**** **Viticulture, Enology, and Wine Business Occupations**

**Labor Market Information Report**

**Las Positas College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

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# Recommendation

Based on all available data, there appears to be an undersupply of Viticulture, Enology, and Wine Business 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). The annual gap is about 852 students annually in the Bay region and about 50 students annually in the East Bay sub-region.

There is a labor market gap in the Bay region with 903 annual openings for Viticulture, Enology, and Wine Business cluster of occupations and 51 annual awards on TOP 0104.00 - Viticulture, Enology, and Wine Business, for an annual undersupply of 852 students. In the East Bay sub-region, there is also a gap with 54 annual openings and 4 annual awards on TOP 0104.00, for an annual undersupply of 50 students.

# Introduction

This report profiles Viticulture, Enology, and Wine Business Occupations in the 12 county Bay region and in the East Bay sub-region for the proposed revision to an existing program at Las Positas College.

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| --- |
| * **Agricultural and Food Science Technicians** **(SOC 19-4011):** Work with agricultural and food scientists in food, fiber, and animal research, production, and processing; and assist with animal breeding and nutrition. Conduct tests and experiments to improve yield and quality of crops or to increase the resistance of plants and animals to disease or insects. Includes technicians who assist food scientists or technologists in the research and development of production technology, quality control, packaging, processing, and use of foods.
 |
| *Entry-Level Educational Requirement: Associate's degree* |
| *Training Requirement: Moderate-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |
|  |
| * **Farmers, Ranchers, and Other** **Agricultural Managers** **(SOC 11-9013):** Plan, direct, or coordinate the management or operation of farms, ranches, greenhouses, aquacultural operations, nurseries, timber tracts, or other agricultural establishments. May hire, train, and supervise farm workers or contract for services to carry out the day-to-day activities of the managed operation. May engage in or supervise planting, cultivating, harvesting, and financial and marketing activities. Excludes “First-Line Supervisors of Farming, Fishing, and Forestry Workers” (45-1011).
 |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%* |
|  |
| * **Food Scientists and Technologists** (SOC 19-1012): Use chemistry, microbiology, engineering, and other sciences to study the principles underlying the processing and deterioration of foods; analyze food content to determine levels of vitamins, fat, sugar, and protein; discover new food sources; research ways to make processed foods safe, palatable, and healthful; and apply food science knowledge to determine best ways to process, package, preserve, store, and distribute food.
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 0%* |

# Occupational Demand

**Table 1. Employment Outlook for Viticulture, Enology, and Wine Business Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Agricultural and Food Science Technicians | 1,521 | 1,548 | 27  | 2% | 828 | 166 | $15.29  | $22.60  |
| Farmers, Ranchers, and Other Agricultural Managers | 7,626 | 7,622 | (4) |  (0%) | 3,018 | 604 | $9.49  | $13.81  |
| Food Scientists and Technologists | 1,186 | 1,229 | 43  | 4% | 671 | 134 | $21.00  | $36.43  |
| **Total** | **10,333** | **10,399** | **66** | **1%** | **4,517** | **903** | **$11.66**  | **$17.70**  |

*Source: EMSI 2018.4*

**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 Viticulture, Enology, and Wine Business Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Agricultural and Food Science Technicians | 164 | 176 | 12  | 7% | 95 | 19 | $14.18  | $21.57  |
| Farmers, Ranchers, and Other Agricultural Managers | 211 | 188 | (22) |  (11%) | 77 | 15 | $9.48  | $13.20  |
| Food Scientists and Technologists | 170 | 180 | 11  | 6% | 97 | 19 | $14.69  | $40.41  |
| **TOTAL** | **544** | **544** | **(0**) |  **(**0%) | **269** | **54** | **$12.52**  | **$24.21**  |

*Source: EMSI 2018.4*

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

# Educational Supply

There are three community colleges in the Bay Region issuing 51 awards annually on TOP 0104.00 - Viticulture, Enology, and Wine Business. Las Positas College is the only college in the East Bay Sub-Region issuing awards on this TOP code, issuing an average of 4 awards annually.

**Table 3. Awards on TOP 0104.00 - Viticulture, Enology, and Wine Business in the Bay Area**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| **Foothill** | Silicon Valley | 40 |  |  |  |
| **Las Positas** | East Bay | 91 | 4 |  | 4 |
| **Napa** | North Bay | 398 | 16 | 8 | 24 |
| **Santa Rosa** | North Bay | 230 | 17 | 6 | 23 |
| **Total Bay Region** | **759** | **37** | **14** | **51** |
| **Total East Bay Sub-Region** | **91** | **4** |  | **4** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# 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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