



Southwest Georgia Agribusiness Consortium Work Ready Region Strategy Overview

The Work Ready Region (WRR) initiative is designed to link education and workforce development efforts and align them with a specific regional industry cluster. The Southwest Georgia Agribusiness Consortium is focusing its efforts on training and developing its workforce for agribusiness and bioscience-related careers and serves: Baker, Calhoun, Clay, Decatur, Dougherty, Early, Grady, Lee, Miller, Mitchell, Randolph, Seminole, Terrell and Thomas Counties.

Work Ready Region Strategy for the Southwest Georgia Agribusiness Consortium

Vision

The workforce in Southwest Georgia will possess a foundation of skills that not only ensure the competitiveness of the agribusiness industry, but also effectively serve other industries in the region.

Differentiating the Southwest Georgia Agribusiness Consortium

- The leading center of Georgia's traditional row-crop agriculture.
- Producer of crops for leading food manufacturing companies such as Campbell's Soup, M&M Mars, and Tara Foods.

Building the Strategy

What are our goals?

- Regional students and workers are aware of, and interested in, the diverse array of career opportunities available to them in the agribusiness industry.
- An educational system that supports the continuous development of agribusiness and bioscience-related skills at both the K-12 and post-secondary level.
- An industry network that actively encourages and supports the continuous development of the skills needed to enhance the competitiveness of the region's agribusiness and bioscience industries.
- Area agribusiness and bioscience firms match applicants with jobs that effectively utilize their skills.
- All counties achieve 20 percent gold-level Work Ready Certificate status.

Where will we compete?

- Selling agricultural goods to an increasingly diversified market place of global food companies, local and regional produce markets and mail-order delivery customers.
- Possessing a workforce capable of competing in a wide variety of agribusiness-related activities ranging from production to processing to distribution to new product and process development.



How will we win?

Short-term

- Instructors have identified interested students for participation in the Agribusiness CTE and post-secondary programs.
- Five counties reach Certified Work Ready Community status within six months
- Five job profiles completed
- Career pathways identified
- Facilities and equipment needs identified

Long-term

- Agribusiness CTE program launched
- Agribusiness post-secondary program launched
- 14 counties reach Certified Work Ready Community status within 18 months
- 15 job profiles completed
- Two career pathways within 18 months
- All facilities and equipment needs met