

# Agriculture, Food & Natural Resources (5-Digit SOC) in Labor Shed



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## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 86 Occupations

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11-2022 Sales Managers

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11-3071 Transportation, Storage, and Distribution  
Managers

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11-9013 Farmers, Ranchers, and Other Agricultural  
Managers

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11-9121 Natural Sciences Managers

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13-1028 Buyers and Purchasing Agents

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13-1041 Compliance Officers

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13-1074 Farm Labor Contractors

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13-2072 Loan Officers

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15-1232 Computer User Support Specialists

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*See Appendix A for all 86 Occupations*

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### 8 Counties

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55019 Clark County, WI

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55067 Langlade County, WI

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55069 Lincoln County, WI

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55073 Marathon County, WI

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55097 Portage County, WI

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55115 Shawano County, WI

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55119 Taylor County, WI

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55141 Wood County, WI

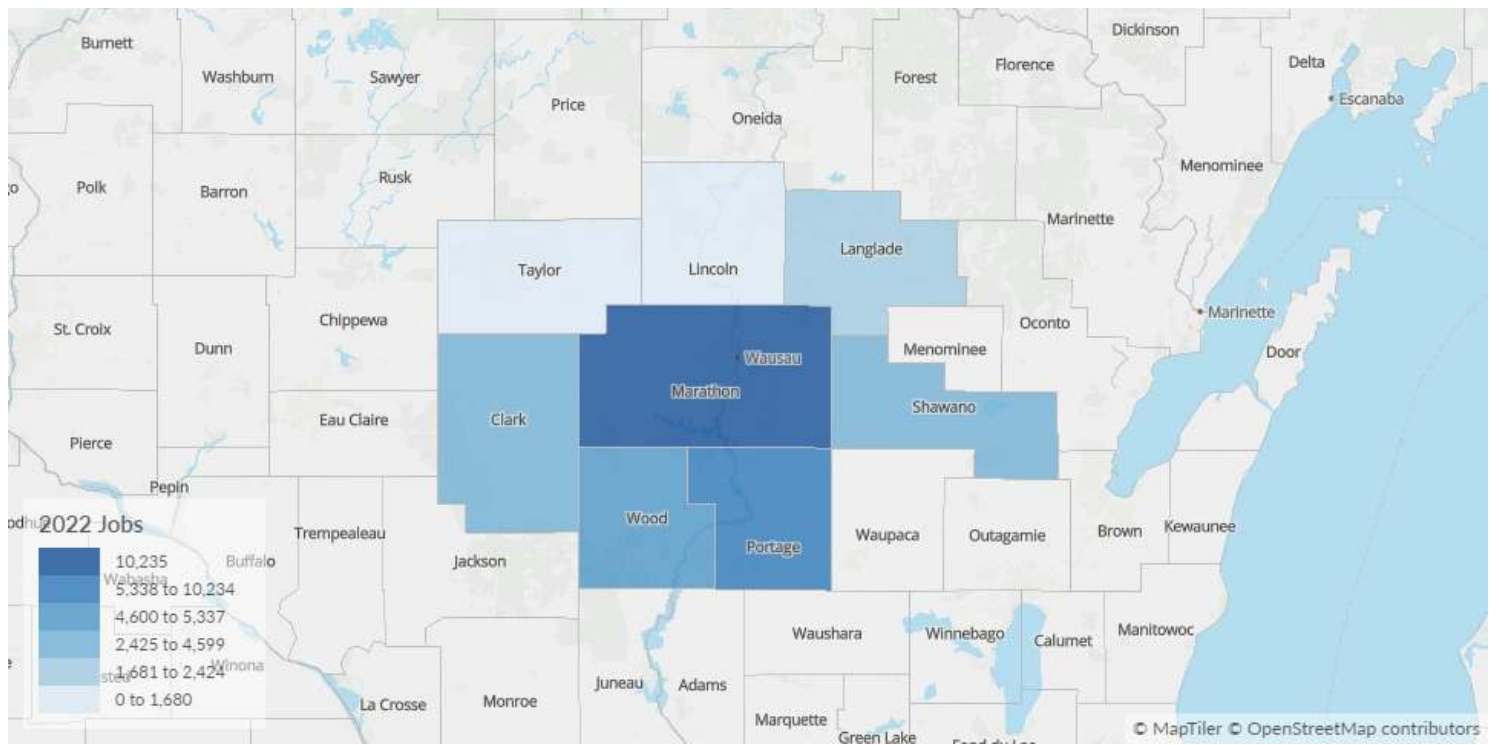
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

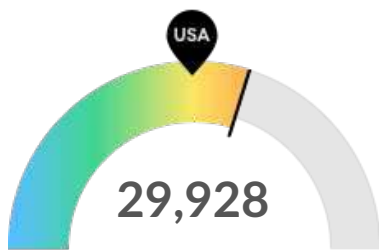
The information in this report pertains to the chosen occupations and geographical areas.

# Workforce Map



## Executive Summary

### Light Hiring Competition Over a Deep Supply of Regional Talent



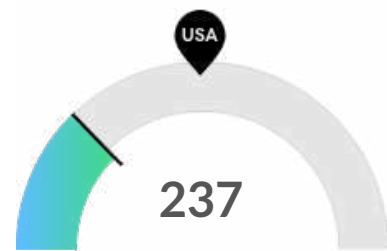
**Supply (Jobs)**

Your area is a hotspot for this kind of talent. The national average for an area this size is 22,876\* employees, while there are 29,928 here.



**Compensation**

The cost for talent is low in your area. The national median salary for your occupations is \$39,079, while you'll pay \$37,420 here.



**Demand (Job Postings)**

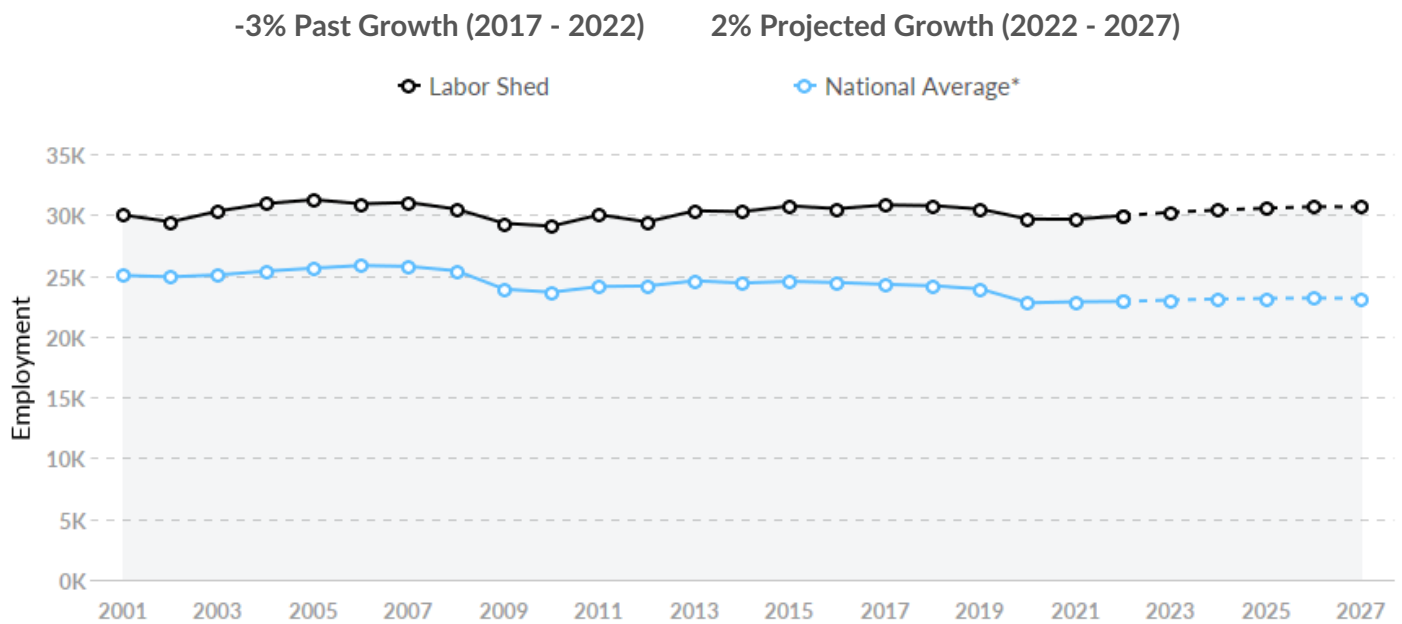
Competition from online job postings is low in your area. The national average for an area this size is 559\* job postings/mo, while there are 237 here.

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Supply (Jobs)

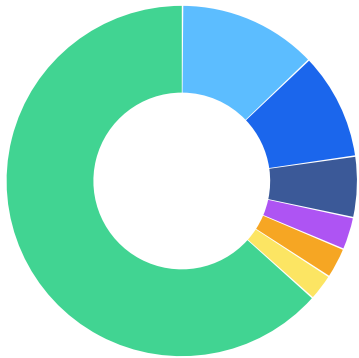
## Supply Is Higher Than the National Average








The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 22,876\* employees, while there are 29,928 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Most Jobs are Found in the Animal Production Industry Sector

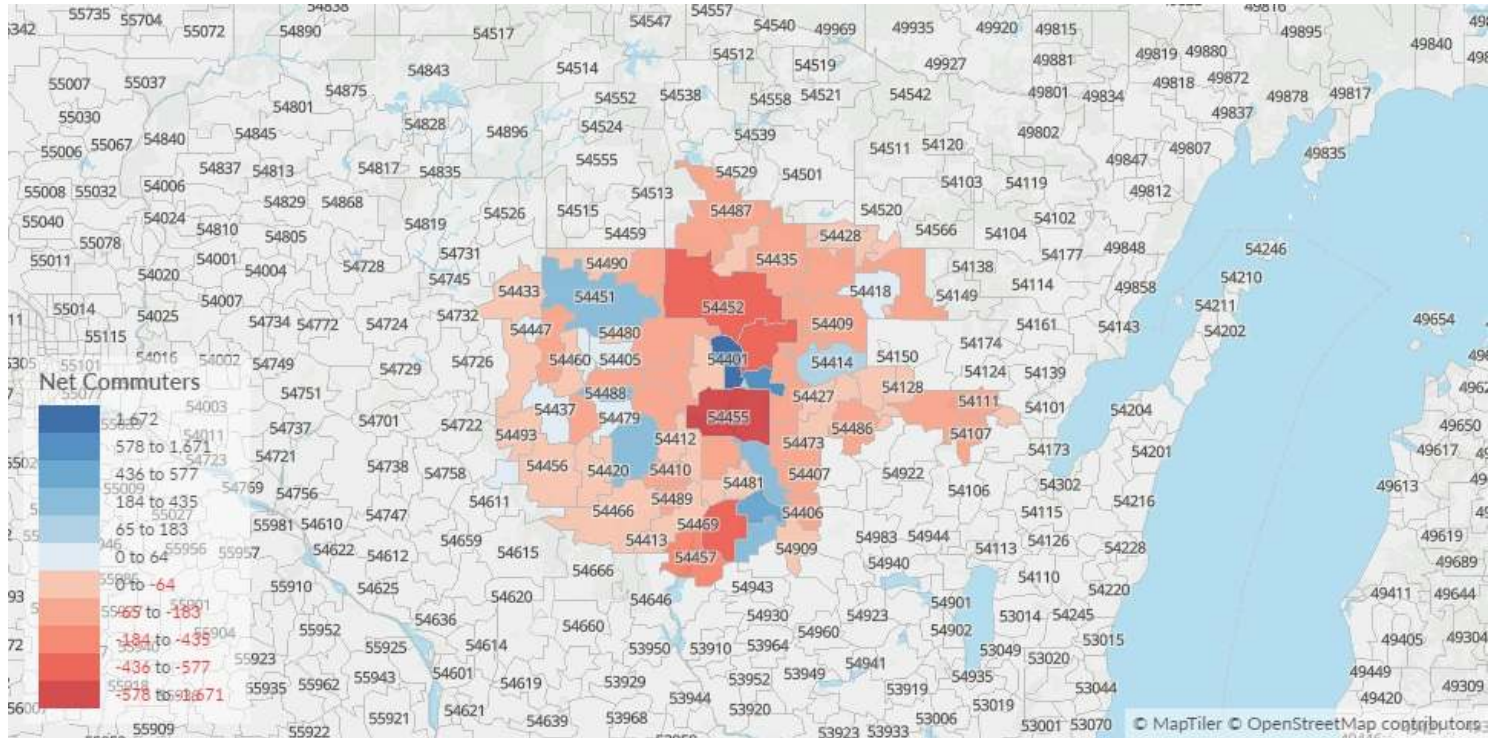


Industry	% of Occupation in Industry (2022)
 Animal Production	12.8%
 Crop Production	9.8%
 Dairy Product Manufacturing	5.6%
 General Merchandise Stores, including Warehouse Clubs and Supercenters	3.0%
 Building Material and Supplies Dealers	2.8%
 Animal Slaughtering and Processing	2.4%
 Other	63.5%



## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



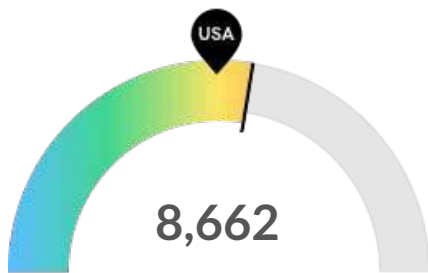
### Where Talent Works

### Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	3,640
54476	Schofield, WI (in Marath...	1,906
54449	Marshfield, WI (in Woo...	1,671
54467	Plover, WI (in Portage c...	1,573
54481	Stevens Point, WI (in Po...	1,544

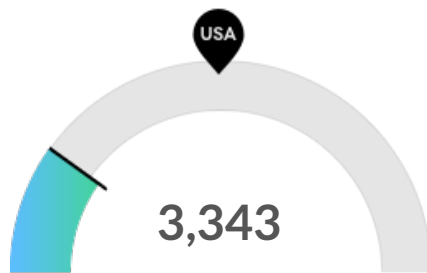
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	1,968
54494	Wisconsin Rapids, WI (i...	1,846
54481	Stevens Point, WI (in Po...	1,602
54403	Wausau, WI (in Maratho...	1,473
54449	Marshfield, WI (in Woo...	1,469

## Retirement Risk Is High, While Overall Diversity Is Low



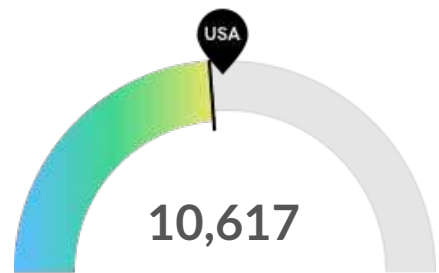
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 7,469\* employees 55 or older, while there are 8,662 here.



**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 10,508\* racially diverse employees, while there are 3,343 here.



**Gender Diversity**

Gender diversity is about average in your area. The national average for an area this size is 11,357\* female employees, while there are 10,617 here.

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

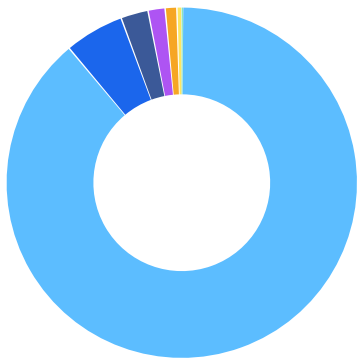
## Demographic Details

### Occupation Age Breakdown



	% of Jobs	Jobs
14-18	4.8%	1,450
19-24	10.5%	3,148
25-34	18.2%	5,455
35-44	19.4%	5,801
45-54	18.1%	5,413
55-64	20.0%	5,986
65+	8.9%	2,676

### Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	88.8%	26,585
Hispanic or Latino	5.5%	1,641
Asian	2.5%	757
Black or African American	1.6%	469
Two or More Races	1.1%	321
American Indian or Alaska Native	0.5%	137
Native Hawaiian or Other Pacific Islander	0.1%	18

## Occupation Gender Breakdown

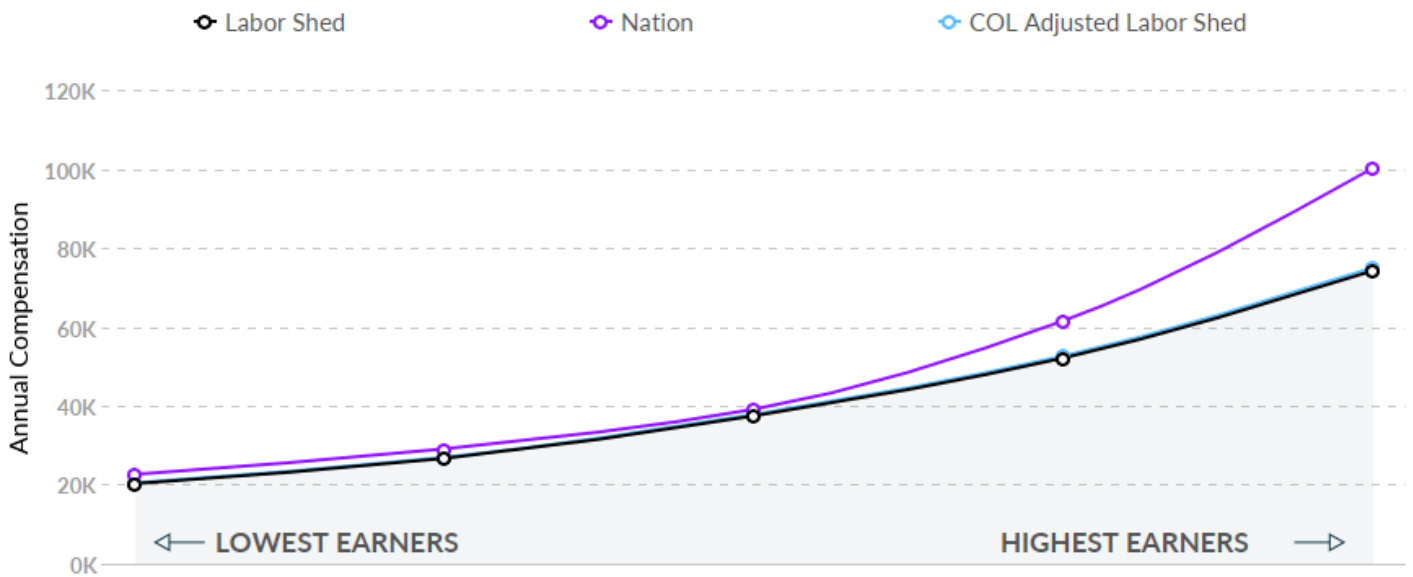


	% of Jobs	Jobs
● Males	64.5%	19,312
● Females	35.5%	10,617

# Compensation

## Talent Is 4% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$37,420. Based on the national median wage of \$39,079 for this position, this means you will spend about 4% less to employ your occupations here. However, their actual purchasing power will be 3% less than the national median when we adjust for regional cost of living (which is 1% lower than average). This may make it harder to attract talent to the region at this price.



# Demand



## 489 Employers Competing

All employers in the region who posted for this job over the last 12 months.



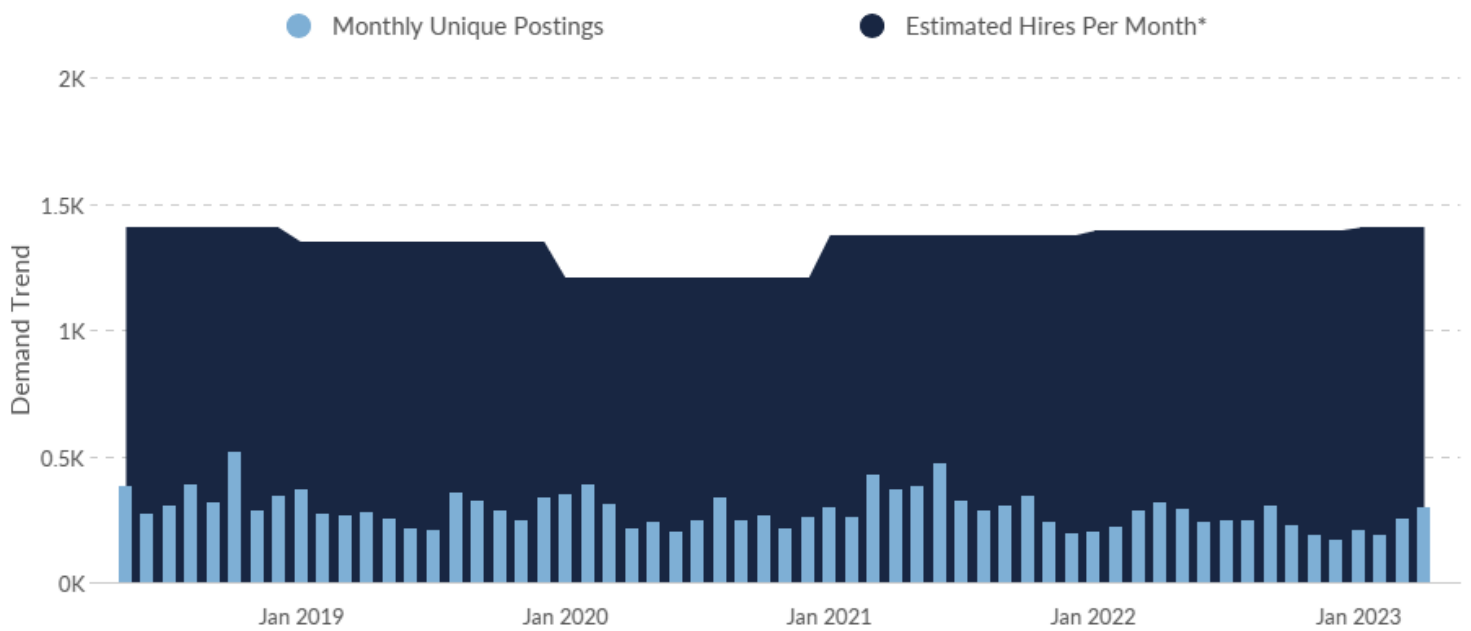
## 2,841 Unique Job Postings

The number of unique postings for this job over the last 12 months.



## 29 Day Median Duration

Posting duration is 3 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Retail Salespersons	62	293
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	36	71
Production Workers, All Other	20	17
Welders, Cutters, Solderers, and Brazers	5	64

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.










Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Sales Managers	11	10
Computer User Support Specialists	11	18
Securities, Commodities, and Financial Services Sales Agents	7	9
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	5	40
Machinists	5	24
Inspectors, Testers, Sorters, Samplers, and Weighers	5	52
Electrical and Electronic Engineering Technologists and Technicians	6	2
Buyers and Purchasing Agents	7	17
Dietitians and Nutritionists	6	2
Landscaping and Groundskeeping Workers	5	94
Transportation, Storage, and Distribution Managers	3	5
Loan Officers	3	13
Food Preparation Workers	2	100
Pesticide Handlers, Sprayers, and Applicators, Vegetation	2	4
Veterinarians	2	2
Database Administrators	2	1
Tree Trimmers and Pruners	3	6
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2	4
Natural Sciences Managers	3	0
Mobile Heavy Equipment Mechanics, Except Engines	2	7
Compliance Officers	2	6
Farmworkers, Farm, Ranch, and Aquacultural Animals	2	46
Butchers and Meat Cutters	2	9
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	1	139

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Farmers, Ranchers, and Other Agricultural Managers	1	52
Animal Caretakers	1	24
Refuse and Recyclable Material Collectors	1	5
Veterinary Technologists and Technicians	0	7
Soil and Plant Scientists	1	1
Agricultural Equipment Operators	0	24
Food Science Technicians	0	6
Meat, Poultry, and Fish Cutters and Trimmers	1	10
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	0	6
Graders and Sorters, Agricultural Products	1	7
Agricultural Technicians	1	2
Foresters	1	2
Food Batchmakers	0	84
Water and Wastewater Treatment Plant and System Operators	0	8
Environmental Engineers	1	0
Zoologists and Wildlife Biologists	0	0
Conservation Scientists	1	3
Biological Technicians	0	2
Food Cooking Machine Operators and Tenders	0	11
Conveyor Operators and Tenders	0	4
Food Scientists and Technologists	0	2
Forest and Conservation Technicians	0	2
Farm and Home Management Educators	1	1
Biological Scientists, All Other	0	0
Hazardous Materials Removal Workers	0	2



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Geoscientists, Except Hydrologists and Geographers	0	0
Environmental Science and Protection Technicians, Including Health	0	0
Slaughterers and Meat Packers	0	12
Veterinary Assistants and Laboratory Animal Caretakers	0	12
First-Line Supervisors of Farming, Fishing, and Forestry Workers	0	11
Environmental Scientists and Specialists, Including Health	0	2
Geological Technicians, Except Hydrologic Technicians	0	0
Animal Control Workers	0	0
Animal Trainers	0	2
Forest and Conservation Workers	0	3
Career/Technical Education Teachers, Secondary School	0	5
Fishing and Hunting Workers	0	0
Agricultural Workers, All Other	0	23
Farm Equipment Mechanics and Service Technicians	0	4
Microbiologists	0	0
Dietetic Technicians	0	0
Animal Scientists	0	0
Biochemists and Biophysicists	0	0
Captains, Mates, and Pilots of Water Vessels	0	0
Environmental Engineering Technologists and Technicians	0	0
Economists	0	0
Log Graders and Scalers	0	2

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Farm Labor Contractors	0	0
Agricultural Engineers	0	0
Communications Equipment Operators, All Other	0	0
Agricultural Inspectors	0	0

Top Companies	Unique Postings	Top Job Titles	Unique Postings
M & R Stores	81 	Sales Associates/Cashiers	112 
Fleet Farm	73 	Machine Operators	61 
TruGreen	59 	Retail Sales Associates	61 
Sentry Insurance	58 	Dietary Aides	39 
Aspirus	48 	Front End Cashiers	39 

## Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

## Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

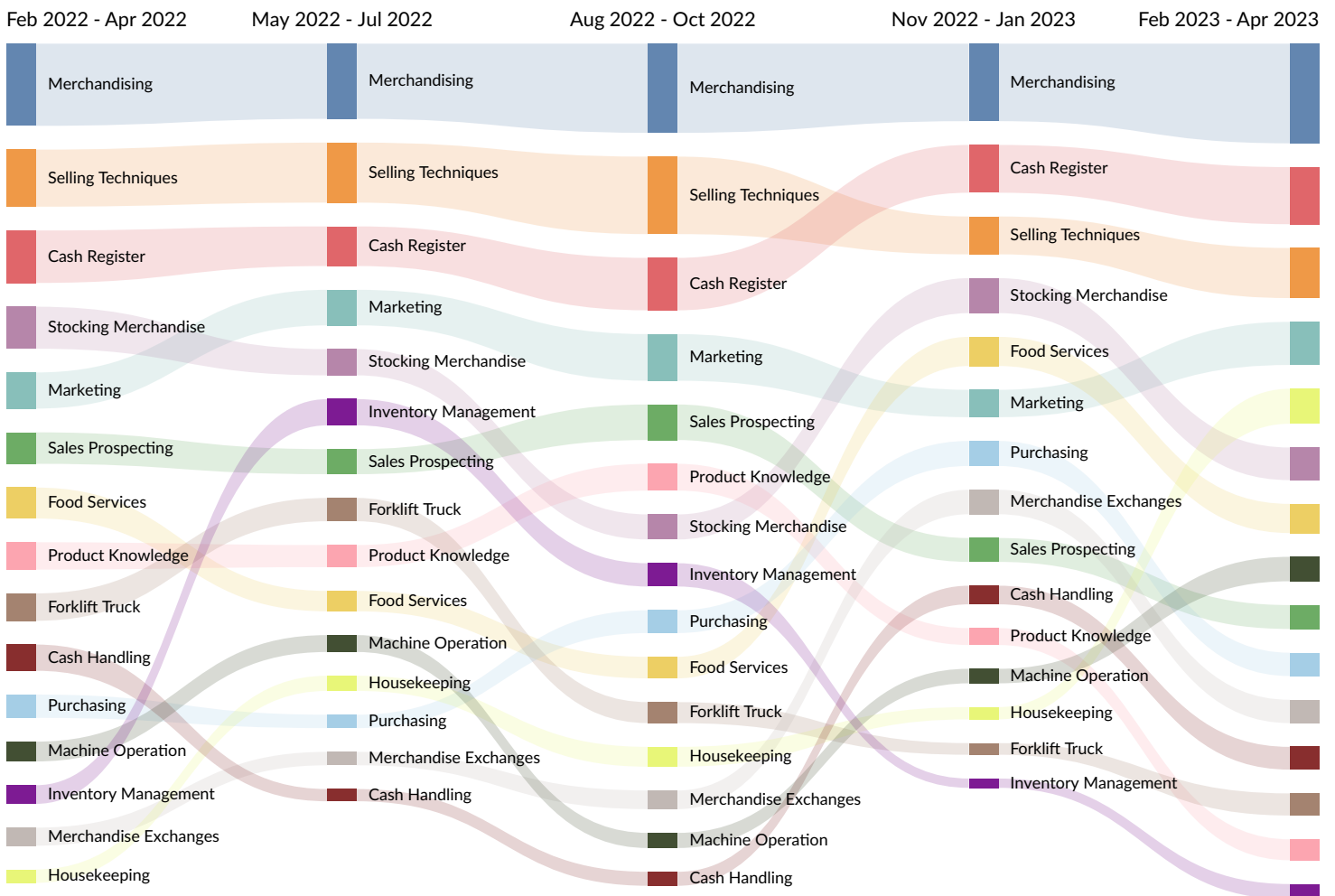
## Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

# What skills are they posting for?

## Top 15 Skills for Your Selected Job Types by Quarter

Skills help us understand the direction an occupation is headed.



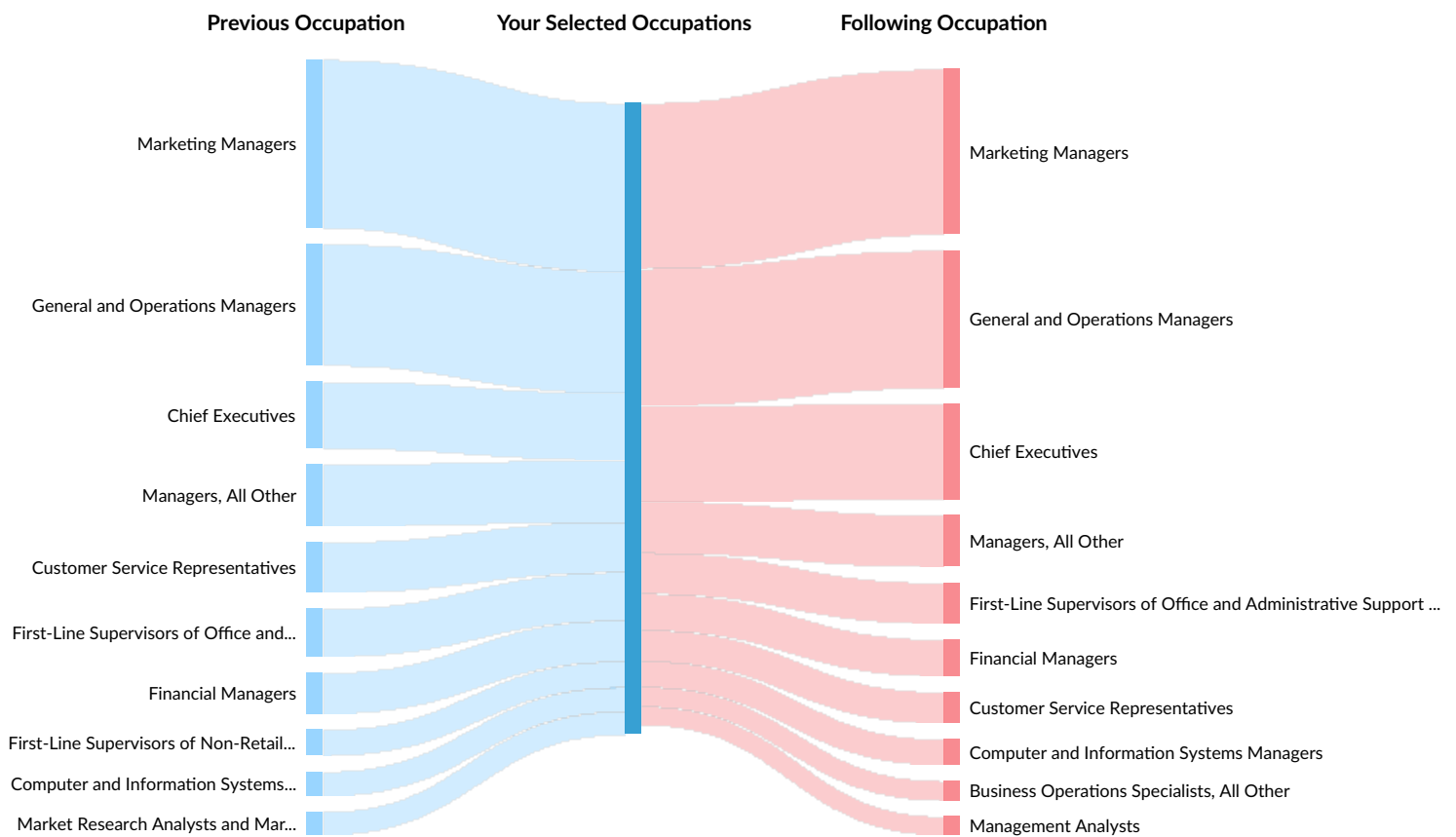
# Occupation Gain and Drain

## Occupation Gain and Drain

The table below analyzes the profiles of current and past people in your selected occupations. The left column shows job transitions from other occupations to your selected occupations. The right column shows job transitions from your selected occupations to other occupations.

Please note, results are only available at the national level and the 2 and 5 digit SOC level. Other SOC levels will be converted to 5-digit SOC. Also your selection has been limited to 100 occupations.

The following represents the job transitions of employees in your selected occupations in the United States:



Previous Occupations	Transitions
Marketing Managers	143,915
General and Operations Managers	103,699
Chief Executives	57,177

Previous Occupations	Transitions
Managers, All Other	52,803
Customer Service Representatives	43,015
First-Line Supervisors of Office and Administrative Support Workers	41,166
Financial Managers	34,964
First-Line Supervisors of Non-Retail Sales Workers	22,131
Computer and Information Systems Managers	20,685
Market Research Analysts and Marketing Specialists	19,709
Business Operations Specialists, All Other	18,530
Management Analysts	17,158
First-Line Supervisors of Retail Sales Workers	16,709
Medical and Health Services Managers	12,076
Public Relations Managers	11,917
Sales and Related Workers, All Other	11,800
Public Relations Specialists	10,514
Project Management Specialists	9,897
Training and Development Specialists	9,724
Sales Engineers	9,380
Human Resources Specialists	9,225
Computer Occupations, All Other	8,681
Architectural and Engineering Managers	8,285
Real Estate Sales Agents	8,167
Insurance Sales Agents	7,889
Human Resources Managers	7,492
Meeting, Convention, and Event Planners	6,751
Advertising and Promotions Managers	6,662

Previous Occupations	Transitions
Executive Secretaries and Executive Administrative Assistants	6,366
First-Line Supervisors of Production and Operating Workers	5,882
Social and Community Service Managers	5,468
Advertising Sales Agents	5,221
Property, Real Estate, and Community Association Managers	5,190
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,067
Food Service Managers	5,011
Computer Systems Analysts	4,642
Postsecondary Teachers	4,635
Social and Human Service Assistants	4,537
Purchasing Managers	4,535
Personal Financial Advisors	4,506
Registered Nurses	4,244
Software Developers	4,206
Coaches and Scouts	3,547
Industrial Production Managers	3,443
Producers and Directors	3,259
Demonstrators and Product Promoters	2,908
Network and Computer Systems Administrators	2,851
Accountants and Auditors	2,851
Financial and Investment Analysts	2,835
First-Line Supervisors of Mechanics, Installers, and Repairers	2,675
Industrial Engineers	2,346
First-Line Supervisors of Food Preparation and Serving Workers	2,056
Logisticians	1,927

Previous Occupations	Transitions
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,903
Educational, Guidance, and Career Counselors and Advisors	1,893
Web Developers	1,827
Waiters and Waitresses	1,824
Information Security Analysts	1,728
Exercise Trainers and Group Fitness Instructors	1,667
Mechanical Engineers	1,614
Graphic Designers	1,528
Bookkeeping, Accounting, and Auditing Clerks	1,378
Stockers and Order Fillers	1,343
Teachers and Instructors, All Other	1,162
Hotel, Motel, and Resort Desk Clerks	1,138
Operations Research Analysts	1,128
Medical Scientists, Except Epidemiologists	1,080
Teaching Assistants, Postsecondary	998
Cashiers	947
Tellers	934
Security Guards	925
Recreation Workers	915
Secondary School Teachers, Except Special and Career/Technical Education	881
Teaching Assistants, Except Postsecondary	858
Fast Food and Counter Workers	836
Life, Physical, and Social Science Technicians, All Other	831
Maintenance and Repair Workers, General	680
Loan Interviewers and Clerks	635

Previous Occupations	Transitions
Office Clerks, General	476
Laborers and Freight, Stock, and Material Movers, Hand	465
Clinical Laboratory Technologists and Technicians	410
Following Occupations	Transitions
Marketing Managers	141,271
General and Operations Managers	117,273
Chief Executives	81,570
Managers, All Other	43,988
First-Line Supervisors of Office and Administrative Support Workers	34,843
Financial Managers	31,177
Customer Service Representatives	26,534
Computer and Information Systems Managers	21,930
Business Operations Specialists, All Other	16,684
Management Analysts	15,816
Market Research Analysts and Marketing Specialists	14,796
First-Line Supervisors of Non-Retail Sales Workers	14,565
First-Line Supervisors of Retail Sales Workers	13,282
Public Relations Managers	13,078
Medical and Health Services Managers	11,981
Real Estate Sales Agents	11,927
Human Resources Specialists	11,298
Public Relations Specialists	8,579
Project Management Specialists	8,455
Human Resources Managers	8,373
Architectural and Engineering Managers	8,010



Following Occupations	Transitions
Computer Occupations, All Other	7,772
Training and Development Specialists	7,484
Insurance Sales Agents	7,119
Executive Secretaries and Executive Administrative Assistants	6,315
Sales and Related Workers, All Other	6,270
Advertising and Promotions Managers	5,632
Personal Financial Advisors	5,614
Social and Community Service Managers	5,595
Sales Engineers	5,309
First-Line Supervisors of Production and Operating Workers	4,614
Property, Real Estate, and Community Association Managers	4,503
Social and Human Service Assistants	4,394
Postsecondary Teachers	4,387
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	4,325
Meeting, Convention, and Event Planners	4,184
Purchasing Managers	4,147
Software Developers	4,005
Computer Systems Analysts	3,769
Registered Nurses	3,544
Producers and Directors	3,536
Coaches and Scouts	2,951
Industrial Production Managers	2,877
Education Administrators, Postsecondary	2,853
Network and Computer Systems Administrators	2,557
Accountants and Auditors	2,353

Following Occupations	Transitions
Demonstrators and Product Promoters	2,157
Financial and Investment Analysts	2,079
First-Line Supervisors of Mechanics, Installers, and Repairers	1,985
Educational, Guidance, and Career Counselors and Advisors	1,804
Web Developers	1,787
Information Security Analysts	1,767
Industrial Engineers	1,681
Logisticians	1,578
Bookkeeping, Accounting, and Auditing Clerks	1,502
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,351
Graphic Designers	1,304
First-Line Supervisors of Food Preparation and Serving Workers	1,197
Waiters and Waitresses	1,196
Stockers and Order Fillers	1,171
Operations Research Analysts	1,100
Mechanical Engineers	1,053
Teaching Assistants, Postsecondary	1,015
Teachers and Instructors, All Other	991
Teaching Assistants, Except Postsecondary	962
Medical Scientists, Except Epidemiologists	907
Engineers, All Other	875
Recreation Workers	845
Security Guards	826
Hotel, Motel, and Resort Desk Clerks	779
Life, Physical, and Social Science Technicians, All Other	771

Following Occupations	Transitions
Loan Interviewers and Clerks	683
Fast Food and Counter Workers	681
Maintenance and Repair Workers, General	658
Cashiers	599
Receptionists and Information Clerks	583
Software Quality Assurance Analysts and Testers	524
Clinical Laboratory Technologists and Technicians	447
Medical Assistants	402
Laborers and Freight, Stock, and Material Movers, Hand	399

## Graduate Pipeline



### 124 Programs

597 programs can train for this job, while only 124 programs have produced completers in this region.



### 2,060 Completions (2021)

The completions from all regional institutions for all degree types.



### 4,528 Openings (2021)

The average number of openings for an occupation in the region is 37.

Top Programs	Completions (2021)
Business Administration and Ma...	248
Welding Technology/Welder	206
Liberal Arts and Sciences, Gener...	94
Biology/Biological Sciences, Gen...	92
Sociology, General	90

Top Schools	Completions (2021)
University of Wisconsin-Steven...	1,084
Northcentral Technical College	744
Mid-State Technical College	232

## Appendix A (Occupations)

Code	Description
11-2022	Sales Managers
11-3071	Transportation, Storage, and Distribution Managers
11-9013	Farmers, Ranchers, and Other Agricultural Managers
11-9121	Natural Sciences Managers
13-1028	Buyers and Purchasing Agents
13-1041	Compliance Officers
13-1074	Farm Labor Contractors
13-2072	Loan Officers
15-1232	Computer User Support Specialists
15-1242	Database Administrators
17-1021	Cartographers and Photogrammetrists
17-2021	Agricultural Engineers

Code	Description
17-2031	Bioengineers and Biomedical Engineers
17-2081	Environmental Engineers
17-2151	Mining and Geological Engineers, Including Mining Safety Engineers
17-3023	Electrical and Electronic Engineering Technologists and Technicians
17-3025	Environmental Engineering Technologists and Technicians
19-1011	Animal Scientists
19-1012	Food Scientists and Technologists
19-1013	Soil and Plant Scientists
19-1021	Biochemists and Biophysicists
19-1022	Microbiologists
19-1023	Zoologists and Wildlife Biologists
19-1029	Biological Scientists, All Other

Code	Description
19-1031	Conservation Scientists
19-1032	Foresters
19-2041	Environmental Scientists and Specialists, Including Health
19-2042	Geoscientists, Except Hydrologists and Geographers
19-2043	Hydrologists
19-3011	Economists
19-3092	Geographers
19-4012	Agricultural Technicians
19-4013	Food Science Technicians
19-4021	Biological Technicians
19-4042	Environmental Science and Protection Technicians, Including Health
19-4043	Geological Technicians, Except Hydrologic Technicians

Code	Description
19-4071	Forest and Conservation Technicians
25-2032	Career/Technical Education Teachers, Secondary School
25-9021	Farm and Home Management Educators
29-1031	Dietitians and Nutritionists
29-1131	Veterinarians
29-2051	Dietetic Technicians
29-2056	Veterinary Technologists and Technicians
31-9096	Veterinary Assistants and Laboratory Animal Caretakers
33-3031	Fish and Game Wardens
33-9011	Animal Control Workers
35-2021	Food Preparation Workers
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers

Code	Description
37-3011	Landscaping and Groundskeeping Workers
37-3012	Pesticide Handlers, Sprayers, and Applicators, Vegetation
37-3013	Tree Trimmers and Pruners
39-2011	Animal Trainers
39-2021	Animal Caretakers
41-2031	Retail Salespersons
41-3031	Securities, Commodities, and Financial Services Sales Agents
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
43-2099	Communications Equipment Operators, All Other
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers

Code	Description
45-2011	Agricultural Inspectors
45-2021	Animal Breeders
45-2041	Graders and Sorters, Agricultural Products
45-2091	Agricultural Equipment Operators
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals
45-2099	Agricultural Workers, All Other
45-3031	Fishing and Hunting Workers
45-4011	Forest and Conservation Workers
45-4023	Log Graders and Scalers
47-4041	Hazardous Materials Removal Workers
49-3041	Farm Equipment Mechanics and Service Technicians

Code	Description
49-3042	Mobile Heavy Equipment Mechanics, Except Engines
51-3021	Butchers and Meat Cutters
51-3022	Meat, Poultry, and Fish Cutters and Trimmers
51-3023	Slaughterers and Meat Packers
51-3092	Food Batchmakers
51-3093	Food Cooking Machine Operators and Tenders
51-4041	Machinists

Code	Description
51-4121	Welders, Cutters, Solderers, and Brazers
51-8031	Water and Wastewater Treatment Plant and System Operators
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers
51-9199	Production Workers, All Other
53-5021	Captains, Mates, and Pilots of Water Vessels
53-7011	Conveyor Operators and Tenders
53-7081	Refuse and Recyclable Material Collectors