

# Beverage Industry in Greater Sacramento

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THURSDAY, NOVEMBER 5, 2020



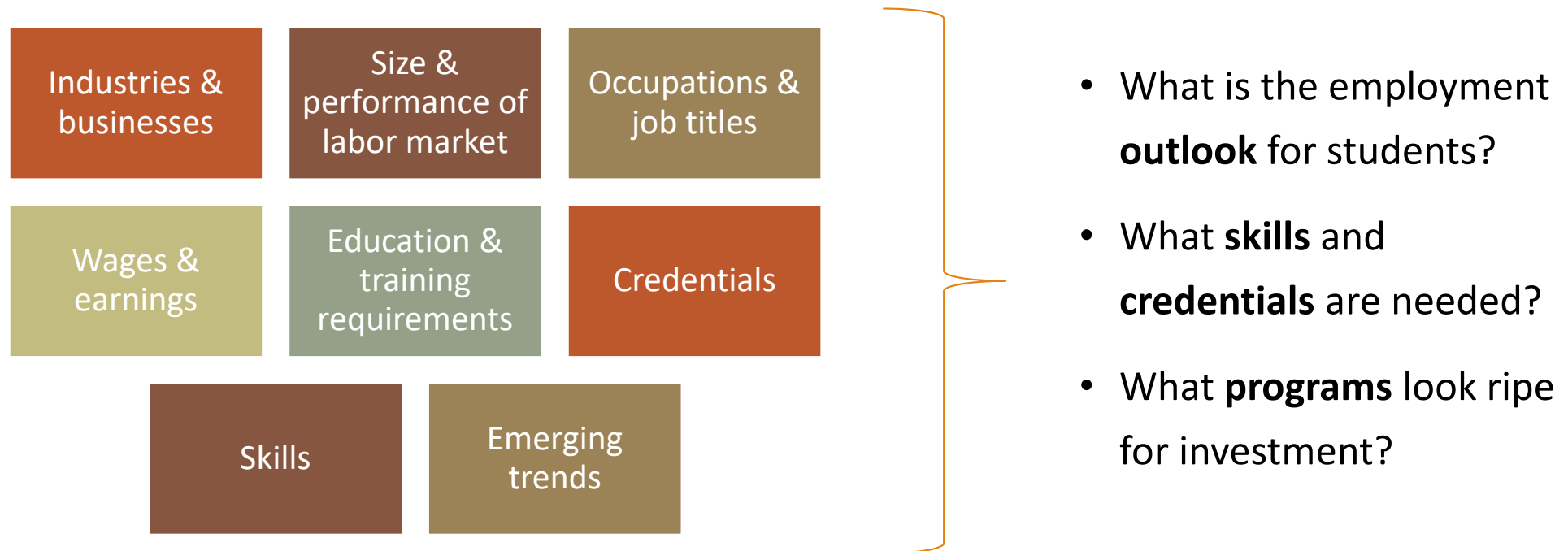
# Who is the Center of Excellence?



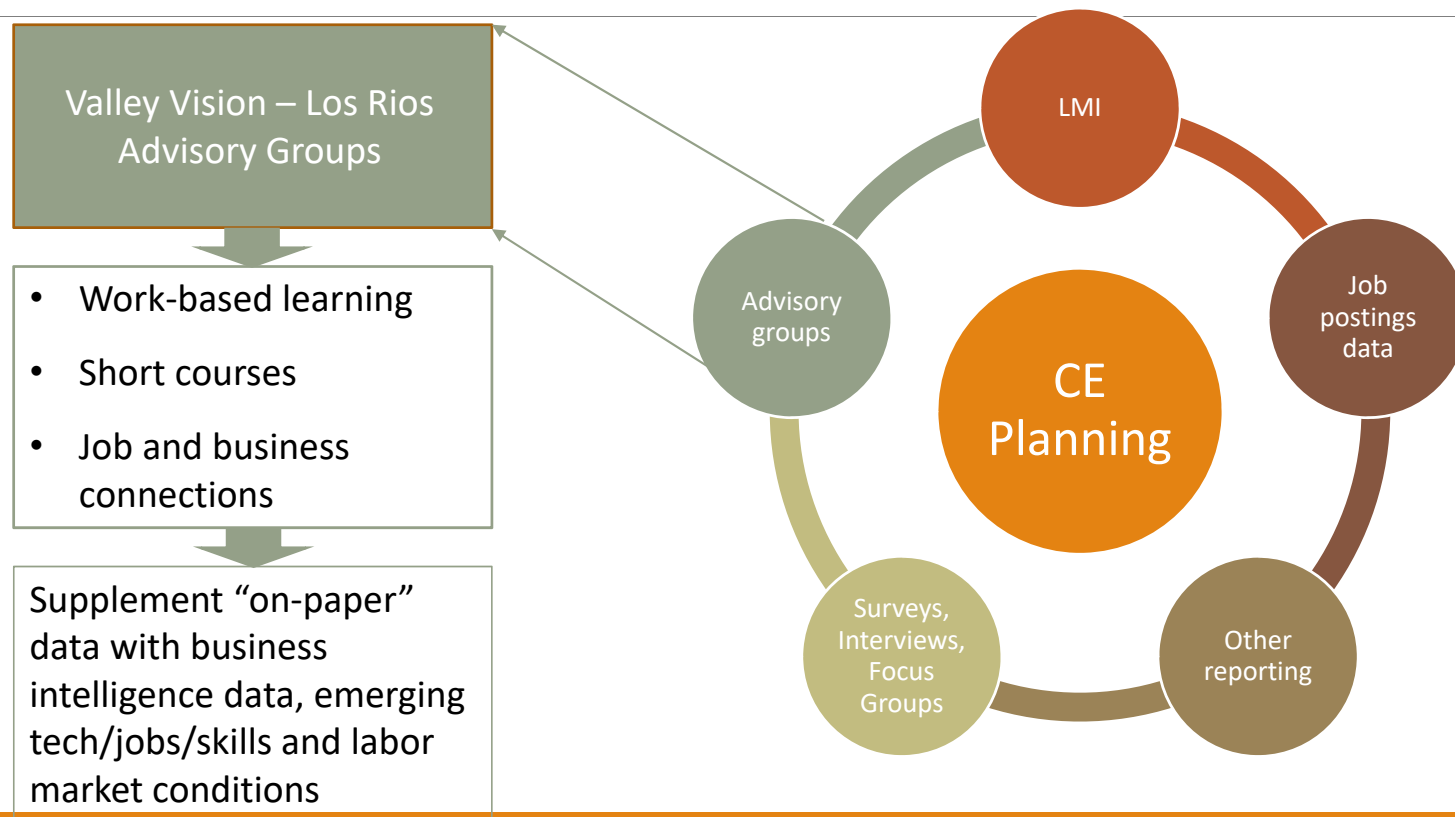
| Region               | Director                  |
|----------------------|---------------------------|
| North/ Far North     | Aaron Wilcher (North)     |
|                      | Sara Phillips (Far North) |
| Bay Area             | John Carrese              |
| Central              | Nora Seronello            |
| South Central        | Adele Hermann             |
| Los Angeles          | Luke Meyer                |
| Orange County        | Jesse Crete               |
| Inland Empire/Desert | Michael Goss              |
| San Diego/Imperial   | Tina Ngo Bartel           |
| Statewide            | Laura Coleman             |

# Typical COE Research Questions

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# “Mixed Methods Process” for planning



# Presentation Overview

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- Industry Overview
- Workforce Snapshot
- Job Postings Data
- College Programs and Awards



C·O·E

CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH



COSUMNES RIVER COLLEGE  
LOS RIOS COMMUNITY COLLEGE DISTRICT



FOLSOM LAKE COLLEGE  
LOS RIOS COMMUNITY COLLEGE DISTRICT



SACRAMENTO CITY COLLEGE  
LOS RIOS COMMUNITY COLLEGE DISTRICT





Production



Processing



Distribution

Support

# Beverage Industry Snapshot Greater Sacramento

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38,845

Jobs in 2019

41,253

Projected Jobs in  
2024

6%

Projected Job Growth

\$57,212

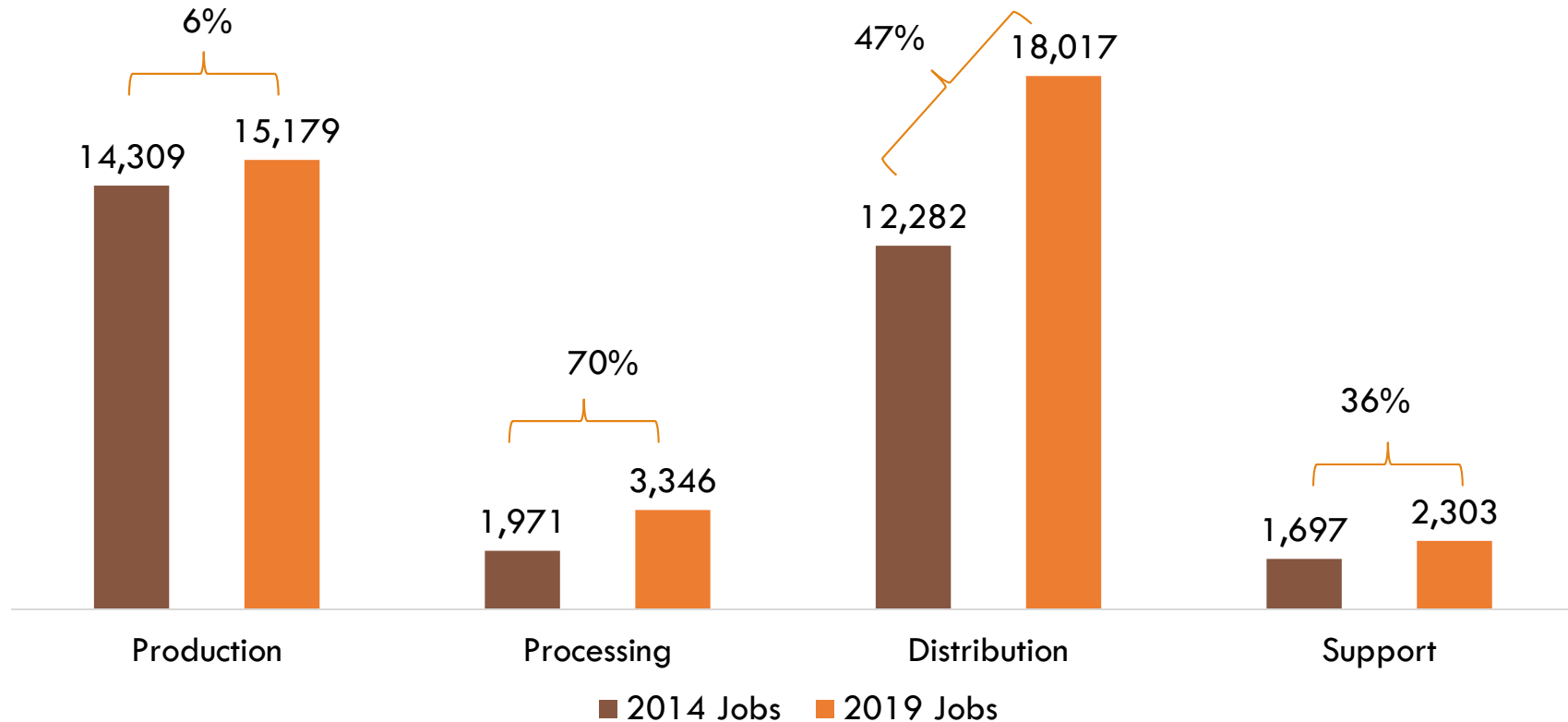
Average earnings per  
job

1,981

establishments

Source: Emsi 2020.4; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

# Historic Job Change, 2014-2019



Source: Emsi 2020.4; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

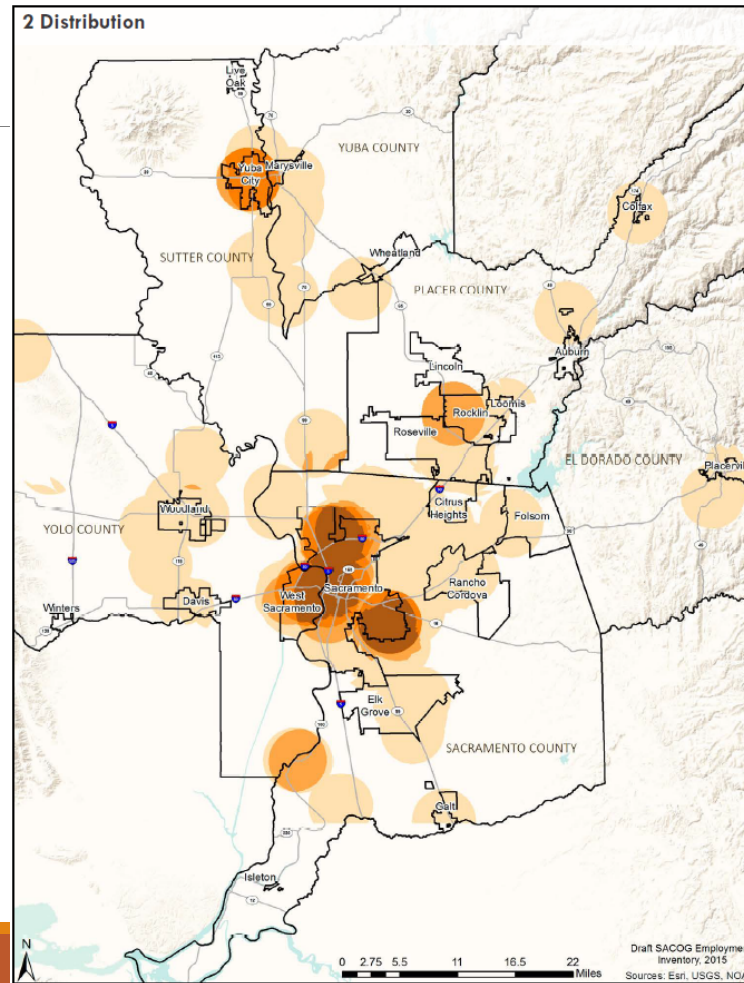
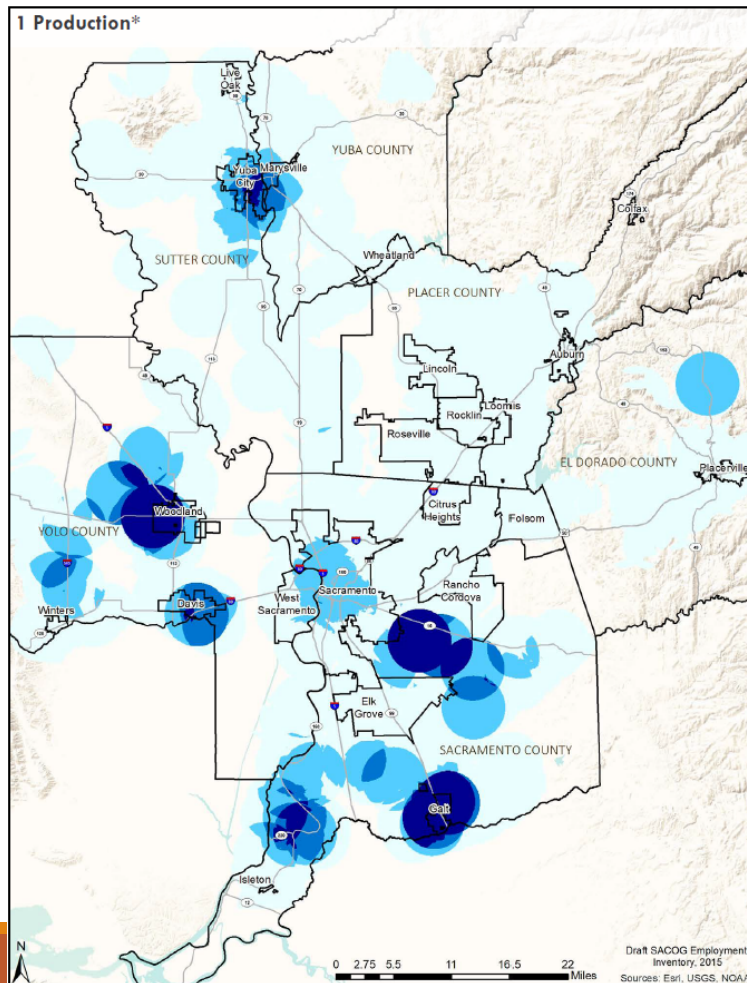


# Projected Job Change, 2019-2024

| Subsector                                       | 2019 Jobs        | 2024 Jobs        | Projected Change,<br>2019 - 2024 | Projected % Change,<br>2019 - 2024 |
|---|------------------|------------------|----------------------------------|------------------------------------|
| Production                                      | 15,179           | 15,235           | 56                               | 0%                                 |
| Processing                                      | 3,346            | 3,693            | 347                              | 10%                                |
| Distribution                                    | 18,017           | 19,889           | 1,872                            | 10%                                |
| Support   | 2,303            | 2,436            | 133                              | 6%                                 |
| <b>Beverage totals</b>                          | <b>38,845</b>    | <b>41,253</b>    | <b>2,408</b>                     | <b>6%</b>                          |
| <i>All Industries across Greater Sacramento</i> | <i>1,243,186</i> | <i>1,324,557</i> | <i>81,371</i>                    | <i>7%</i>                          |

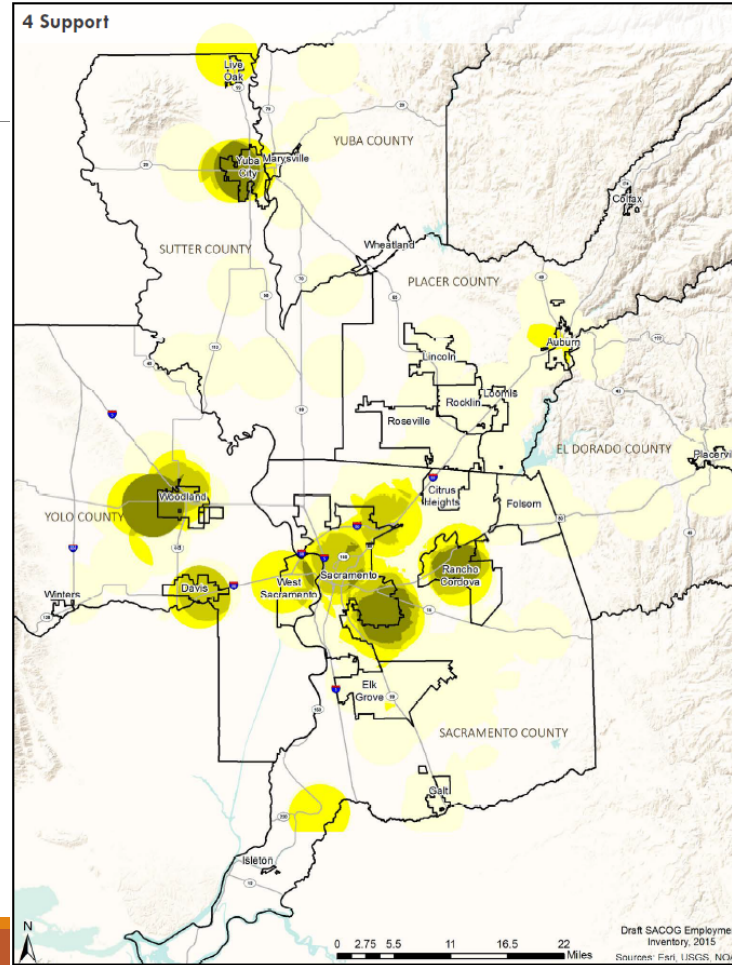
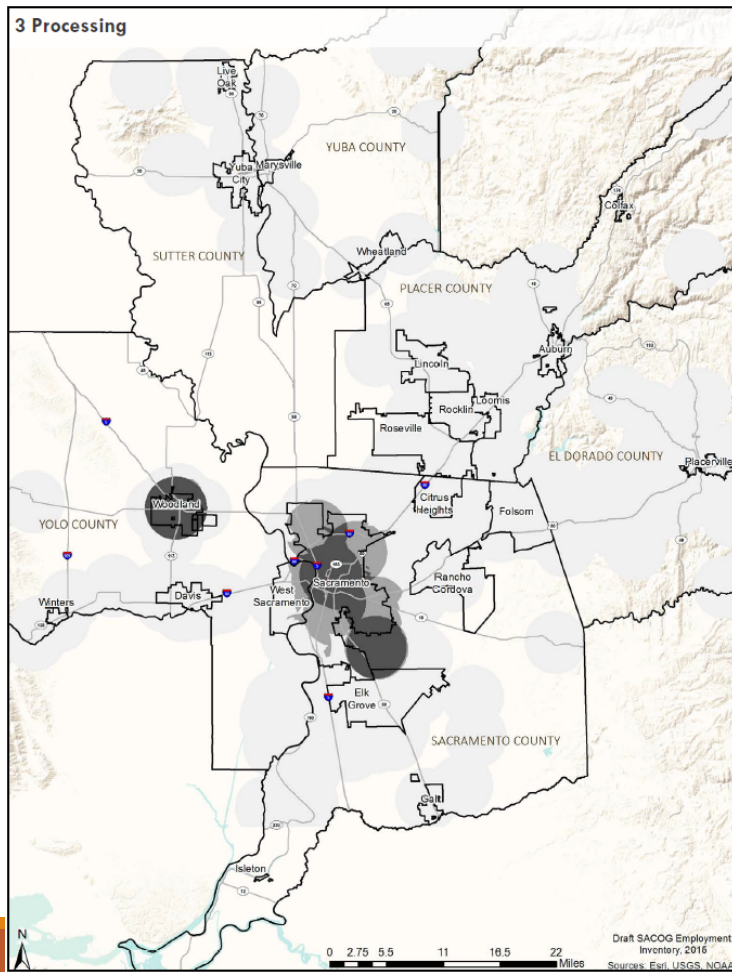
Source: Emsi 2020.4; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

# Employment Concentration by Subsector



Source: Food and Agriculture: Cluster and Workforce Needs Assessment, Sacramento Capital Region

# Employment Concentration by Subsector



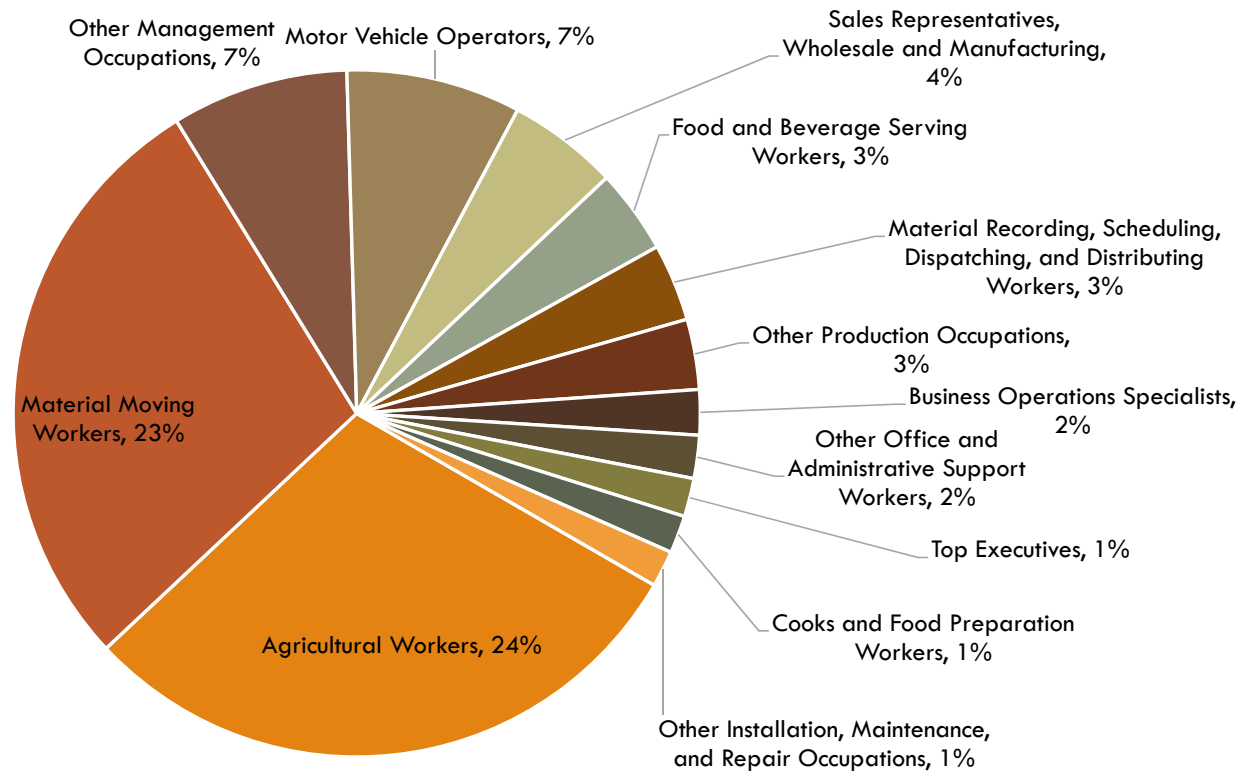
Source: Food and Agriculture: Cluster and Workforce Needs Assessment, Sacramento Capital Region

# Beverage Industry Workforce

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# Workforce by Occupational Group

80% of jobs  
concentrated in  
13 occupational  
groups...



Source: Emsi 2020.4; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

| Occupation   | 2019 Jobs     | 2024 Jobs     | Projected % Change,<br>2019 - 2024 | Annual<br>Openings | Median Hourly<br>Earnings |
|--|---------------|---------------|------------------------------------|--------------------|---------------------------|
| General and Operations Managers  | 15,937        | 17,332        | 9%                                 | 1,715              | \$49.83                   |
| Bookkeeping, Accounting, and Auditing Clerks   | 11,978        | 12,276        | 2%                                 | 1,481              | \$21.38                   |
| Maintenance and Repair Workers, General  | 8,504         | 9,281         | 9%                                 | 1,012              | \$20.26                   |
| Sales Representatives, Wholesale and<br>Manufacturing, Except Technical and Scientific<br>Products | 7,588         | 7,858         | 4%                                 | 874                | \$28.71                   |
| Food Service Managers  | 3,095         | 3,291         | 6%                                 | 405                | \$22.87                   |
| First-Line Supervisors of Non-Retail Sales Workers   | 2,355         | 2,397         | 2%                                 | 238                | \$30.03                   |
| Production Workers, All Other  | 1,977         | 1,965         | (1%)                               | 240                | \$14.73                   |
| Industrial Machinery Mechanics   | 1,506         | 1,619         | 8%                                 | 166                | \$30.75                   |
| Merchandise Displayers and Window Trimmers   | 956           | 986           | 3%                                 | 103                | \$14.81                   |
| Agricultural and Food Science Technicians  | 772           | 779           | 1%                                 | 96                 | \$22.94                   |
| Farm Equipment Mechanics and Service Technicians   | 214           | 226           | 6%                                 | 25                 | \$23.22                   |
| Industrial Engineering Technologists and Technicians   | 111           | 122           | 10%                                | 14                 | \$29.90                   |
| <b>North (Greater Sacramento) Totals</b>   | <b>54,991</b> | <b>58,132</b> | <b>6%</b>                          | <b>6,368</b>       | <b>--</b>                 |

Source: Emsi 2020.4; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

# Beverage Industry Job Postings

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# Burning Glass Labor Insights

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- ❑ Online job posting aggregator
- ❑ New jobs posted online between November 1, 2019 through October 31, 2020
- ❑ Searched industries at 3- or 4-digit NAICS level
- ❑ Focused on jobs that required training beyond HS diploma
- ❑ Number of job postings vary by industry subsector, as do the number of unspecified job postings



# Employers with the Most Job Openings

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3,125 jobs posted online,  
Nov 2019 – Oct 2020

258  
Production

711  
Processing

1,729  
Distribution

427  
Support

- Forest Service
- State of California
- Western Climate Initiative (WCI)
- NorCal Beverages
- Coca-Cola
- CG Di Arie Winery
- Ste. Michelle Wine Estate
- Crossmark
- United Natural Foods
- Caterpillar
- Wilbur Elise
- Marrone Bio

# Employers with the most job openings

| Production<br>(n = 258 jobs) |    | Processing<br>(n = 711 jobs) |    | Distribution<br>(n = 1,729 jobs) |     | Support<br>(n = 427 jobs)     |    |
|------------------------------|----|------------------------------|----|----------------------------------|-----|-------------------------------|----|
| Forest Service               | 86 | Nor Cal Beverage             | 97 | Crossmark                        | 354 | Caterpillar                   | 83 |
| HP Hood                      | 53 | Mondelez                     | 90 | United Natural Foods             | 241 | Wilbur Ellis                  | 60 |
| Lima Grain                   | 5  | Coca-Cola                    | 74 | Aramark                          | 157 | Syngenta                      | 40 |
| State of California          | 4  | Red Bull                     | 48 | Sysco                            | 144 | Follett                       | 38 |
| Joyn Bio                     | 4  | Dr. Pepper Snapple           | 26 | Sodexo                           | 99  | Scotts                        | 23 |
| HM Clause                    | 4  | Shamrock Foods               | 26 | R Systems Inc                    | 63  | Airgas                        | 23 |
| CG Di Arie Winery            | 4  | Ste. Michelle Wine           | 14 | Core-Mark                        | 61  | Marrone Bio                   | 22 |
| Bare Juices                  | 4  | Bunge                        | 13 | C&S Wholesale Grocers            | 58  | H&E Equipment                 | 20 |
| Williams Vineyard Management | 3  | Nimbus Winery                | 12 | NorCal Beverage                  | 51  | Cadman Power                  | 18 |
| Western Climate Initiative   | 3  | Schwan Food                  | 10 | Defense Commissary Agency        | 34  | Crop Production Services Inc. | 18 |

# Most Desired Occupations

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## Processing

- Forest and Conservation Techs
- Clinical Lab Techs
- Farm and Ranch Managers
- Purchasing Agents
- Food Services Managers
- Industrial Engineering Techs

## Production

- Merchandisers
- Sales Representatives
- Managers, All Other
- Heavy Truck Drivers
- First-Line Supervisors of Mechanics, Installers, and Repairers
- General and Operations Managers

## Distribution

- Merchandisers
- Sales Representatives
- First-Line Supervisors of Food and Retail Workers
- Food Services Managers
- Purchasing Agents
- Administrative Assistants

## Support

- Maintenance and Repair Workers
- First-Line Supervisors of Production Workers
- Marketing Managers
- Software Developers

# Most Desired Occupations

| Production<br>(n = 258 jobs)         |    | Processing<br>(n = 711 jobs)         |    | Distribution<br>(n = 1,729 jobs)         |     | Support<br>(n = 427 jobs)                    |    |
|--------------------------------------|----|--------------------------------------|----|--|-----|--|----|
| Forest and Conservation Techs        | 30 | Merchandiser                         | 81 | Merchandiser                             | 180 | Sales Reps                                   | 38 |
| Managers, All Other                  | 12 | Sales Representatives                | 38 | Sales Reps                               | 97  | Maintenance and Repair Workers               | 25 |
| Purchasing Agents                    | 7  | Sales Managers                       | 22 | Heavy Truck Drivers                      | 90  | Heavy Truck Drivers                          | 25 |
| Medical and Clinical Lab Techs       | 7  | Heavy Truck Drivers                  | 21 | Diesel Engine Mechanics                  | 56  | General and Operations Managers              | 17 |
| First-Lines Supervisors of Mechanics | 6  | Managers, All Other                  | 18 | First-Line Supervisors of Food Workers   | 45  | First-Line Supervisors of Retail Workers     | 13 |
| Farm and Ranch Managers              | 5  | Marketing Managers                   | 14 | First-Line Supervisors of Retail Workers | 40  | Software Developers                          | 9  |
| Software Developers                  | 4  | Customer Service Reps                | 13 | Food Service Managers                    | 38  | First-Line Supervisors of Production Workers | 8  |
| Foresters                            | 4  | Storage and Distribution Managers    | 12 | Software Developers                      | 25  | Marketing Managers                           | 7  |
| Food Service Managers                | 4  | General and Operations Managers      | 9  | Purchasing Agents                        | 24  | Managers, All Other                          | 6  |
| Industrial Engineering Tech          | 3  | First-Lines Supervisors of Mechanics | 9  | Administrative Assistants                | 14  | Industrial Engineering Tech                  | 6  |

# Skills in Greatest Demand

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## Soft Skills

Customer Service  
Customer Contact  
Personnel  
Management



## Technical Skills

Budgeting  
Scheduling  
MS Office  
Enterprise  
Resource Planning  
(ERP)  
SAP  
Sales Force  
SQL  
Oracle  
Adobe



## Specialized

Retail Industry  
Knowledge  
Forklift Ops  
Land  
Management  
Cryptography  
Repair  
Merchandising  
Sales  
Marketing

# Specialized Skills in Greatest Demand

| Production<br>(n = 258 jobs) | Processing<br>(n = 711 jobs) | Distribution<br>(n = 1,729 jobs) | Support<br>(n = 427 jobs) |
|------------------------------|------------------------------|----------------------------------|---------------------------|
| Personnel Management         | Sales                        | Retail Industry Knowledge        | Customer Service          |
| Employee Engagement          | Merchandising                | Customer Service                 | Sales                     |
| Annuities                    | Customer Service             | Merchandising                    | Repair                    |
| Budgeting                    | Customer Contact             | Scheduling                       | Forklift Operation        |
| Scheduling                   | Scheduling                   | Sales                            | Budgeting                 |
| Repair                       | Forklift Operations          | Store Management                 | Scheduling                |
| Cryptography                 | Retail Industry Knowledge    | Cleaning                         | Retail Industry Knowledge |
| Land and Range Management    | Cleaning                     | Budgeting                        | Lifting Ability           |
| Data Entry                   | Packaging                    | Sales Planning                   | Accounting                |
| Performance Appraisals       | Repair                       | Customer Contact                 | Agronomy                  |

# Existing Community College Programs

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# Existing TOP Code Programs

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- American River
- Cosumnes River
- Folsom Lake
- Lake Tahoe
- Sacramento City
- Sierra
- Woodland
- Yuba

## Ag and Natural Resources

- Ag Technology and Sciences
- Ag Business, Sales and Service
- [Small Vineyard and Winery Management](#)

## Business and Management

- Accounting
- Tax Studies
- Business Administration
- Business Management
- Small Business and Entrepreneurship
- Retail Store Operations and Management
- Marketing and Distribution
- Advertising
- Purchasing

## Engineering and Industrial Technologies

- Industrial Systems Technology and Maintenance
- Laboratory Science Technology
- Manufacturing and Industrial Technology
- Welding Technology
- Other Engineering and Related Industrial Technologies

## Family and Consumer Sciences

- Restaurant and Food Services and Management



# Average Awards Conferred Each Year

| Program Type                                  | Annual Awards<br>2016-2017 | Annual Awards<br>2017-2018 | Annual Awards<br>2018-2019 | 3-Year<br>Average |
|---|----------------------------|----------------------------|----------------------------|-------------------|
| Agriculture and Natural Resources             | 36                         | 31                         | 19                         | 29                |
| Business and Management                       | 1,599                      | 1,645                      | 1,625                      | 1,627             |
| Engineering and Industrial Technologies       | 214                        | 155                        | 169                        | 191               |
| Family and Consumer Sciences*                 | 53                         | 80                         | 39                         | 57                |
| <b>North (Greater Sacramento) Grand Total</b> | <b>1,902</b>               | <b>1,911</b>               | <b>1,852</b>               | <b>1,904</b>      |

\*Restaurant and Food Services only

Source: Management Information Systems (MIS) Data Mart, California Community Colleges Chancellor's Office, accessed October 29, 2020, <https://datamart.cccco.edu/>.

| <b>Program Type - TOP6</b>                              | <b>Annual Awards<br/>2016-2017</b> | <b>Annual Awards<br/>2017-2018</b> | <b>Annual Awards<br/>2018-2019</b> | <b>3-Year<br/>Average</b> |
|---|------------------------------------|------------------------------------|------------------------------------|---------------------------|
| Agriculture Technology and Sciences, General            | 26                                 | 29                                 | 18                                 | 24                        |
| Agriculture Business, Sales and Service                 | 10                                 | 2                                  | 1                                  | 4                         |
| <i>Agriculture and Natural Resources Subtotal</i>       | <i>36</i>                          | <i>31</i>                          | <i>19</i>                          | <i>29</i>                 |
| Accounting  | 295                                | 299                                | 309                                | 301                       |
| Tax Studies   | 7                                  | 10                                 | 5                                  | 7                         |
| Business Administration                                 | 1091                               | 1158                               | 1100                               | 1116                      |
| Business Management                                     | 80                                 | 92                                 | 117                                | 96                        |
| Management Development and Supervision                  |                                    | 2                                  | 8                                  | 5                         |
| Small Business and Entrepreneurship                     | 85                                 | 58                                 | 55                                 | 66                        |
| Retail Store Operations and Management                  | 5                                  | 2                                  | 2                                  | 3                         |
| Marketing and Distribution                              | 33                                 | 20                                 | 27                                 | 27                        |
| Advertising   |                                    |                                    | 2                                  | 2                         |
| Purchasing  | 3                                  | 4                                  |                                    | 4                         |
| <i>Business and Management Subtotal</i>                 | <i>1599</i>                        | <i>1645</i>                        | <i>1625</i>                        | <i>1627</i>               |
| Industrial Systems Technology and Maintenance           | 35                                 | 22                                 |                                    | 29                        |
| Laboratory Science Technology                           | 6                                  | 7                                  | 6                                  | 6                         |
| Manufacturing and Industrial Technology                 | 19                                 | 21                                 | 23                                 | 21                        |
| Welding Technology                                      | 154                                | 105                                | 137                                | 132                       |
| Other Engineering and Related Industrial Technologies   |                                    |                                    | 3                                  | 3                         |
| <i>Engineering and Industrial Technologies Subtotal</i> | <i>214</i>                         | <i>155</i>                         | <i>169</i>                         | <i>191</i>                |
| Restaurant and Food Services and Management             | 53                                 | 80                                 | 39                                 | 57                        |
| <i>Consumer Sciences Subtotal</i>                       | <i>53</i>                          | <i>80</i>                          | <i>39</i>                          | <i>57</i>                 |
| <b>North (Greater Sacramento) Grand Total</b>           | <b>1902</b>                        | <b>1911</b>                        | <b>1852</b>                        | <b>1904</b>               |

# THANK YOU!

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[coeccc.net](http://coeccc.net)



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CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH

# Industries included in research, 1

| Production   | Notes   |
|--|---|
| 111130 Dry Pea and Bean Farming                            | All aggregated under<br>111000 Crop Production      |
| 111140 Wheat Farming                                       |   |
| 111150 Corn Farming  |   |
| 111160 Rice Farming  |   |
| 111199 All Other Grain Farming                             |   |
| 111211 Potato Farming                                      |   |
| 111219 Other Vegetable (except Potato) and Melon Farming   |   |
| 111310 Orange Groves                                       |   |
| 111320 Citrus (except Orange) Groves                       |   |
| 111331 Apple Orchards                                      |   |
| 111332 Grape Vineyards                                     |   |
| 111333 Strawberry Farming                                  |   |
| 111334 Berry (except Strawberry) Farming                   |   |
| 111335 Tree Nut Farming                                    |   |
| 111336 Fruit and Tree Nut Combination Farming              |   |
| 111339 Other Non-Citrus Fruit Farming                      |   |
| 111411 Mushroom Production                                 |   |
| 111419 Other Food Crops Grown Under Cover                  |   |
| 111421 Nursery and Tree Production                         |   |
| 111930 Sugarcane Farming                                   | All aggregated under<br>112000 Animal<br>Production |
| 111991 Sugar Beet Farming                                  |   |
| 111998 All Other Miscellaneous Crop Farming                |   |
| 112120 Dairy Cattle and Milk Production                    |   |
| 112130 Dual-Purpose Cattle Ranching and Farming            |   |
| 112310 Chicken Egg Production                              |   |
| 112420 Goat Farming  |   |
| 112910 Apiculture  |   |
| 115112 Soil Preparation, Planting, and Cultivating         |   |
| 115113 Crop Harvesting, Primarily by Machine               |   |
| 115114 Postharvest Crop Activities (except Cotton Ginning) |   |
| 115115 Farm Labor Contractors and Crew Leaders             |   |
| 115116 Farm Management Services                            |   |

| Processing  | Notes  |
|---|--|
| 311213 Malt Manufacturing   |  |
| 311411 Frozen Fruit, Juice, and Vegetable Manufacturing           |  |
| 311511 Fluid Milk Manufacturing                                   | Includes milk substitutes  |
| 311514 Dry, Condensed, and Evaporated Dairy Product Manufacturing | Includes baby formula, dietary drinks, non-alcoholic eggnog, lactose, malted milk, nondairy, whey, etc.) |
| 311920 Coffee and Tea Manufacturing                               |  |
| 311930 Flavoring Syrup and Concentrate Manufacturing              | Includes beverage bases and flavorings, concentrates (except frozen), soda syrups, etc.                  |
| 312111 Soft Drink Manufacturing                                   |  |
| 312112 Bottled Water Manufacturing                                |  |
| 312113 Ice Manufacturing  |  |
| 312120 Breweries  |  |
| 312130 Wineries   |  |
| 312140 Distilleries   |  |

# Industries included in research, 2

| Distribution |   | Notes  |
|--------------|---|--|
| 424410       | General Line Grocery Merchant Wholesalers                   |  |
| 424420       | Packaged Frozen Food Merchant Wholesalers                   |  |
| 424430       | Dairy Product (except Dried or Canned) Merchant Wholesalers |  |
| 424450       | Confectionery Merchant Wholesalers                          |  |
| 424460       | Fish and Seafood Merchant Wholesalers                       |  |
| 424470       | Meat and Meat Product Merchant Wholesalers                  |  |
| 424480       | Fresh Fruit and Vegetable Merchant Wholesalers              |  |
| 424490       | Other Grocery and Related Products Merchant Wholesalers     |  |
| 424510       | Grain and Field Bean Merchant Wholesalers                   |  |
| 424520       | Livestock Merchant Wholesalers                              |  |
| 424590       | Other Farm Product Raw Material Merchant Wholesalers        |  |
| 424810       | Beer and Ale Merchant Wholesalers                           |  |
| 424820       | Wine and Distilled Alcoholic Beverage Merchant Wholesalers  |  |
| 493110       | General Warehousing and Storage                             | Generally handle goods in containers, does not include specialized handling of bulk products |
| 493120       | Refrigerated Warehousing and Storage                        |  |
| 493130       | Farm Product Warehousing and Storage                        |  |
| 493190       | Other Warehousing and Storage                               | Includes Whiskey warehousing   |
| 722310       | Food Service Contractors                                    |  |

| Support |  |
|---------|--|
| 325320  | Pesticide and Other Agricultural Chemical Manufacturing      |
| 333111  | Farm Machinery and Equipment Manufacturing                   |
| 333241  | Food Product Machinery Manufacturing                         |
| 423820  | Farm and Garden Machinery and Equipment Merchant Wholesalers |
| 424910  | Farm Supplies Merchant Wholesalers                           |
| 327213  | Glass Container Manufacturing                                |
| 326160  | Plastics Bottle Manufacturing                                |

# Data Sources

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Emsi. <https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

“Labor Insight Real-Time Labor Market Information Tool.” Burning Glass Technologies. <http://www.burning-glass.com>.

“Taxonomy of Programs.” California Community Colleges Chancellor’s Office. June 2012, 6<sup>th</sup> Edition.  
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O\*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOLETA).  
<https://www.onetonline.org/>.