



# Bwyd a Diod – Gyrfa o Ddewis?

Justine Fosh

Bwrdd Diwydiant Bwyd a Diod Cymru

# Food and Drink – A Career of Choice?

Justine Fosh

Food & Drink Wales Industry Board

 @BwydaDiodCymru  
 @FoodDrinkWales

#BuddsoddiMewnSgiliau  
#InvestInSkills

## Why is the image issue so important ?



- We need to attract talent to the industry
  - Ageing workforce across the UK and in food industry
  - 4,000 new entrants forecast to be required in the food manufacturing sector in Wales by 2022
- We need to encourage students to study subjects relevant to the needs of the industry
  - Shortage of skills in key areas
- Labour market is tightening and our industry is competing against other growth sectors
  - Talent pool is shrinking

Food Industry needs to be seen as providing great career opportunities and satisfying jobs

# How is the industry perceived by job seekers?



Bwyd a Diod Cymru  
Food & Drink Wales



## How is the industry perceived by young people?



- Only 23% of young people surveyed would consider working in the wider food supply chain
  - Increases 'up' the supply chain in retail and hospitality
  - Decreases further down in logistics, agriculture and food manufacturing
  - 15% of young people would consider working in the food manufacturing sector
- 'Manufacturing' suffers from a poor image across all sectors
- Words used to describe the industry..

Good	Bad
People always have to eat- there will always be jobs	Dead end job- no progression
It is an appealing /interesting industry	For people with no qualifications
I like food /drink	Hard work, long hours, poorly paid
Lots of new things come out	Boring

**General low level awareness of the industry itself**

# Skills Cymru- Student Responses



Bwyd a Diod Cymru  
Food & Drink Wales

*'What would make you consider a career in the Food and Drink Industry in Wales'*

"Good culture "

"I like working in a café/restaurant"

"If it involved physics "

## "I've never really thought about it"

"I'm interested in food "

"If the job interested me "

"Travel around the world "

"Information about the salaries and qualifications "

## "Nothing "

"If I knew more about it "

"Good quality apprenticeships "

## " Money "

# How do we influence?



Bwyd a Diod Cymru  
Food & Drink Wales

- Firstly they need to be made aware of the industry – without any knowledge we are not in their frame of reference
- This is compounded by the fact that we are fighting a general ignorance about food
- We need to have presence in the places where they are looking
  - 93% of young people and 87% of parents use the internet to find out job or career related information.
  - Careers events – Skills Cymru had 10,000 attendees this year
- We need to inform the opinion formers
  - Family 73%
  - Careers Teacher 56%
  - Friends 40%
  - Subject Teacher 38%

# What message ?



Bwyd a Diod Cymru  
Food & Drink Wales

— Understand what motivates young people about work

— The most important consideration for young people wasn't...

Money

Environment they will work in

What they will wear

Location

Whether they have an opportunity to impact on the environment

— What was it?

# What message?



- Job Satisfaction !!!!
- They cannot easily see how working in the food and drink industry would give them job satisfaction



# Changing Opinions – What works ?



- NSAFD/ International Centre for Guidance Studies
  - “Young people appear to value some forms of careers education or advice and guidance more than others. Wright (2005) summarised a number of studies and reported that students they surveyed **placed a greater premium on experiential information (visits to institutions, work experience, face to face contact with outside visitors)** rather than paper-based forms of information.”
  - Institute of Employment Studies
    - “When it came to finding out about the world of work, it was invaluable for pupils to meet with industry role models. Interactions with **(!)Ambassadors – careers fairs**, one-off talks, informal chats, **workplace visits** and more extensive, regular contact – were also crucial vehicles that helped pupils explore new ideas for work and learning. These conversations **demystified diverse and lesser-known occupations, workplaces and career trajectories**, and helped pupils to discover new options they might not have considered without the experience”
  - IGD
- After engagement with the industry likelihood to consider careers in food and grocery increases from 43% to 73%

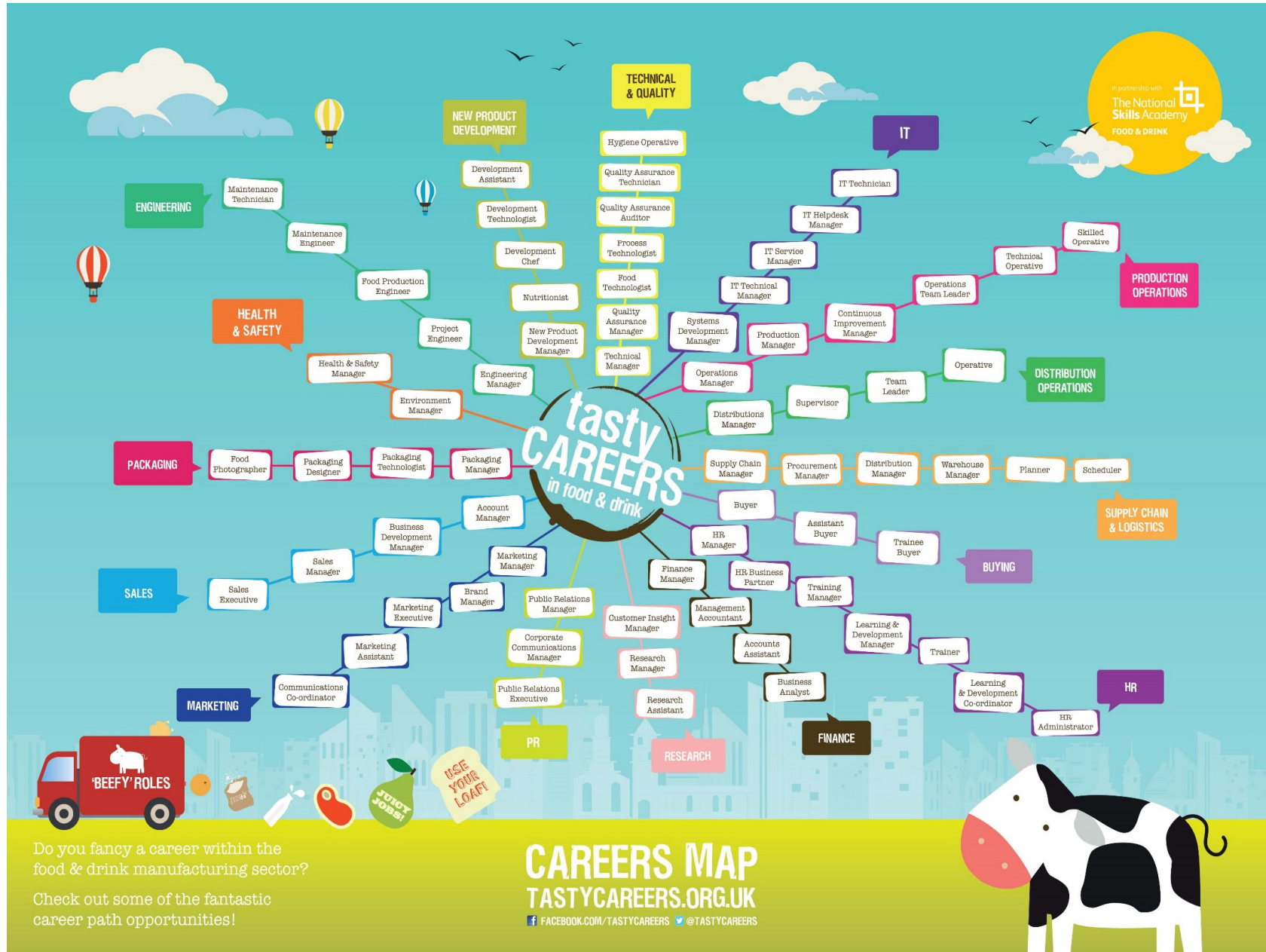
# Introducing Tasty Careers Wales



Bwyd a Diod Cymru  
Food & Drink Wales

- Industry supported initiative to raise the profile of careers in the industry
- UK wide footprint but Wales specific activity
- Website and resources to provide information







Ydych chi'n chwilio am yrfa o fewn y sector gweithgynhyrchu bwyd a diod?  
Cymerwch olwg ar rai o'r llwybrau gyrfaoedd gwyh yma!

**MAP GYRFAOEDD**  
**TASTYCAREERS.ORG.UK**  
f FACEBOOK.COM/TASTYCAREERS t @TASTYCAREERS



# Tasty Careers - Building the talent pipeline



## Action

- Jobs portal featuring live 'first job' opportunities
- Colleges and Universities featuring offering food and drink courses



## Motivation

- Young Ambassadors undertake school visits
- Case studies of people working in the industry
- Tasty Tours- school visits to food companies



## Awareness

- Show the range of jobs available in the industry
- Attend careers shows- Skills Cymru (Llandudno & Cardiff)
- Engage schools - Provide teachers resources
- Ensure a digital presence linked to Careers Wales





# HOW DO YOU MAKE A LOAF OF BREAD?

tasty CAREERS  
in food & drink  
WALES

... It's not as simple as you might think...

**FARMERS** grow the wheat and harvest it using equipment designed by **AGRICULTURAL ENGINEERS**. The wheat is milled and the protein level of the flour checked by **FOOD TECHNOLOGISTS** to make sure it is right for bread making. Then **BUYERS** from the bakery source more ingredients including salt, sugar and yeast.

**FOOD SCIENTISTS & TECHNOLOGISTS** check the quality of the ingredients and then it is over to the **PRODUCTION MANAGER'S TEAM** to manufacture the right quantities of bread using the recipe developed by the **PRODUCT DEVELOPMENT MANAGER** while **FOOD ENGINEERS** design and maintain the equipment used during baking and slicing. **FOOD PACKAGING RESEARCHERS** by now, have already investigated and chosen packaging to select the right packaging material and method. Throughout this whole process managed by the **TECHNICAL MANAGER** the quality and safety of the bread is checked continuously by the **QUALITY ASSURANCE MANAGER**. Finally, the bread is dispatched to the shop by the **DISTRIBUTION MANAGER** so that when it gets into your shopping bag it's fresh & wholesome!

BET YOU THOUGHT IT ONLY TOOK A FEW CUPS OF FLOUR & SOME BUTTER!

To find out more about the type of career opportunities available within the Food & Drink Manufacturing Industry visit:

TASTYCAREERSWALES.ORG.UK

Find us on



# HOW DO YOU MAKE BUTTER?

tasty CAREERS  
in food & drink  
WALES

... It's not as simple as you might think...

Cows from local dairy herds produce milk which is purchased by **BUYERS** on behalf of the creamery. The fresh milk is tested by **FOOD TECHNOLOGISTS** to make sure it is good quality and then it is over to the **PRODUCTION MANAGER** to separate the milk into cream and skim using equipment designed by **FOOD ENGINEERS**. The cream is pasteurised, aged and churned to form butter and buttermilk using methods researched and tested by **FOOD SCIENTISTS & TECHNOLOGISTS**.

Meanwhile, the **PRODUCT DEVELOPMENT TEAM** has investigated and chosen the best type of packaging to keep the butter fresh and the **SALES / MARKETING TEAM** ensures it is appealing to you, the consumer. All the way through, the **QUALITY ASSURANCE MANAGER** checks the process and butler to make sure it is safe to eat before it is sent to dispatch and transported by the **DISTRIBUTION TEAM** to the shop ready for your shopping basket!

BET YOU THOUGHT IT ONLY TOOK A BIT OF MILK & SOME CREAM!

To find out more about the type of career opportunities available within the Food & Drink Manufacturing Industry visit:

TASTYCAREERSWALES.ORG.UK

Find us on



## Denbigh High School's Tasty Tour to Henllan Bakery



Bwyd a Diod Cymru  
Food & Drink Wales

"All the pupils are 'buzzing' about the experience. The classroom presentation highlighting the many varied career opportunities within the food and drink industry was extremely enlightening and the pupils now have a new and vastly extended outlook on their career choices and the pathways into them."

"They gained a lot from sharing a hands-on experience and being able to take home the loaves of bread that they had made gave them a real sense of achievement and confidence."

"It is so important for young people to have such valuable work based learning experiences. At Denbigh High we are committed to providing our pupils with every opportunity we can to explore a wide variety of careers and training options."



# How can you get involved?



Bwyd a Diod Cymru  
Food & Drink Wales

- Train to be a Tasty Careers Ambassador
- Host a Tasty Tour – bring young people into your business for the day
- Put vacancies up on the Tasty Careers site
- Come to Skills Cymru as part of the Tasty Careers stand
- Make contact with your local school or college
- Consider offering work experience opportunities, internship or even student placements to give youngsters a taste of the industry
- Work with Job Centre Plus if you have opportunities for local recruitment

Consider offering apprenticeships in your business





# What are Apprenticeships?



Bwyd a Diod Cymru  
Food & Drink Wales

Apprenticeships are employed over 16 year olds who work alongside experienced employees

They gain job specific skills and study towards a nationally recognised qualification from an approved college or training provider.

Their employer will cover their wages and Welsh Government offers support with some of the training costs.

There are a range of different levels and types of apprenticeships available

*Earn while you learn*



# What are the benefits to a business of taking on Apprentices?



Apprenticeships are designed around the needs of the employer and can help your business by offering a route to harness fresh new talent.

By recruiting an apprentice you can:

- Reduce training and recruitment costs
- Develop a professional and skilled workforce
- Nurture talent to develop job specific skills
- Improve productivity and competitiveness
- Fill the skills gaps in your business
- Give your business a creative boost
- Construct stronger business foundations

Recent changes to funding means that it is even easier for prospective older job seekers and current employees to undertake apprenticeships too



# Apprenticeships available in food and drink manufacturing



Bwyd a Diod Cymru  
Food & Drink Wales

- Level 2: Foundation Apprenticeship in Food and Drink
  - Pathway 1: Meat and Poultry
  - Pathway 2: Baking
  - Pathway 3: Food Industry Skills
  - Pathway 4: Food Manufacturing Excellence
  - Pathway 5: Fish and Shellfish
  - Pathway 6: Brewing
  - Pathway 7: Dairy
  - Pathway 8: Fresh Produce
  - Pathway 9: Food Industry Team Leading
- Level 3: Apprenticeship in Food and Drink
  - Pathway 1: Meat and Poultry
  - Pathway 2: Baking
  - Pathway 3: Food Industry Skills and Technical Management
  - Pathway 4: Food Manufacturing Excellence
  - Pathway 5: Fresh Produce
  - Pathway 6: Fish and Shellfish
- Level 4: Higher Apprenticeship (level 4) in Food and Drink
  - Pathway 1: Food Manufacturing Excellence



# Building local talent pools



## Unemployed people

- Agency workers are flexible and end up in fulltime roles
- Difficulty with benefits mean often it is perceived as not worth it to try a role in the industry
- Perception that you need experience or qualifications to work in the industry
- Most 'schemes' start with delivering skills to GET a job not DO a job

## Tasty JOBS

- Starts with an employer with jobs
- Brings together the company, JCP, Prospective workers and specialist training
- Provide in work training and deliver industry specific knowledge and skills (food safety, knife skills, HACCP etc.)



# Determining future skills needs & solutions



Employers are coming together as Industry Skills Partnerships (ISP's) in key sectors/ areas to identify shared problems and develop shared solutions

- Dairy : technical training for operators
- Bakery : new apprenticeships
- Brewing: new approaches to training
- Food Science and Engineering : new apprenticeships and conversion courses to build the pipeline

New businesses always welcome to join

