |  **98,071**  | **9,111** | **10%** |  **79,652**  |  **15,930**  | **$12.95** | **$15.13** |

*Source: EMSI 2020.1*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Culinary Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Cooks, Restaurant |  11,721  |  13,396  | 1,675 | 14% |  10,480  |  2,096  | $12.06 | $14.10 |
| Cooks, Institution and Cafeteria |  2,163  |  2,328  | 165 | 8% |  1,747  |  349  | $13.56 | $16.24 |
| Cooks, Short Order |  911  |  973  | 62 | 7% |  727  |  145  | $12.15 | $14.31 |
| Food Preparation Workers |  8,233  |  8,825  | 592 | 7% |  7,962  |  1,592  | $12.36 | $13.93 |
| **TOTAL** |  **23,029**  |  **25,522**  | **2,493** | **11%** |  **20,917**  |  **4,183**  | **$12.31** | **$14.25** |

*Source: EMSI 2020.1*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (June 2019 - May 2020)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
|  Cooks, Restaurant | 6,362 | 1,456 |
|  Food Preparation Workers | 2,485 | 720 |
|  Cooks, Short Order | 562 | 177 |
|  Cooks, Institution and Cafeteria | 22 | 10 |
|  **TOTAL** | **9,431** | **2,363** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Culinary Occupations for latest 12 months (June 2019 - May 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Cook | 3,136 | Crew/Team Member | 58 |
| Line Cook | 1,714 | Food Cashier | 57 |
| Prep Cook | 914 | Cold Food Salad | 57 |
| Grill Cook | 275 | Retail Clerk | 51 |
| Kitchen Staff | 252 | Pizza Cook | 50 |
| Dish Washer | 230 | Kitchen Help | 50 |
| Food Prep | 214 | Pantry Cook | 48 |
| Kitchen Crew Member | 212 | Food Expeditor | 44 |
| Kitchen Assistant | 167 | Breakfast Cook | 44 |
| Lead Cook | 134 | Banquet Aide | 41 |
| Pizza Maker | 104 | Prepared Foods Team Member | 39 |
| Kitchen Helper | 102 | Cocinero I | 39 |
| Food team member | 80 | Banquet Cook | 38 |
| Expeditor | 70 | Kitchen Crew | 34 |

**Table 4b. Top Job Titles for Culinary Occupations for latest 12 months (June 2019 - May 2020) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Cook | 724 | Food Cashier | 21 |
| Line Cook | 428 | Food team member | 20 |
| Prep Cook | 194 | Expeditor | 18 |
| Kitchen Staff | 86 | Lead Cook | 17 |
| Kitchen Crew Member | 76 | Kitchen Help | 17 |
| Grill Cook | 67 | Pizza Cook | 14 |
| Dish Washer | 65 | Food Expeditor | 13 |
| Food Prep | 52 | Kitchen | 11 |
| Pizza Maker | 44 | Cold Food Salad | 11 |
| Kitchen Helper | 38 | Banquet Aide | 11 |
| Retail Clerk | 34 | Production Cook | 10 |
| Kitchen Assistant | 29 | Broiler | 10 |
| Crew/Team Member | 28 | Subway Sandwich Artistr | 9 |
| Kitchen Crew | 23 | Pantry Cook | 9 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Culinary Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2022) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Full-Service Restaurants (722511) | 38,930 | 43,722 | 12% | 49% |
| Limited-Service Restaurants (722513) | 8,242 | 8,430 | 2% | 9% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 4,967 | 6,082 | 22% | 7% |
| Food Service Contractors (722310) | 2,965 | 4,054 | 37% | 5% |
| Hotels (except Casino Hotels) and Motels (721110) | 2,879 | 3,290 | 14% | 4% |
| Snack and Nonalcoholic Beverage Bars (722515) | 2,497 | 3,106 | 24% | 3% |
| Caterers (722320) | 1,936 | 2,254 | 16% | 3% |
| Elementary and Secondary Schools (Local Government) (903611) | 2,106 | 1,815 | -14% | 2% |
| Drinking Places (Alcoholic Beverages) (722410) | 912 | 1,407 | 54% | 2% |
| Nursing Care Facilities (Skilled Nursing Facilities) (623110) | 1,370 | 1,072 | -22% | 1% |
| Local Government, Excluding Education and Hospitals (903999) | 956 | 863 | -10% | 1% |

*Source: EMSI 2020.1*

**Table 6. Top Employers Posting Culinary Occupations in Bay Region and East Bay Sub-Region (June 2019 - May 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Marriott International Incorporated | 595 | Red Lobster | 51 | Marriott International Incorporated | 95 |
| Whole Foods Market, Inc. | 372 | Benihana | 49 | Whole Foods Market, Inc. | 93 |
| Compass Group Plc United States | 321 | P.F. Chang's | 46 | Chili's | 65 |
| Compass Group | 247 | Specialtys Cafe Bakery | 38 | Compass Group Plc United States | 51 |
| Aramark | 183 | The Cheesecake Factory | 36 | Compass Group | 49 |
| Chili's | 176 | Chipotle Mexican Grill | 34 | Habit Burger Grill | 35 |
| Guckenheimer | 125 | Atria Senior Living | 34 | Aramark | 32 |
| Habit Burger Grill | 94 | Red Robin | 33 | Olive Garden | 28 |
| Sodexo | 85 | Er Snell Contractor Incorporated | 31 | University Of California Berkeley | 23 |
| Sunrise Senior Living, Inc. | 82 | Sutter Health | 30 | P.F. Chang's | 23 |
| Hilton Hotel Corporation | 82 | Bjs Restaurant Brewhouse | 30 | Brookdale Senior Living | 22 |
| Olive Garden | 79 | Interstate Hotels & Resorts | 29 | Compass Group USA | 21 |
| Compass Group USA | 60 | Kindercare | 26 | Guckenheimer | 18 |
| Compass Corporation | 60 | Bowlero Limited | 26 | Panda Express | 17 |
| Hyatt | 56 | Sutter Health Sacramento Sierra Region | 25 | Kroger Company | 17 |
| Brookdale Senior Living | 53 | University Of California Berkeley | 24 | Sodexo | 16 |
| Panda Express | 52 | Raley Family Of Fine Stores | 24 | Watermark Retirement Communities | 15 |

*Source: Burning Glass*

# Educational Supply

There are six (6) community colleges in the Bay Region issuing 308 awards on average annually (last 3 years ending 2018-19) on TOP 1306.30-Culinary Arts. There are three colleges in the East Bay Sub-Region issuing 120 awards on average annually (last 3 years) on this TOP code.

There are five (5) Other Educational Institutions in the Bay Region issuing 373 awards on average annually (last 3 years ending 2016-17) on TOP 1306.00 - Nutrition, Foods, andCulinary Arts. There are no colleges in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

**Table 7a. Awards on TOP 1306.30 - Culinary Arts in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Certificate 18+ Units** | **Certificate Low Unit** | **Total** |
| Cabrillo | SC-Monterey |  12  |  |  27  |  39  |
| Contra Costa | East Bay |  3  |  |  26  |  29  |
| Diablo Valley | East Bay |  7  |  |  34  |  41  |
| Laney | East Bay |  19  |  |  31  |  50  |
| San Francisco | Mid-Peninsula |  23  |  |  |  23  |
| San Francisco Ctrs | Mid-Peninsula |  |  40  |  |  40  |
| Santa Rosa | North Bay |  7  |  25  |  54  |  86  |
| **Total Bay Region** |  **71**  |  **65**  |  **172**  |  **308**  |
| **Total East Bay Sub-Region** | **29** |  | **91** | **120** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other Educational Institutions Awards on TOP 1306.00 - Nutrition, Foods, and Culinary Arts** **in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associate Degree** | **Award < 1 academic yr** | **Award 1 < 2 academic yrs** | **Total** |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula |  30  |  |  4  |  34  |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley |  18  |  |  3  |  21  |
| CET-Sobrato | Silicon Valley |  |  24  |  |  24  |
| International Culinary Center-California | Silicon Valley |  |  122  |  |  122  |
| Le Cordon Bleu College of Culinary Arts-San Francisco | Mid-Peninsula |  88  |  |  84  |  172  |
| **Total Bay Region** | **136** | **146** | **91** | **373** |
| **Total East Bay Sub-Region** | **0** | **0** | **0** | **0** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 15,930 annual openings for the Culinary occupational cluster and 681 annual (3-year average) awards for an annual undersupply of 15,249 students. In the East Bay Sub-Region, there is also a gap with 4,183 annual openings and 120 annual (3-year average) awards for an annual undersupply of 4,063 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1306.30-Culinary Arts**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Laney College (All CTE Programs) | State (1306.30) | Bay (1306.30) | East Bay (1306.30) | Laney College (1306.30) |
| % Employed Four Quarters After Exit | 74% | 66% | 66% | 68% | 70% | 65% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,865 | $6,036 | $6,767 | $5,726 | $6,050 |
| Median % Change in Earnings | 46% | 45% | 78% | 91% | 130% | 88% |
| % of Students Earning a Living Wage | 63% | 61% | 38% | 41% | 31% | 34% |

*Source: Launchboard Pipeline (version available on 6/19/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Culinary Occupations in Bay Region (June 2019 - May 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Cooking | 4,869 | Merchandising | 463 | Report Maintenance | 202 |
| Cleaning | 1,986 | Meal Serving | 422 | Guest Services | 165 |
| Food Safety | 1,282 | Basic Mathematics | 421 | Training Programs | 149 |
| Scheduling | 1,136 | Record Keeping | 415 | Staff Management | 142 |
| Customer Service | 1,125 | Sales | 415 | Cash Handling | 128 |
| Safety Training | 738 | Asset Protection | 313 | Nutrition Services | 126 |
| Hazard Analysis Critical Control Point (HACCP) | 616 | Product Knowledge | 261 | Packaging | 124 |
| Food Service Experience | 581 | Grinders | 257 | Repair | 124 |
| Lifting Ability | 495 | Quality Assurance and Control | 249 | Legal Compliance | 120 |
| Customer Contact | 478 | Equipment Cleaning | 241 | QC Processes | 118 |
| Machinery | 471 | Cost Control | 235 | Food Service Industry Knowledge | 107 |
| Restaurant Experience | 470 | Customer Complaint Resolution | 214 | Customer Checkout | 105 |
| Retail Industry Knowledge | 470 | Food Safety and Quality | 204 | Purchasing | 103 |

*Source: Burning Glass*

**Table 10. Certifications for Culinary Occupations in Bay Region (June 2019 - May 2020)**

Note: 90% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Food Handler Certification | 1,032 | Training For Intervention Procedures (TIPS) | 5 |
| ServSafe | 906 | Forklift Operator Certification | 4 |
| Food Service Certification | 372 | CDL Class A | 4 |
| Driver's License | 200 | Alcohol Awareness Certification | 4 |
| Hazard Analysis and Critical Control Point (HACCP) Certification | 37 | Cooking Certification | 3 |
| Leadership In Energy And Environmental Design (LEED) Certified | 29 | Certified Medical Assistant | 3 |
| First Aid CPR AED | 24 | Cash Handling Certification | 3 |
| Early Childhood Education Certification | 17 | Alcohol Server Certification | 3 |
| Security Clearance | 10 | Licensed Independent Social Worker (LISW) | 2 |
| Certified Health Education Specialist | 10 | Certified Safety Professional | 2 |
| Food Safety Manager Certification | 9 | Certified Master Chef | 2 |
| Certified Financial Planner (CFP) | 8 | Registered Dietitian | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Culinary Occupations in Bay Region**

Note: 82% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 1,633 | 94% |
| Associate Degree | 109 | 6% |
| Bachelor’s Degree or Higher | 0 | 0% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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