



A REWARDING FIELD OF WORK

Wisconsin's diverse agriculture industry is a growing field of opportunities that is in need of skilled employees. By leveraging existing skills, Why Ag matches workers with valuable career options in a rewarding field of work.

Objectives:

Strengthen Wisconsin's agricultural employment status.

Link agricultural-based employers with a qualified workforce and skilled labor.

Strengthen the perception and understanding of agriculture's strong, viable and sustainable role in Wisconsin's workforce and economy overall.

How Why Ag is Different

It is not a typical job search engine

No resumes or specific jobs are posted – only resources and links to companies seeking labor candidates.

It complements FFA efforts and the Wisconsin Agri-Business Council

The initiative links agricultural opportunities with a skilled workforce in need of jobs, beyond educating youth or promoting ag career choices.



Why Ag's Roots:

Why Ag began as an initiative of the Wisconsin Agricultural Education and Workforce Development Council to raise the understanding of the agriculture, food and natural resource industry and its career opportunities.

Online Exploration:

The website created through the Why Ag Initiative provides valuable educational and employment resources, easy-to-follow career road maps and an interactive **Skills-to-Jobs Matrix** that matches individual skills to position descriptions from the fields of agriculture, biotechnology and life sciences.

Find out how your skills apply to a career in agriculture at www.WhyAg.com.

This initiative brought to you by the Wisconsin Agricultural Education and Workforce Development Council.
The project was initially funded through the Workforce Investment Act and the Workforce Development Board of South Central Wisconsin.

WITH YOUR HELP, WE CAN RAISE AWARENESS OF THIS INITIATIVE AND HELP GROW A SUSTAINABLE WORKFORCE IN WISCONSIN AGRICULTURE!

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