

Make informed decisions about your career path by learning about key labour market sectors in Cornwall & the Isles of Scilly



THE LAND-BASED

(INCLUDING AGRI-FOOD)

SECTOR IN CORNWALL & THE ISLES OF SCILLY





Introduction to the land based sector

Organisations that are land-based or engaged in the agri-food industry vary from small, specialist drink and food producers and growers to large food production businesses. In Cornwall & the Isles of Scilly there is a heritage of farming and fishing. More land is dedicated to farming and food than the national average and more people are employed in this sector than the national average.

Employees with a range of specialisms are needed in land-based industries. There are opportunities for growth in export and in harnessing technologies to improve production, as well as in creating efficiencies in farming.

The land-based sector makes up 4% of the Cornish economy and the mean average salary is £22,587, with salaries for different occupations within the sector showing significant variation.

The qualifications required for roles in this sector differs between occupations, with apprenticeships and degrees on offer in horticulture, agriculture and food processing. Roles such as veterinarians and conservationists are more likely to require higher level qualifications. Maths and English GCSEs are important in the sector.

There are increasing opportunities in this sector for people who have not previously considered working in land-based industries. While the sector has typically been male-dominated, companies are seeking to hire more diverse workers and to demonstrate the breadth of roles available.

THE LAND BASED
SECTOR MAKES UP



OF THE CORNISH
ECONOMY

**THE QUALIFICATIONS
REQUIRED FOR ROLES
IN THIS SECTOR
DIFFERS BETWEEN
OCCUPATIONS, WITH
APPRENTICESHIPS
AND DEGREES ON
OFFER IN, FOOD
PROCESSING TO
HORTICULTURE AND
AGRICULTURE**



Current outlook

There are about 9,600 employees in this sector and of these 85% are full time, and 15% are part time in Cornwall & the Isles of Scilly. There is a broad spectrum of businesses in manufacturing, wholesale, retail and animal/crop farming.

The UK food and farming sector has been suffering from acute labour shortages due principally to Brexit and the Covid-19 pandemic. In August 2021, the number of vacancies was estimated to be 500,000 out of 4.1 million roles in the sector. These labour shortages have badly affected the food and farming industry - threatening food security, the welfare of animals and the mental health of those working in the sector.¹

Within the land-based sector, the largest proportion of employees work within a sales and retail capacity, followed by administrative functions. Within Cornwall, the demand is highest for veterinarians and science, engineering and production technicians. The supply side of the industry also requires roles such as agronomists, nutritionists, consultants, land agents, agricultural engineers and herd managers.

¹ <https://committees.parliament.uk/publications/9580/documents/162177/default/>

Salaries in the land-based sector

Occupation Title	Median Salary (UK-wide)
Elementary storage occupations	£22,205
Food, drink and tobacco process operatives	£20,333
Gardeners and landscape gardeners	£19,819
Other administrative occupations n.e.c.	£18,207
Sales and retail assistants	£12,193
Sales related occupations n.e.c.	£21,268
Science, engineering and production technicians n.e.c.	£26,436
Veterinarians	£36,274

£36,274
Average salary for Veterinarians

AVERAGE ADVERTISED SALARY
£22,587
IN CORNWALL IN THE LAND-BASED SECTOR

£19,819
Average salary for Gardeners and landscape gardeners

Proportion of jobs in the national land-based sector and demand over the last year in Cornwall

Demand for these occupations in Cornwall & the Isles of Scilly

Number of Job Posting in 12 months²

The current top occupations in this sector nationwide

Number in employment (UK-wide)



Technology has an important part to play in the growth of this industry.

Key employers in the land-based sector in Cornwall include:

- Cornish Farm Dairy Ltd
- Cornwall Farm Machinery
- Dairycrest
- Duchy College
- HR Jasper & Son
- Kepak Ltd
- MA Grigg
- Maurice Crouch Growers
- Pengelly Farms
- Riviera Produce
- Southern England Farms
- Teagle

² Burning Glass Data from March 31 2021 to April 1 2022

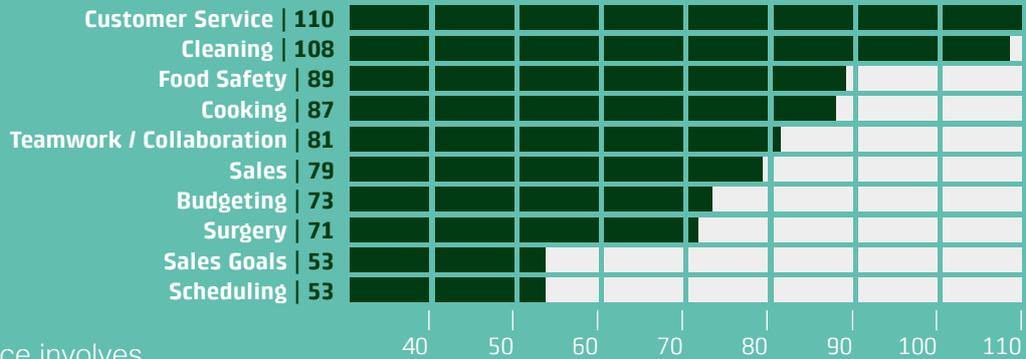
Skills



Employer demand for specialist skills in the land-based sector in Cornwall

Job adverts listing this skill

Food Safety is critical for anyone working with food and will involve additional qualifications.



Good Customer Service involves problem solving, patience and personable communication.

Employer demand for IT skills in the land-based sector in Cornwall

Job adverts listing this skill

55

Microsoft Excel



55

Microsoft Office



15

Microsoft Word



12

Microsoft Powerpoint



11

Microsoft Sharepoint



5

Enterprise Resource Planning (ERP)



5

Microsoft Project



5

Software Engineering



4

Computer Aided Draughting/Design (CAD)



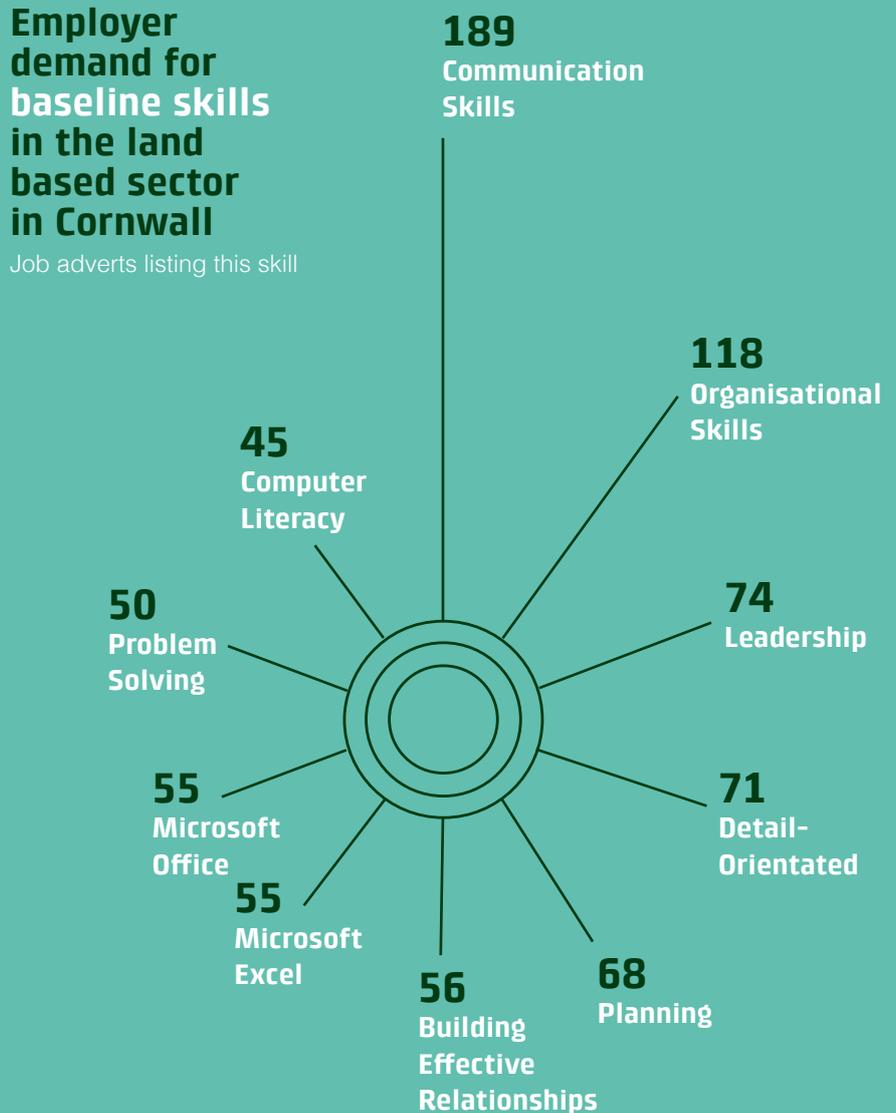
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Customer Relationship Management (CRM)



Employer demand for baseline skills in the land based sector in Cornwall

Job adverts listing this skill





Useful things to know

Approaching employers directly can be helpful, especially if looking for an apprenticeship.

It's the climate in Cornwall & Isles of Scilly that makes it such a productive place to grow crops; current and future changes in the climate will have an impact on what can be grown and when.

Agri-tech is the use of technology and innovation for farming and agricultural processes that is developed to improve efficiency, output and profitability.

Technological advances have increased efficiencies in the manufacturing processes of food and drink.

miles and sustainable practices will continue to influence food production and retail. Food security – people having physical and economic access to sufficient healthy food – is high on government agendas for the future.

Automation

Investment in robotics and automation is increasing in this sector, partly driven by labour shortages.⁵ Adoption has been slower than other industries, but in 2020 sales of individual robots were up 21% on the previous year. As in other sectors, it is the repetitive tasks both within the manufacturing process and in supporting roles that are being automated, and while some low skilled roles are being replaced, other opportunities will increase. Individuals with technical skills to support this automation will be in demand.

Future outlook

According to the UKRI (UK Research & Innovation)³ it is predicted that 60% more food will be needed worldwide by 2050 to feed the increasing global population. They are investing up to £90 million of funding to help businesses, researchers and industry to transform food production, meet the growing demand and move towards net zero emissions by 2040.

Part of the funding will go towards putting new science and technology solutions into practice. In the whole industry there will be an emphasis on reducing pollution, minimising waste and improving biodiversity. Food Safety is critical for anyone working with food and will involve additional qualifications. Land management will change to a mix of low-carbon food production and land managed for flood protection, carbon sequestration, environmental protection, amenity value and nature recovery.⁴ All of this will lead to an increase in demand for roles with these kinds of specialisms.

Consumer trends also have an impact on parts of the agriculture industry. Issues such as animal welfare, lower food

³ <https://www.ukri.org/what-we-offer/our-main-funds/industrial-strategy-challenge-fund/clean-growth/transforming-food-production-challenge>

⁴ <https://cioslep.com/wp-content/uploads/2021/04/Final-CIoS-DRAFT-Industrial-Strategy-09.03.20.pdf>

⁵ <https://www.foodmanufacture.co.uk/Article/2022/05/09/Why-robotics-is-finally-taking-off-in-UK-food-processing>



Remember not all vacancies are seasonal. Many people find a job that can lead to a long-term career or will move from crop to crop

Routes into land based sector:

1. Direct employment into a job in the land-based sector and receive training on the job. The **Find a job service** (<https://www.gov.uk/find-a-job>) can help you with your search for jobs and send alerts when new jobs become available.
2. Apply for an apprenticeship or traineeship with an employer. The **Find an apprenticeship service** (<https://www.gov.uk/apply-apprenticeship>) can help you with your search, send alerts when new apprenticeships become available and has advice on how to apply.
3. Undertake a relevant College course, or new T-Level qualifications are available for 16-18 year olds.
4. Graduates can enter the workforce after attaining a relevant degree.
5. Work experience can be a great way to find out what it's like working in the land-based sector and gain valuable skills for your CV.

For further support:

Land Based Careers - National Land Based College

(<https://nlbc.uk/careers/land-based-careers>)

Duchy College | Land-Based Specialist College

 (<https://www.duchy.ac.uk>)

RCAA Career Videos - Royal Cornwall Show

(<https://www.royalcornwallshow.org/education/rcaa-career-videos>)

Farming careers and personal development – Farmers Weekly

(<https://www.fwi.co.uk/careers>)

Contact the Cornwall & Isles of Scilly People Hub, they can help if you are:

- unemployed and wondering what options are open to you
- out of work and looking to retrain or develop new skills
- recently redundant and want to get back into work or training

Call - 0333 0150699 (Monday–Friday, 9am–4pm)

Visit – www.peoplehub.info

Email – hello@peoplehub.info

The National Careers Service provides free careers advice and guidance to individuals from the age of 14. Visit 'Get the Jump' for 14-19 year olds and the National Careers Service website for adults.

Get the Jump: explore your education and training choices |

National Careers Service (<https://nationalcareers.service.gov.uk/explore-your-education-and-training-choices>)

Careers advice - job profiles, information and resources |

National Careers Service (<https://nationalcareers.service.gov.uk>)

