

Ontario Labour Market Report

CIP Program 01.03: Agricultural Production Operations

Most Relevant Academic Program(s) at Brock: Oenology and Viticulture

EMSI Q3 2016 Data Set

February 2017



Institutional Analysis and Planning

Brock University

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***Includes Description, Skills & Competencies, Ontario Trends in Field, Location of Job, Industries*

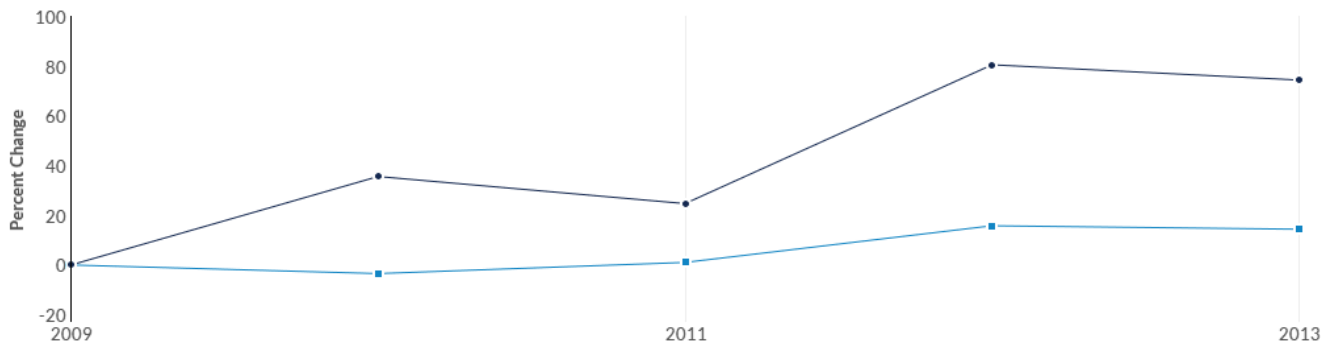
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Section 1: Program Overview for Oenology and Viticulture (01.03)

<p>5</p> <p>Ontario Institutions</p> <p>had Completions in the last 5 years</p>	<p>89</p> <p>Ontario Program Completions (2013)</p>
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a) How many degrees are completed in Ontario? (01.03)



	Region	2009 Completions	2013 Completions	% Change
●	Ontario	51	89	74.4%
●	Canada	454	519	14.4%

b) What types of degrees are coming from Ontario? (01.03)



Award Level	Completions (2013)	Percent
● Career, technical or pre-university program	52	58.5% 
● Bachelors degree	37	41.5% 

c) What other similar programs are offered in Ontario?

11 Programs (2013)		1,112 Completions (2013)
CIP Code	Program	Completions (2013)
26.07	Zoology/animal biology	296
15.07	Quality control and safety technologies/technicians	209
01.10	Food science and technology	204
01.00	Agriculture, general	194
01.09	Animal sciences	77

Oenology and Viticulture is designed to meet the growing needs of the grape, grape juice and wine industries of cool climate regions.



Section 2: Target Occupations

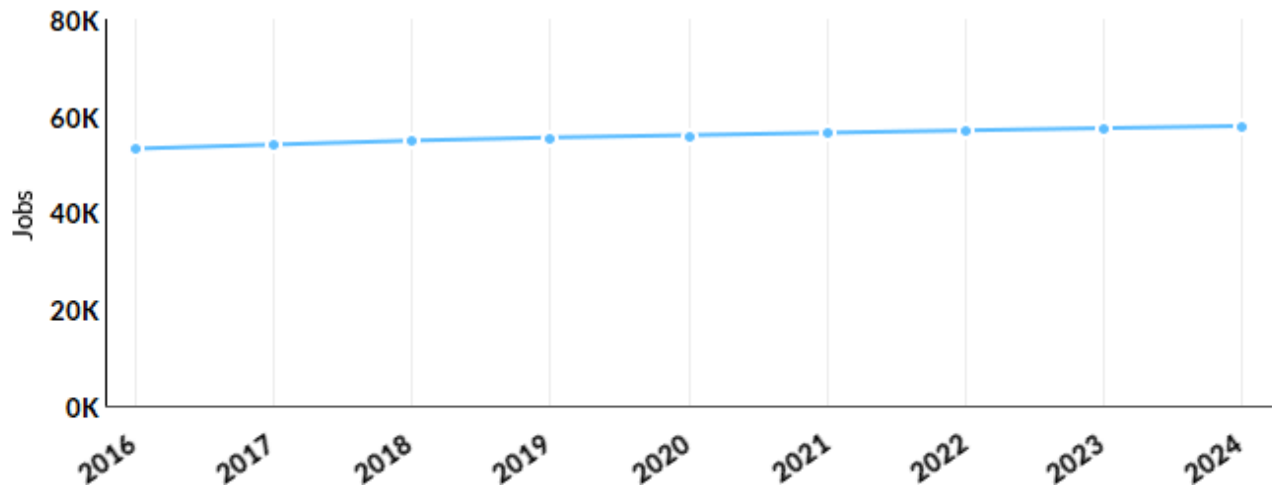
a) Which top growing target occupations are obtained by Alumni?

52,268 Jobs⁷ (2015) 17% above Canada's average	8.8% % Change (2016-2024) Canada: 8.1%	\$29.01/hr Median Hourly Wages⁸ Canada: \$28.54/hr		
Occupation	2016 Jobs ⁷	Median Hourly Wages ⁸	Growth (2016 - 2024)	Location Quotient ⁴ (2016)
Professional occupations in advertising, marketing and public relations	41,567	\$31.25/hr	8.55%	1.22
Animal health technologists and veterinary technicians	7,751	\$17.15/hr	13.71%	1.27
Agricultural and fish products inspectors	1,981	\$34.36/hr	11.26%	1.15
Agricultural representatives, consultants and specialists	502	\$30.45/hr	2.79%	0.40



b) What are the growth prospects for these target occupations?

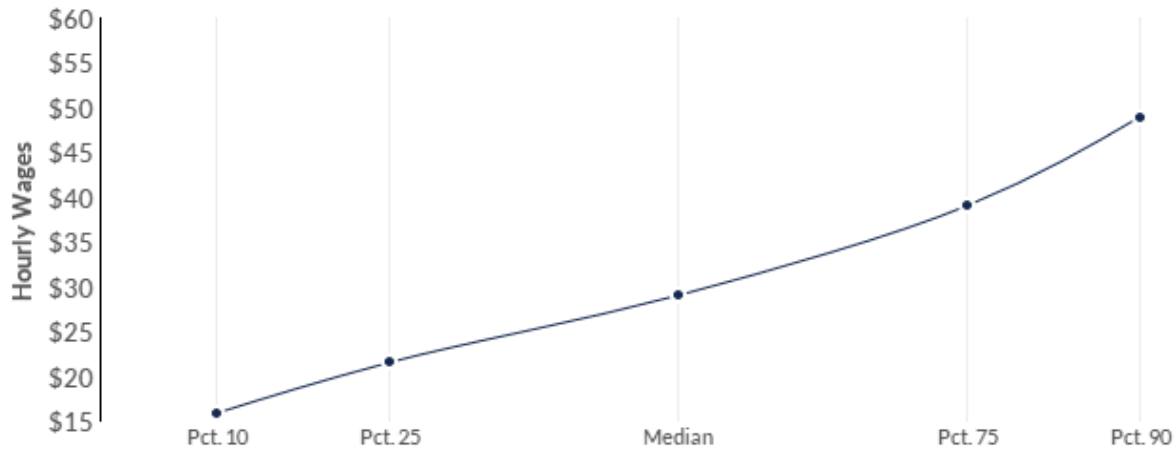
53,166 2016 Jobs ⁷	57,857 2024 Jobs ⁷	4,691 Change (2016-2024)	8.8% % Change (2016-2024)
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Occupation	2016 Jobs ⁷	2024 Jobs ⁷	Change	% Change
Professional occupations in advertising, marketing and public relations (1123)	41,567	45,122	3,555	9%
Agricultural representatives, consultants and specialists (2123)	502	516	14	3%
Agricultural and fish products inspectors (2222)	1,981	2,204	223	11%
Animal health technologists and veterinary technicians (3213)	7,751	8,814	1,063	14%

c) How much are these target occupations earning?

\$21.51/hr 25th Percentile Wages ⁸	\$29.01/hr Median Wages ⁸	\$39.03/hr 75th Percentile Wages ⁸
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Occupation	25th Percentile Wages ⁸	Median Wages ⁸	75th Percentile Wages ⁸
Professional occupations in advertising, marketing and public relations (1123)	\$22.60	\$31.25	\$42.88
Agricultural representatives, consultants and specialists (2123)	\$22.97	\$30.45	\$38.56
Agricultural and fish products inspectors (2222)	\$27.78	\$34.36	\$39.00
Agricultural service contractors, farm supervisors and specialized livestock workers (8252)	\$15.66	\$19.45	\$23.66

d) Where are the hottest places in Ontario in terms of job growth?



Census Division	Census Division Name	2016 Jobs ⁷	2024 Jobs ⁷	2016 - 2024 Change	2016 - 2024 % Change	Expected Change	2016 Location Quotient ⁴	2024 Location Quotient ⁴	2015 Avg. Hourly Wages ⁸
3549	Parry Sound	58	70	12	21%	0.73	0.83	4	\$31.90
3552	Sudbury	21	25	4	19%	0.45	0.49	1	\$31.77
3551	Manitoulin	27	32	5	19%	0.79	0.86	2	\$31.49
3547	Renfrew	199	235	36	18%	0.69	0.78	16	\$31.86
3512	Hastings	271	319	48	18%	0.64	0.73	21	\$31.97
3510	Frontenac	464	538	74	16%	0.90	1.01	35	\$32.22
3522	Dufferin	119	137	18	15%	0.96	1.03	9	\$30.73
3548	Nipissing	168	193	25	15%	0.63	0.68	13	\$32.02
3556	Cochrane	108	124	16	15%	0.43	0.47	8	\$32.05
3543	Simcoe	1,018	1,166	148	15%	0.92	1.00	78	\$31.40
3553	Greater Sudbury / Grand Sudbury	325	372	47	14%	0.63	0.67	25	\$32.28

Census Division	Census Division Name	2016 Jobs ⁷	2024 Jobs ⁷	2016 - 2024 Change	2016 - 2024 % Change	Expected Change	2016 Location Quotient ⁴	2024 Location Quotient ⁴	2015 Avg. Hourly Wages ⁸
3539	Middlesex	1,379	1,571	192	14%	0.96	1.03	107	\$30.55
3557	Algoma	173	197	24	14%	0.55	0.59	13	\$32.23
3530	Waterloo	1,818	2,057	239	13%	1.07	1.15	141	\$31.52
3502	Prescott and Russell	215	242	27	13%	1.31	1.37	17	\$29.18
3546	Haliburton	24	27	3	13%	0.67	0.67	1	\$30.02
3511	Lennox and Addington	41	46	5	12%	0.56	0.58	3	\$31.17
3507	Leeds and Grenville	312	347	35	11%	1.31	1.36	25	\$31.49
3538	Lambton	193	212	19	10%	0.57	0.60	14	\$30.92
3509	Lanark	124	136	12	10%	0.91	0.93	9	\$33.16
3554	Timiskaming	42	46	4	10%	0.48	0.49	3	\$31.07
3501	Stormont, Dundas and Glengarry	321	351	30	9%	1.19	1.21	25	\$31.66
3536	Chatham-Kent	187	204	17	9%	0.69	0.72	14	\$30.63
3524	Halton	1,217	1,319	102	8%	0.82	0.82	94	\$34.85
3537	Essex	518	561	43	8%	0.51	0.52	40	\$30.93
3519	York	2,856	3,085	229	8%	0.92	0.90	221	\$34.61
3513	Prince Edward	26	28	2	8%	0.67	0.68	2	\$28.32
3521	Peel	4,032	4,342	310	8%	0.95	0.95	312	\$34.55
3520	Toronto	16,192	17,330	1,138	7%	1.69	1.68	1,251	\$34.69

Brock University continues to play a significant role for employment within our Hamilton-Niagara region.

Section 3: Top Three Job Occupation Summaries

a) Professional Occupations in Advertising, Marketing and Public Relations

This unit group includes specialists in advertising, marketing and public relations who analyse, develop and implement communication and promotion strategies and information programs, analyse advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals. They are employed by consulting firms, advertising agencies, corporations, associations, government, social agencies, museums, galleries, public interest groups, and cultural and other organizations, or they may be self-employed. Agents such as entertainment, literary and sports agents are included in this unit group⁵.

Technology Skills Required ⁶:

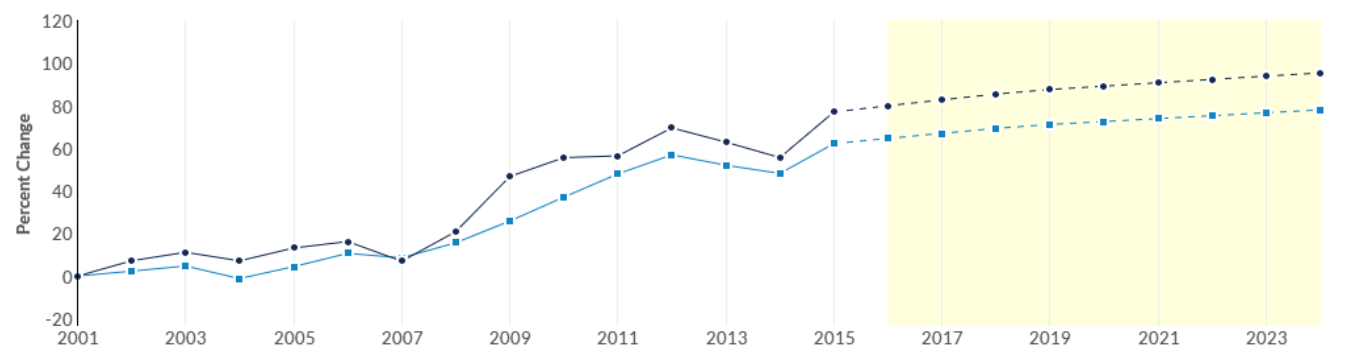
- Operating System Software: Microsoft Windows
- Database User Interface and Query Software: Data entry software

Skills & Abilities Required ⁶:

- Operation and Control: controlling operations of equipment or systems
- Near Vision: seeing details at close range
- Problem Sensitivity: telling when and where something is wrong

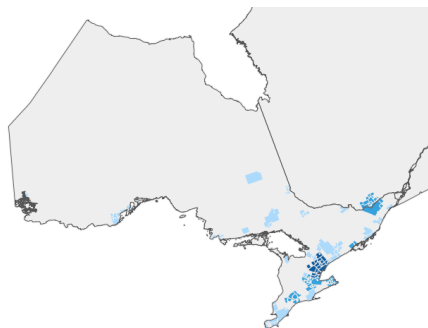
40,890 Jobs ⁷ (2015) 22% above Canada's average	8.6% % Change (2016-2024) Canada: 8.1%	\$31.25/hr Median Hourly Wages ⁸ Canada: \$30.68/hr
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Ontario Trends



	Region	2016 Jobs ⁷	2024 Jobs ⁷	Change	% Change
●	Ontario	41,567	45,122	3,555	8.6%
●	Canada	89,075	96,309	7,234	8.1%

Where are the most jobs in Ontario for Professional Occupations in Advertising, Marketing and Public Relations?



Census Metropolitan Aggregate	2024 Jobs ⁷
Toronto	25,678
Ottawa - Gatineau	8,268
Kitchener - Cambridge - Waterloo	1,675
London	1,379
Hamilton	1,272

Who are employing Professional Occupations in Advertising, Marketing, and Public Relations?

Industry	Occupation Jobs ⁷ in Industry (2015)	% of Occupation in Industry (2015)	% of Total Jobs ⁷ in Industry (2015)
Advertising, public relations, and related services	8,153	19.9%	25.2%
Other federal services	2,835	6.9%	2.3%
Grant-making and giving services	2,154	5.3%	18.2%
Business, professional, labour and other membership organizations	2,114	5.2%	5.6%
Management, scientific and technical consulting services	1,559	3.8%	4.0%



b) Supervisors, food, beverage and associated products processing

Supervisors in this unit group supervise and co-ordinate the activities of workers who operate processing and packaging machines, and workers who grade food, beverage and associated products. They are employed in fruit and vegetable processing plants, dairies, flour mills, bakeries, sugar refineries, fish plants, meat plants, breweries and other food, beverage and associated products processing establishments⁵.

Technology Skills Required⁶:

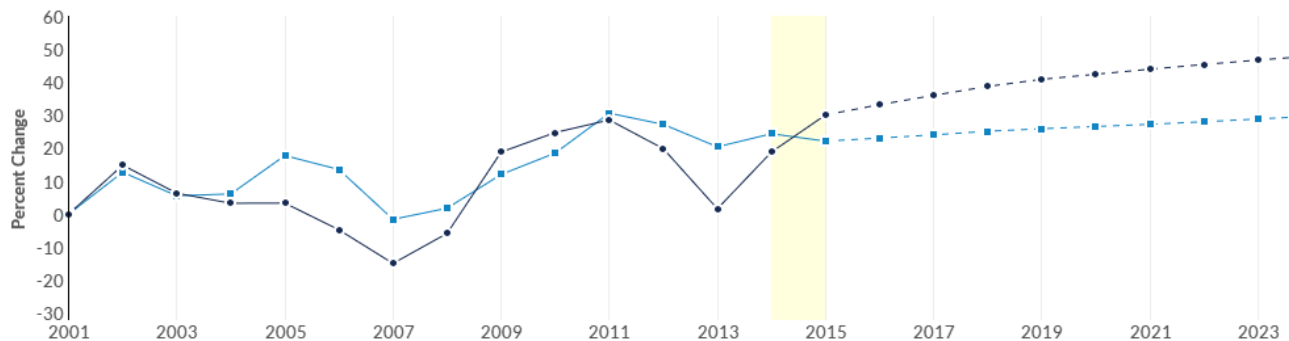
- Project management software: ComputerEase, HCSS HeavyBid, Microsoft Project, Microsoft SharePoint
- Electronic Mail Software: Email software
- Microsoft Software: Office, Excel, Word

Skills & Abilities Required⁶:

- Oral Expression: communicating information and ideas in speaking
- Coordination: adjusting actions in relation to others' actions
- Problem sensitivity: telling when and where something is wrong

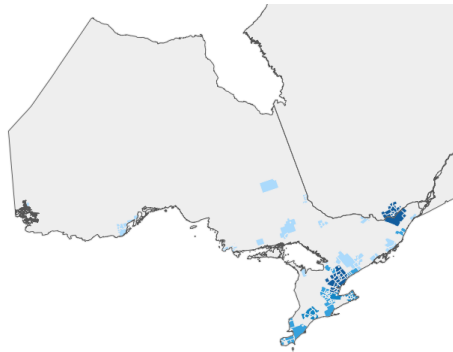
6,606 Jobs ⁷ (2015) 10% above Canada's average	+10.2% % Change (2016-2024) Canada: -1.8%	\$22.65/hr Median Hourly Wages ⁸ Canada: \$22.64/hr
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Ontario Trends



	Region	2014 Jobs	2015 Jobs	Change	% Change
●	Ontario	6,034	6,606	572	9.5%
●	Canada	16,024	15,737	-287	-1.8%

Where are the most jobs in Ontario for Supervisors, food, beverage and associated products processing?



Census Metropolitan Aggregate	2024 Jobs ⁷
Toronto	4,401
Kitchener - Cambridge - Waterloo	368
Hamilton	347
London	245
St. Catharines - Niagara	244

Who are employing Supervisors, food, beverage and associated products processing?

Industry	Occupation Jobs ⁷ in Industry (2015)	% of Occupation in Industry (2015)	% of Total Jobs ⁷ in Industry (2015)
Bakeries and tortilla manufacturing	1,369	17.3%	6.1%
Meat product manufacturing	1,239	15.7%	7.0%
Beverage manufacturing	859	10.9%	5.9%
Other food manufacturing	717	9.1%	4.7%
Dairy product manufacturing	549	6.9%	6.4%

Brock University's Oenology and Viticulture program provides students with valuable industry experience by Co-op work terms. Each student is required to do at least one work term in a vineyard setting and one at a winery.

c) Testers and graders, food, beverage and associated products processing

Testers and graders in this unit group test or grade ingredients and finished food, beverage or associated products to ensure conformance to company standards. They are employed in fruit and vegetable processing plants, dairies, flour mills, bakeries, sugar refineries, fish plants, meat plants, breweries and other food, beverage and associated products processing plants⁵.

Technology Skills Required⁶:

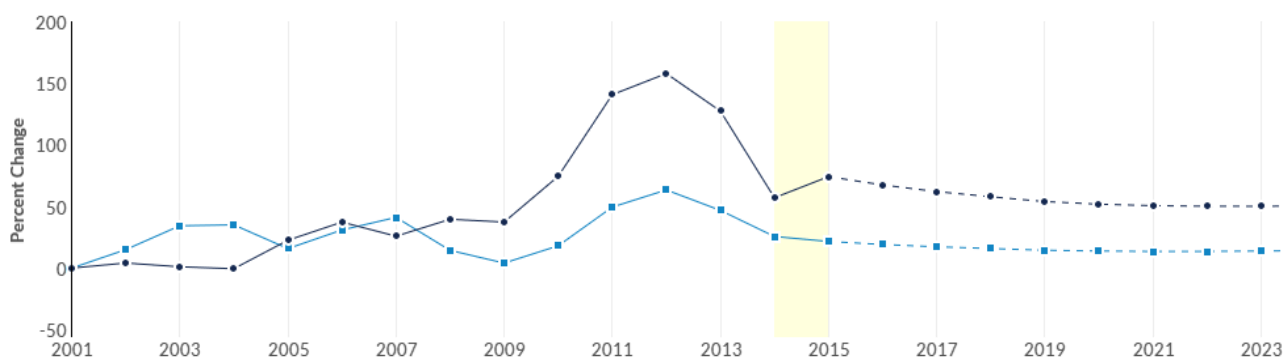
- Industrial control software: Coordinate measuring machine software, Cybermetrics GAGETrak, Statistical process control SPC data collection devices, Wilcox Associates PC-DMIS Inspection Planner

Skills & Abilities Required⁶:

- Quality Control Analysis: conducting tests and inspections of products, services, or processes to evaluate quality or performance
- Flexibility of Closure: identifying or detecting a known pattern that is hidden in other distracting materials

3,397 Jobs ⁷ (2015) 30% above National average	-10.4% % Change (2016-2024) Nation: -4.5%	\$19.99/hr Median Hourly Wages ⁸ Nation: \$19.08/hr
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Ontario Trends



	Region	2016 Jobs ⁷	2024 Jobs ⁷	Change	% Change
●	Ontario	3,062	3,397	335	10.9%
●	Canada	7,040	6,814	-226	-3.2%

Where are the most jobs in Ontario for Testers and graders, food, beverage and associated products processing?



Census Metropolitan Aggregate	2024 Jobs ⁷
Toronto	1,369
London	315
Hamilton	178
Kitchener - Cambridge - Waterloo	176
St. Catharines - Niagara	141

Who are employing Testers and graders, food, beverage and associated products processing?

Industry	Occupation Jobs ⁷ in Industry (2015)	% of Occupation in Industry (2015)	% of Total Jobs ⁷ in Industry (2015)
Beverage manufacturing	445	13.1%	3.2%
Meat product manufacturing	370	10.9%	2.1%
Other food manufacturing	349	10.3%	2.4%
Bakeries and tortilla manufacturing	345	10.2%	1.6%
Food merchant wholesalers	282	8.3%	0.7%



Reference and Notes

⁴ Location Quotient: a calculation that quantifies the concentration of a particular industry, cluster, or occupation, in a Ontario as compared to the Canada. It can reveal what makes a particular Ontario “unique” in comparison to the Canada’s average. Source: <http://www.economicmodeling.com/2011/10/14/understanding-location-quotient-2/>

⁵ <https://brocku.EmsiCareerCoach.ca>

⁶ <https://www.onetonline.org/>

⁷ Employment numbers do not include people who are self-employed and may be under-represented.

⁸ Wages do not consider people who are self-employed and may be under-represented.