

Commonwealth of Kentucky

Agricultural Outreach Plan

Program Year 2013

Each state Workforce Agency shall operate an outreach program in order to locate and to contact migrant and seasonal farm workers (MSFWs) who are not being reached by the normal intake activities conducted by the local offices. To this end, each state agency must include an annual Agricultural Outreach Plan, setting forth numerical goals, policies, and objectives. Regulations at 20 CFR 653.107 require that the Outreach Plan include the following elements:

- A. Assessment of Need
- B. Proposed Outreach Activities
- C. Services provided to agricultural employers and MSFWs through the One-Stop delivery system
- D. Numerical Goals
- E. Data Analysis

A. Assessment of Need

The value of agricultural production in the Commonwealth, with crops and livestock combined, totaled \$4,824,561 according to the 2007 United States Department of Agriculture (USDA) Census data. With two of the nation's largest poultry producing companies, Tyson and Purdue, located in Kentucky, poultry and egg production was the Commonwealth's leading commodity valued at \$978,025. It was followed closely by horses at \$952,384, cattle and calves at \$935,611, grains at \$867,298, and tobacco. Together these top five commodities made up nearly eighty-four (84) percent of Kentucky's total agricultural production in 2007.

According to the USDA, at the end of 2011, farm cash receipts totaled \$4,918,322 – a 10 percent growth over 2010. At \$952.8 million, poultry continued to be the state's top dollar product. Several commodities experienced significant growth, including greenhouse/nursery products, which grew 140 percent. Wool surged ahead 34 percent. Corn was up 31 percent and other livestock sales increased 21 percent.

Top Five Kentucky Agricultural Commodities 2011			
Commodity	Farm Receipts 1,000 Dollars	Farm Receipts Percent of State	Farm Receipts Percent of U.S.
1. Broilers	794,530	16.2	3.4
2. Horses/Mules	800,000	16.3	94.6
3. Cattle and Calves	628,648	12.8	1.0
4. Corn	786,292	16.0	1.2
5. Soybeans	601,212	12.2	1.6
All Commodities	4,918,323		1.3

Source: USDA State Facts Sheet

The following table shows details for some of the Commonwealth's top crops with Production Value from 2010:

Crop	Acres (1,000 Acres)	Production (1,000 Units)	Value of Production \$
1. Corn	1,300	152,520	831,234
2. Tobacco (All)	85.20	181,760	309,468
3. Soybeans	1,390	47,260	571,846
4. Wheat, Winter	250	16,500	96,525
5. Hay (All)	2,530	5,704	469,614

Source: USDA State Facts Sheet

KENTUCKY CASH RECEIPTS FROM FARM COMMODITIES

Ranked from highest to lowest farm receipts (in millions) from 2011

Commodity	UP or DOWN	2011	2010	2009
All Poultry	DOWN	\$952.9	\$953.1	\$911.6
Horses	UP	\$800.0	\$700.0	\$780.0
Corn	UP	\$786.3	\$598.0	\$579.1
Cattle & Calves	UP	\$628.6	\$615.5	\$484.6
Soybeans	UP	\$601.2	\$599.0	\$566.1
Tobacco	DOWN	\$325.2	\$331.2	\$382.8
Dairy Products	UP	\$232.2	\$204.2	\$165.6
Wheat	UP	\$199.2	\$81.9	\$125.6
Hay	UP	\$135.7	\$123.0	\$143.0
Hogs	UP	\$119.0	\$107.3	\$73.0
Greenhouse/Nursery	DOWN	\$70.6	\$72.0	\$76.0
Vegetables/Melons	UP	\$25.0	\$23.0	\$22.7
Other Livestock ₁	UP	\$15.0	\$12.4	\$11.4
Other Crops ₂	UP	\$16.2	\$11.5	\$14.8
Fruit & Nuts	DOWN	\$10.6	\$10.8	\$10.8
Aquaculture	DOWN	\$2.3	\$2.4	\$2.4
Honey	DOWN	\$0.4	\$0.9	\$0.5
All Commodities	DOWN	\$4,918	\$4,453	\$4,539

1 Includes mules, goats, rabbits, bison, and all other livestock

2 Includes barley, sorghum grain, popcorn, sunflowers, other seeds, other field crops and mushrooms

Source: USDA

Overall agricultural employment levels in the Commonwealth do not appear to have changed significantly over the last decade with an average annual rate of 4.7 percent for the most current reportable period. Short term growth is projected at -0.8 percent for 2011 – 2013. Estimated employment of agricultural workers for 2010 – 2020 is estimated to remain stable.

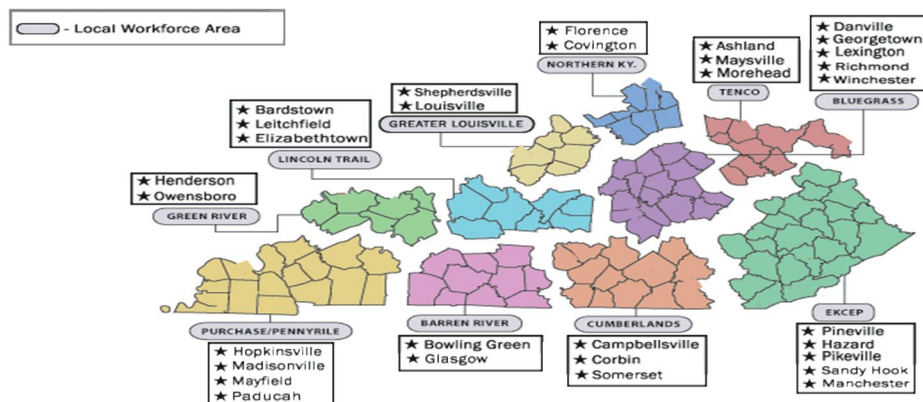
Employment in crop production also appears to have been stable over the last decade, although there have been changes in the patterns of hiring. Employment by farm labor contractors, who supply crop workers to farms, has increased. The estimated number of MSFWs in the Commonwealth is expected to remain constant over the next few years, barring significant changes to national immigration policies.

Kentucky Farmworker Program preliminary reports for PY July 1, 2012 – June 30, 2013 indicate 406 seasonal farmworker enrollees, and there were no migrant farmworker enrollees in this period. Of the 406 enrollees, 17 were eligible dependents. Based on the projected levels of agricultural activity and growth patterns, little change is to be expected in the number of MSFWs in state. However, increased outreach should identify individuals in need of services.

MSFW and agricultural employer services are guided by the State Monitor Advocate who is very knowledgeable of the state workforce system.

B. Outreach Activities

The Kentucky Career Center (KCC) operates an outreach program to locate, identify, and contact those MSFWs that are not being reached through normal intake activities conducted at local offices. There are 211 customers with migrant status in the state's informational system that created or updated their records in the past 12 months. The following plan describes the KCC outreach policy, goals, and objectives developed in accordance with federal regulations in 20 CFR 653.



Employment in agriculture is inherently difficult to estimate because agricultural production, and in particular crop production, is characterized by seasonal fluctuations in the demand for farm labor, some of which are often for short periods. For example, most crops must be planted at certain times of the year, cultivated, harvested and prepared for market as they ripen. As a result, the Commonwealth agriculture-based employers have traditionally employed seasonal and sometimes migrant farm workers who move from farm to farm and region to region. However, official estimates of agricultural employment are derived from a survey of agricultural establishments that participate in the Unemployment Insurance System, and are thus more likely to count more permanent agricultural workers than MSFWs.

In addition to internet resources, KCC maintains productive relationships with the Kentucky Farm Worker program (167 grantees), the Kentucky Department of Education's Migrant Education Program, the Kentucky Farm Bureau, the Governor's Office of Agricultural Policy, the Kentucky Department of Agriculture, and the University of Kentucky Agricultural Extension Service to provide assistance in MSFW efforts. KCC staff maintains an open line of communication with Texas Rural Legal Service, Kentucky Migrant Legal Services project, as well as the Kentucky Department of Agriculture to facilitate the sharing of information and the discussion of issues that affect migrant and seasonal farm workers.

The State Monitor Advocate ensures that all locations are operated consistently within the One-Stop Delivery Model and offer a customer friendly atmosphere. This enhances the use of KCC locations by the MSFW community while located in the Commonwealth.

KCC has designated staff members who are trained in the MSFW outreach methods. This staff also has received training in KCC services, the use of the complaint system, and services available from other community and state agencies. The State Monitor Advocate provides outreach services by visiting worksites, MSFW housing and other areas of work concentration. Outreach workers carry identification as employees of KCC.

KCC will continue to offer speakers to agricultural associations and groups in order to provide information concerning all programs that can benefit agricultural employees and employers. KCC will continue to participate as an ex-officio member of the Farm Labor Advisory Committee of the Kentucky Farm Bureau, and work closely with the Kentucky Farm Workers Program (167 grantees) board to identify and resolve MSFW issues.

KCC continues to provide outreach to increase the number of MSFWs contacted and informed about available resources. This will be accomplished with assistance from groups such as the Latino Housing Coalition, the Kentucky Human Rights Commission, the Kentucky Department of Agriculture, Kentucky Farm Bureau, the University of Kentucky Agricultural Extension Service, and the Kentucky Farm Worker Program.

KCC local offices actively promote the availability of agricultural openings and encourage U.S. workers to apply for these positions. Announcements are placed in field offices in counties that have agricultural openings and at selected sites that farm workers frequently visit. The goal for the number of MSFWs to be contacted by Wagner-Peyser staff is 330, reflecting a 57 percent increase from the number contacted in the prior twelve months by all partners utilizing Focus Career/Focus Talent, the state's shared information system.

The Commonwealth makes the services of the Kentucky Career Centers available to all job seekers, including MSFWs, in an equitable manner. Each site must offer the full range of employment services, benefits, and protections including counseling, testing, as well as job and training referral services. These services are offered to MSFWs as well as non-MSFWs. Therefore, the services available from sites, including all other DOL-funded WIA services, must be available to MSFWs in a manner appropriate to their needs as job seekers.

The DOL Employment and Training Administration (ETA) requires that states ensure equity of services for MSFWs and non-MSFWs. The Commonwealth has the capacity to track outcomes for regular job seekers, including MSFWs, such as receiving staff assisted services, referrals to supportive services, referrals to jobs, career guidance, and job development contacts to ensure MSFWs receive qualitatively equivalent and quantitatively proportional services. The ratio of MSFWs to the total population served is relatively low. The Commonwealth will utilize a regional approach to conduct outreach to MSFWs with concentrated efforts in the Bluegrass and Western Kentucky areas where there are higher numbers of MSFWs. Using this approach, Wagner-Peyser

funding will be utilized at an estimated \$43,300 or the approximate cost for the services of one full-time staff.

C. Services Provided to Agricultural Employers through One-Stop Delivery System

The Commonwealth's 31 local Kentucky Career Centers can assist agricultural employers by writing job orders, assisting in writing detailed job orders and training them to use internet resources in order to attract the most qualified talent for the positions available. Outreach visits are also conducted in non-peak season in order to build strong and trusting relationships with agricultural employers. By having strong relationships, employers are more apt to rely on the KCC MSFW trained staff and local Kentucky Career Centers for referrals to not only hand-harvesting jobs, but also to other higher paying, higher skilled positions. KCC, as the lead planning agency, continues to conduct meetings for agricultural employers, associations and groups.

KCC MSFW trained staff's primary focus is the agricultural industry and to assist employers to locate resources for economic development, talent recruitment and training. The state's agricultural website (www.kyagr.com) features photographs showing fields or housing of the particular farm and crops harvested. This is an effective way for the employer to "highlight" their business to all workers. All employers are invited to post a profile, and each year more employers choose to participate.

The following is a list of some of the partners that the Commonwealth's Kentucky Career Center and the Kentucky Department of Agriculture use to promote education and training in the agricultural job field:

- AgriBusiness Association of Kentucky
- Agricultural Compliance Assistance
- American Beefalo
- American Dairy
- Brown Swiss USA
- Burley Tobacco Growers Cooperative
- Chicago Board of Trade
- Chicago Mercantile Exchange
- Dairy Farmers of America
- Dairy One
- Farmers Market Directories
- Governor's Office of Agricultural Policy
- Holstein World
- Kentucky Agricultural Statistics Office
- Kentucky Cattleman's Association
- Kentucky Corn Growers Association
- Kentucky Dairy Development Council

- Kentucky Department of Agriculture
- Kentucky Department of Environmental Protection
- Kentucky Department of Fish and Wildlife
- Kentucky Farm Bureau
- Kentucky Future Farmers Association
- Kentucky State University Aquaculture
- NASDA: National Association of State Departments of Agriculture
- National Pork Producers Council
- National Wheat Growers Association
- US Department of Agriculture
- USDA Agricultural Marketing Service
- USDA National Agricultural Statistics Service

Source: Kentucky Department of Agriculture Website

D. Services Provided to MSFWs through One-Stop Delivery System

MSFWs are provided access to the full range of employment services, benefits, information and protection available through the Commonwealth’s network of Kentucky Career Centers.

The Wagner-Peyser staff is trained to explain and encourage MSFWs to use the services and resources available in the one-stop system. Outreach materials are disseminated throughout the state, especially in rural areas where MSFWs are likely to live, work, and gather.

The roles and responsibilities of an outreach worker are as follows:

- Contact and locate the MSFWs where they work, live, or gather
- Observe the working and living conditions
- Explain all services available
- Refer to job opening and supportive services
- Explain basic farmworker rights when the MSFW is referred to a job
- Assist in making appointments
- Provide all information relating to the job service complaint system and assist in preparation of a worker complaint

The KCC is committed to making its workforce demographics reflect the population served. Full-time Spanish speaking staff members are located in key offices to assist in the communication needs of our MSFW customers. Key written material concerning workforce services, complaint procedures, and other agencies’ services are available in Spanish. This encourages non-English speaking MSFWs to use the system.

The following is a list of resources available to all job seekers including all MSFWs:

- Internet Resources – such as the KCC website at www.kentuckycareercenter.com
- America's Job Bank
- Local Kentucky Career Centers
- Help in building and publishing a career-obtaining resume
- Education and training in many fields covered under Wagner-Peyser – including virtual workshops
- Many state universities offer educational information and training for agricultural employment including the University of Kentucky, Berea College, Eastern Kentucky University, Murray State University, Western Kentucky University, and many more

Source: Kentucky KCC Website

E. Data Analysis

As of April 24, 2013:

Data Subject	# of MSFW	% of MSFW	# of Non-MSFW	% of Non-MSFW
Participants Completed Application	211	100.00%	232,868	100.00%
Referred to Ag Jobs	0	0.00%	0	0.00%
Referred to Non Ag Jobs	121	57.35%	91,931	39.48%
Placed in Ag Job	0	0.00%	0	0.00%
Placed in Non Ag Job	17	8.06%	4,470	1.92%

Source: MIC Report 04/01/2012 – 03/31/2013

Other Services Provided	# of MSFW	% of MSFW	# of Non-MSFW	% of Non - MSFW
Job Development Contact	12	5.69%	3,100	1.33%
Placed in Training	12	5.69%	1,328	0.57%
Career Guidance	16	7.58%	24,064	10.33%
Tested	9	4.27%	1,548	0.66%
Ref to Supp Service	47	22.27%	22,139	9.51%
Received Staff-Assisted Help	186	88.15%	166,224	71.38%

Source: MIC Report 04/01/2012 – 03/31/2013

The number of participants referred to and placed in agricultural jobs does not reflect the actual outcomes. Currently we are in the process of creating an activity in the Employee Kentucky Operating System (EKOS)/Focus Talent that allows the capture of a referral/placement to an agricultural job. The system does not currently break down job orders into agricultural and non-agricultural jobs.

During PY 2013 we initiated 950 interstate clearance orders and received an additional 55 from other states. ("Interstate orders initiated" are all agriculture orders that are for the intent of being an H-2A job order. "Interstate orders received" are H-2A job orders received from other states attempting to recruit farm workers from Kentucky.)

F. Other Requirements

Statement of Approval of the State Monitor Advocate:

The State Monitor Advocate was afforded the opportunity to approve and comment on the 2013 Agricultural Outreach Plan.

Review and Comment by WIA Section 167 Grantees:

In accordance, WIA Section 167 grantees and other appropriate MSFW organizations and stakeholders have been afforded the opportunity to comment on this Agricultural Outreach Plan.