



Recruiting & Retaining the Next Generation of Precision Farming Specialist

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Recruiting and Retaining

- Average employment tenure for the year 2014 was 4.7 years (*)
- For males ages 24 – 34 the average employment tenure was only 3 years (*)
- Average employment tenure for Precision Ag Specialists is only 18-24 months
 - (*) Bureau of Labor Statistics

Recruiting and Retaining

- Culture drives some of this process for all of us in a given region or area
- Stick to your established Core Values and do not vary from them
- Just because it works in one area doesn't mean it will work everywhere
- There is no "Silver Bullet"

Who Do You Want

- Develop a list of attributes you are looking for in the recruit
- Prioritize those attributes into what is primary and what is secondary
- Give yourself some flexibility in this process

Primary Attributes

- Alignment with Core Values
- ATTITUDE
- Personality Type
- Willingness to work & ability to learn
- Social skills
- Are they “Self Motivated”?
- Cleanliness
- Mechanical Aptitude

Secondary Attributes

- Culture will drive some of these attributes
- Does he need a farming background?
- College Degree
 - Type (Does it matter?)
 - 2 year or 4 year
 - Will a Technical School Degree fill your requirements?
 - Grade Point Average at graduation?
 - Resume

Recruiting

- Word of mouth
 - Church
 - Social connections
- High School FFA Chapters!!!!!!
 - Get involved in their FFA Programs
- University AG Programs
- Agricultural publications
- Internships

Recruiting

- Agricultural publications
- Internships
- On-Line Recruiting Websites
 - Herk & Assoc
 - AgCareers.com

Recruiting

- Will take more than one encounter with the person
- Be honest and realistic
- Don't sugar coat the job
- Spell out opportunities
- Make it interesting
- Don't discuss wages right away
- Stress "TEAM" Concept
- Don't make promises you can't keep!

Retaining

- Instill the “TEAM” Concept
- Don’t make promises you can’t keep!
- Make them feel like they are contributing to the “TEAM”
- Reward them along with everyone else for meeting “TEAM” goals
 - Not just about money
 - Do TEAM activities

Retaining

- Pay them an honest wage
- Allow them to give input into decisions
- Help them to see opportunities “Long Term”
- Allow them to be creative
- Fulfill your promises to them!!!!!!!!!!