** Food Service Occupations**

**Labor Market Information Report**

**Contra Costa College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Food Service 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 4,845 students in the Bay region and 1,413 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 1306.30-Culinary Arts programs 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 Contra Costa College and in the region.

# Introduction

This report profiles Food Service Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new Culinary Arts: Basic Food Service certificate at Contra Costa College.

|  |
| --- |
| * **Chefs and Head Cooks (35-1011):** Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. |
| Entry-Level Educational Requirement: High school diploma or equivalent |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 40% |
|  |
| * **First-Line Supervisors of Food Preparation and Serving Workers (35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food. |
| Entry-Level Educational Requirement: High *school* diploma or equivalent |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 39*%* |
|  |
| * **Cooks, All Other (35-2019)**: All cooks not listed separately. |
| 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, Private Household (35-2013):** Prepare meals in private homes. Includes personal chefs. |
| Entry-Level Educational Requirement: Postsecondary nondegree award |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 24% |
|  |

**Occupational Demand**

**Table 1. Employment Outlook for Food Service 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 |
| Chefs and Head Cooks | 7,393 | 7,995 | 602 | 8% | 5,635 | 1,127 | $16.05 | $26.40 |
| First-Line Supervisors of Food Preparation and Serving Workers | 22,477 | 25,103 | 2,626 | 12% | 20,800 | 4,160 | $15.08 | $19.20 |
| Cooks, All Other | 1,365 | 1,460 | 95 | 7% | 1,093 | 219 | $14.92 | $17.84 |
| Cooks, Private Household | 139 | 132 | -7 | -5% | 98 | 20 | $12.09 | $15.92 |
| **TOTAL** | **31,374** | **34,690** | **3,316** | **11%** | **27,626** | **5,526** | **$14.54** | **$19.84** |

*Source: EMSI 2020.3*

**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 Food Service 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 |
| Chefs and Head Cooks | 2,116 | 2,280 | 164 | 8% | 1,601 | 320 | $12.78 | $25.09 |
| First-Line Supervisors of Food Preparation and Serving Workers | 6,225 | 7,009 | 783 | 13% | 5,835 | 1,167 | $14.15 | $17.65 |
| Cooks, All Other | 284 | 292 | 8 | 3% | 211 | 42 | $15.18 | $17.16 |
| Cooks, Private Household | 27 | 27 | 0 | 2% | 19 | 4 | $18.16 | $20.19 |
| **TOTAL** | **8,652** | **9,608** | **956** | **11%** | **7,666** | **1,533** | **$15.07** | **$20.02** |

*Source: EMSI 2020.3*

**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 (Sept 2019 - Aug 2020)**

| Occupation | Bay Region | East Bay  Sub-Region |
| --- | --- | --- |
| First-Line Supervisors of Food Preparation and Serving Workers | 6,826 | 2,585 |
| Chefs and Head Cooks | 2,885 | 1,647 |
| Cooks, Private Household | 2 | 2 |
| **TOTAL** | **9,713** | **4,234** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Food Service Occupations for latest 12 months (Sept 2019 - Aug 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Shift Leader | 424 | Sushi Chef | 84 |
| Sous Chef | 376 | Chef De Partie | 80 |
| Executive Chef | 253 | Executive Sous Chef | 79 |
| Shift Lead | 293 | Supervisor | 76 |
| Chef | 190 | Restaurant Supervisor | 74 |
| Shift Supervisor | 162 | Food Store Delivery | 74 |
| Associate Team Leader | 154 | Kitchen Supervisor | 59 |
| Training Coordinator | 119 | Food Service Team Leader | 56 |
| Chef De Cuisine | 119 | Banquet Captain | 52 |
| Full Service Shopper | 116 | Starbucks/Jamba Juice Department | 47 |
| Multi-Unit Team Leader | 107 | Sushi Chef | 84 |
| Team Leader | 104 | Chef De Partie | 80 |

**Table 4.b Top Job Titles for Food Service Occupations for latest 12 months (Sept 2019 - Aug 2020) East** **Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Sous Chef | 195 | Training Coordinator II | 32 |
| Executive Chef | 143 | Supervisor | 28 |
| Shift Leader | 126 | Restaurant Supervisor | 28 |
| Chef | 93 | Kitchen Supervisor | 28 |
| Chef De Cuisine | 82 | Associate Team Leader | 27 |
| Shift Lead | 70 | Team Leader | 25 |
| Food Store Delivery | 70 | Front Of House Staff | 25 |
| Training Coordinator | 61 | Multi-Unit Team Leader | 24 |
| Sushi Chef | 52 | Captain, Catering | 24 |
| Chef De Partie | 46 | Food Unit Lead | 23 |
| Executive Sous Chef | 43 | Restaurant Shift Leader | 22 |
| Training Specialist | 41 | Shift Supervisor | 20 |
| Full Service Shopper | 35 | Catering Supervisor | 20 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Food Service Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Full-Service Restaurants (722511) | 8,498 | 9,175 | 8% | 21% |
| Limited-Service Restaurants (722513) | 8,248 | 9,219 | 12% | 20% |
| Snack and Nonalcoholic Beverage Bars (722515) | 3,032 | 3,720 | 23% | 7% |
| Food Service Contractors (722310) | 2,091 | 2,491 | 19% | 5% |
| Hotels (except Casino Hotels) and Motels (721110) | 1,530 | 1,576 | 3% | 4% |
| Caterers (722320) | 1,325 | 1,433 | 8% | 3% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 850 | 885 | 4% | 2% |
| Drinking Places (Alcoholic Beverages) (722410) | 607 | 689 | 14% | 1% |
| Local Government, Excluding Education and Hospitals (903999) | 571 | 598 | 5% | 1% |
| Custom Computer Programming Services (541511) | 540 | 708 | 31% | 1% |
| Elementary and Secondary Schools (Local Government) (903611) | 501 | 513 | 2% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Food Service Occupations in Bay Region and East** **Bay Sub-Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Starbucks Coffee Company | 690 | Mod Pizza | 50 | Compass Group North America | 272 |
| H&R Block | 404 | Banfield Pet Hospital | 48 | Starbucks Coffee Company | 234 |
| Compass Group North America | 389 | Macy's | 44 | Marriott International Inc | 193 |
| Marriott International Inc | 366 | Cozymeal | 42 | H&R Block | 94 |
| Target | 242 | Benihana | 42 | Guckenheimer | 55 |
| Peet's Coffee | 186 | Sur La Table | 39 | Sodexo | 54 |
| Whole Foods Market, Inc. | 123 | Hyatt | 39 | Peet's Coffee | 53 |
| Jack in the Box | 117 | Jamba Juice | 38 | Target | 47 |
| Panera Bread | 110 | Einstein Noah Restaurant Group Inc (ENRGI) | 34 | Aramark | 40 |
| Amazon | 98 | Burger King | 34 | Whole Foods Market, Inc. | 36 |
| Guckenheimer | 87 | UC Berkeley | 33 | Amazon | 36 |
| Taco Bell | 79 | Panda Express | 33 | Cozymeal | 29 |
| Sodexo | 78 | Boston Market | 32 | Microsoft Corporation | 27 |
| Vitality Bowls California | 67 | Hilton Hotel Corporation | 31 | Jack in the Box | 20 |
| Noahs New York Bagels | 62 | Safeway Incorporated | 30 | Sur La Table | 19 |
| Aramark | 56 | Allied Universal | 30 | Club Demonstration Services | 19 |
| Club Demonstration Services | 51 | Nugget Market | 29 | Benihana | 19 |

*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 is 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, and Culinary Arts. There are no Other Educational Institutions in the East Bay Sub-Region issuing awards on this TOP code.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate Low Unit | Noncredit | 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 | 54 | 25 | 86 |
| **Total Bay Region** | | **71** | **172** | **65** | **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 5,526 annual openings for the Food Service occupational cluster and 681annual (3-year average) awards for an annual undersupply of 4,845 students. In the East Bay Sub-Region, there is also a gap with 1,533 annual openings and 120 annual (3-year average) awards for an annual undersupply of 1,413 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay**  All CTE Programs | **Contra Costa College** All CTE Programs | **State** 1306.30 | **Bay** 1306.30 | **East Bay** 1306.30 | **Contra Costa College** 1306.30 |
| % Employed Four Quarters After Exit | 74% | 67% | 55% | 57% | 55% | 50% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $8,473 | $6,235 | $7,228 | $5,573 | $4,646 |
| Median % Change in Earnings | 46% | 25% | 25% | 18% | 12% | 100% |
| % of Students Earning a Living Wage | 63% | 32% | 35% | 32% | 18% | n/a |

*Source: Launchboard Pipeline (version available on (9/16/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Food Service Occupations in Bay Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Cooking | 3,106 | Customer Contact | 720 | Quality Assurance and Control | 412 |
| Customer Service | 2,718 | Cash Management | 669 | Tax Preparation | 407 |
| Scheduling | 2,576 | Supervisory Skills | 648 | Employee Training | 391 |
| Retail Industry Knowledge | 1,733 | Training Programs | 633 | Repair | 391 |
| Cash Handling | 1,650 | Merchandising | 632 | Restaurant Experience | 380 |
| Cleaning | 1,311 | Project Management | 594 | Inventory Management | 359 |
| Food Safety | 1,294 | Restaurant Management | 573 | Safety Training | 348 |
| Staff Management | 1,278 | Training Materials | 560 | Hazard Analysis Critical Control Point (HACCP) | 344 |
| Food Preparation | 1,134 | Purchasing | 519 | Product Knowledge | 341 |
| Budgeting | 1,033 | Food Service Experience | 511 | Food Industry Knowledge | 340 |
| Lifting Ability | 860 | Teaching | 499 | Inventory Control | 338 |
| Cost Control | 851 | Onboarding | 496 | Point of Sale System | 337 |
| Sales | 806 | Sales Goals | 472 | Performance Analysis | 334 |
| Store Operations | 799 | Performance Appraisals | 467 | Product Sales | 287 |
| Guest Services | 745 | Quality Management | 463 | Technical Training | 274 |

*Source: Burning Glass*

**Table 10. Certifications for Food Service Occupations in Bay Region (Sept 2019 - Aug 2020)**

Note: 77% 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** |
| ServSafe | 797 | Registered Behavior Technician | 27 |
| Food Handler Certification | 778 | Project Management Professional (PMP) | 23 |
| Driver's License | 647 | Licensed Vocational Nurse (LVN) | 21 |
| Certified Barista | 267 | Certified Industrial Hygienist | 21 |
| Food Service Certification | 253 | Alcohol Awareness Certification | 21 |
| First Aid Cpr Aed | 134 | Hearing Aid Dealers | 20 |
| Security Clearance | 53 | Certified Hazardous Materials Manager | 20 |
| Training For Intervention Procedures (TIPS) Certification | 38 | IT Infrastructure Library (ITIL) Certification | 16 |
| Project Management Certification | 38 | Microsoft Certified Trainer (MCT) | 15 |
| Epic Certification | 34 | Basic Life Saving (BLS) | 15 |
| Registered Nurse | 33 | Certified Executive Chef | 14 |
| Certified Dietary Manager | 31 | Pharmacy Technician Certification Board (PTCB) | 13 |

*Source: Burning Glass*

**Table 11. Education Requirements for Food Service Occupations in Bay Region**

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| High school or vocational training | 2,299 | 48% |
| Associate Degree | 626 | 13% |
| Bachelor’s Degree or Higher | 1,665 | 39% |

*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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