

State of Hawaii

Agricultural Outreach Plan PY 2013

This State of Hawaii Agricultural Outreach Plan for PY 2013 has been prepared by the Workforce Development Division and is being posted on this website for at least 30 days for public review and comment. This document is a modification to the State of Hawaii Updated 2012 Integrated Workforce Investment Act and Wagner-Peyser State Plan. If you have any comments regarding the Agricultural Outreach Plan, please email them to: Russell.T.Ogawa@hawaii.gov by July 31, 2013.

**HAWAII DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS
WORKFORCE DEVELOPMENT DIVISION
WORKFORCE INVESTMENT ACT (WIA) WAGNER-PEYSER PLAN
FOR AGRICULTURAL SERVICES**

PROGRAM YEAR 2013

Summary of Plan

As required by regulations at 20 CFR 653.107, Subpart B, the Workforce Development Division (WDD) will provide Wagner-Peyser Act-funded services to migrant seasonal farm workers (MSFWs) that are qualitatively equivalent and quantitatively proportionate to services provided to non-MSFWs. WDD will make every effort to provide the relevant comprehensive services to prospective and actual employers of these individuals. Efforts will continue to include interstate/intrastate job order servicing and the full range of Job Service Public Labor Exchange services delivered through a proactive outreach program intended to locate, contact, and inform migrant and seasonal farm workers of the array of services.

The purpose of this plan is to describe the services provided to the agricultural community in Hawaii in accordance with 20 CFR 653, Subpart B, and the Workforce Investment Act (WIA) of 1998. Services to both agricultural employers and the migrant and seasonal farm workers are covered in this plan.

A. Assessment of Need

i. A review of the previous year's agricultural activity in the State.

According to the Hawaii Department of Agriculture, farm gate revenues for 2010 totaled \$689.6 million, up 7 percent from the previous year. According to the Economic Research Service, USDA 2007 Census of Agriculture (conducted every five years), the number of farms operating in Hawaii was 5,100 on approximately 1,121,000 acres. This equates to an average farm size of 220 acres.

In 2010, the average wage paid to all hired workers was estimated at \$14.24 per hour. This is a 6 percent increase from a year earlier. The combined average wage for field and livestock workers was estimated at \$12.01 per hour, which was up \$.56 per hour from 2009. The state minimum wage is \$7.25 per hour. The USDA reported that Hawaii's hired agricultural work force was 6,400 workers, up 3 percent from 2009.

The following are the acreage and yield statistics of selected labor intensive crops as reported by the U.S. Department of Agriculture National Agricultural Statistics Service.

Sugarcane for sugar harvest totaled 15.5 acres, which yielded 11.1 tons per acre at a total value of \$69.8 million in 2010. Although the total harvest was down 24 percent, the price of sugar rose 76 percent, the highest since 1980.

Macadamia Nuts harvest totaled 15,000 acres, which yielded an average of 3,000 pounds per acre. This was a 13-percent increase over the 2010-2011 season. More rainfall at timely intervals and a long flowering season helped improve production this season as compared to last season’s drought conditions. However, volcanic emissions are still negatively impacting crop yields.

Coffee harvest totaled 6,300 acres, which yielded 1,400 pounds per acre. Major crop activity is present on four of the islands with the most significant production occurring in the South Kona district of the island of Hawaii. Total farm revenues generated was an estimated \$33.4 million, 7 percent higher than the prior year’s \$31.3 million.

Vegetables and Melons harvest totaled 2,705 acres, which yielded 39.6 million pounds, up 22 percent from 2009. The top volume-producing vegetable crop in 2010 was sweet potatoes which was up 52 percent above the previous year. Head cabbage was the second largest volume crop, followed by Chinese cabbage.

The number of agriculture openings and MFSWs could increase slightly should increases in crop production continue their trend.

The number of crop farms in Hawaii in 2010

Sugarcane	1
Pineapple	40
Vegetables/Melons	540
Fruits excluding pineapples	1,600
Coffee	830
Macadamia Nuts	570
Taro	115
Flowers, nursery products	970

ii. A review of the previous year’s MSFW activity in the State.

At the end of the third quarter of Program Year 2011 (PY 11), WDD and its One-Stop Partners registered 88 new MSFW applicants. Through a combination of outreach and applicant walk-in activities the local offices registered the following number of MSFW participants for the period April 1, 2012 through March 31, 2013.

<u>Local Office</u>	<u>Number of Registrations</u>
Hilo	43
Honolulu	1
Kona	13
Lihue	17
Molokai	1
Wailuku	11
Waipahu	1
Waianae	1
TOTAL	88

iii. Projected level of agricultural activity expected in the State in PY 2013.

Agricultural activities in PY 2013 are expected to remain at a similar level like that of PY 2011. The seasonal drought conditions and the rising costs of fuel will continue to have a significant impact on economic activity statewide. Vog and ash fall from volcanic emissions may have serious detrimental effects on agricultural crops. All industries in the State economy will be affected in one form or another and it remains to be seen whether agriculture activity will flourish or be stymied.

iv. Projected number of MSFWs in the State in PY 2013.

Should the national fuel cost crisis continue without major relief the State could potentially see an increase in the number of unemployed MSFW participants. The farmworker workforce could significantly diminish if the costs of agricultural operations rise in relationship to the costs of fuel. Employers may compensate for the increase in the cost of operations by reducing its most significant overhead costs, the workforce. Notwithstanding these events, producers of coffee, macadamia nuts, floral products, pineapple, and specialty crops will continue to be the major employers of migrant and seasonal workers.

v. Statement of the consideration given to the State Monitor Advocate's (SMA) recommendation as set forth in the annual summary developed under 653.108(t).

The State MSFW Monitor Advocate prepared this annual summary of services to MSFWs based on statistical data and his/her reviews and activities as set forth in these regulations for the State Administrator.

B. Outreach Activities

i. Number of MSFWs to be contacted by Labor Exchange staff and other agencies during PY 2013.

WDD staff will make an estimated 105 total MSFW outreach contacts during PY 2013.

<u>Local Office</u>	<u>Number of Contacts</u>
Hilo	50
Honolulu	10
Kona	10
Lihue	5
Molokai	10
Wailuku	10
<u>Waipahu</u>	<u>10</u>
Total	105

The number of MSFWs to be contacted by other agencies.

The WIA section 167 grantee will conduct its program year ending data review at the conclusion of the program year on June 30, 2013 and subsequently, prepare its estimate for PY 2013. This estimate will be included with the Plan.

The plan for outreach activities to the agricultural community is consistent with that of the overall strategic plan articulated in the State Plan for Title I-B of the WIA and the Wagner-Peyser Act. A high priority is to actively seek and contact MSFWs who are not reached through the One-Stop centers. Once contacted, WDD staff will provide information on the services available to MSFWs through WDD and other partner agencies. The service delivery strategy in providing outreach and other services for agricultural employers, as well as equitable services for migrant and seasonal farm worker, is as follows:

1. Increased marketing of the One-Stop system to provide information to agricultural employer groups, such as the Hawaii Farm Bureau Federation, agricultural workers' unions, the State of Hawaii Department of Agriculture, and other appropriate groups or organizations. Employers, as well as workers, are encouraged to avail themselves of all services offered by the One-Stop Job Centers.
2. The WDD website will be updated frequently to provide the latest information on the MSFW program.
3. Close coordination between programs to provide agricultural employers and workers access to upgrade training through such programs as the State's Employment and Training Fund, which focuses on the incumbent worker.
4. Staff from One-Stop partner agencies will provide information about the migrant and seasonal farm worker programs provided through Wagner-Peyser (as well as through the WIA §167 service provider) and are trained to identify individuals who fall into this group. Referral procedures are in place to ensure that equity of services is provided in a manner designed to best meet the needs of these individuals.

The State and Local Office Monitor Advocates work to ensure that migrant and seasonal farm workers are provided equitable services. Slight increases in services provided to MSFWs in each local office will greatly improve the statewide service levels. The State will work with staff to improve the service levels in each of the following equity indicators.

Equity Indicators

- Ratio of non-MSFWs to MSFWs referred to jobs,
- Ratio of non-MSFWs to MSFWs receiving staff assisted services,
- Ratio of non-MSFWs to MSFWs referred to supportive services,
- Ratio of non-MSFWs to MSFWs provided with career guidance, and

- Ratio of non-MSFWs to MSFWs for whom a job development contact was made.

ii. Number of staff days to be utilized for outreach during the fiscal year.

WDD staff will conduct outreach activities utilizing an estimated 26-staff days or to the extent that office staffing levels permit.

<u>Local Office</u>	<u>Days Utilized for Outreach</u>
Hilo	6 days
Honolulu	2 days
Kona	4 days
Lihue	4 days
Molokai	4 days
Wailuku	4 days
<u>Waipahu</u>	<u>2 days</u>
TOTAL	26 days

iii. The level of W-P funding to be used for outreach during the fiscal year.

The amount of Wagner-Peyser funding to be used for outreach is approximately \$35,000.

iv. The tools which will be used to conduct outreach contacts, including personal contact, printed matter, videotapes, slides, and/or cassette recordings.

WDD will utilize printed brochures, website on-line information and personal contact meetings in its efforts to provide outreach to MSFWs. These are similar to tools that will be used by WDD in its overall outreach strategy efforts in the coming year.

C. Services Provided to MSFWs through the One-Stop Delivery System

To the extent of its operating capacity the WDD local office staff led by the Local Office Monitor Advocate (LOMA) will contact MSFWs and agricultural employers.

There are six LOMAs assigned to WDD offices statewide. The LOMA is responsible for coordinating employer services and farmworker outreach activities within his or her respective service delivery area. A Program Specialist at the Central Office is the State Monitor Advocate. The State Monitor Advocate provides technical assistance to LOMA staff ensuring that they have the tools needed to properly implement outreach service strategies at the local level. LOMA and State Monitor Advocate duties are part-time.

An existing cooperative agreement with the WIA section 167 Migrant and Seasonal Farm Worker Program grantee, the Maui Economic Opportunity Incorporated (MEO), provides WDD a key partner in outreach efforts to the MSFW community. MEO provides statewide employment and training programs targeting low-income

farm workers and their families. The WDD will continue their partnership work with MEO, who is also a One-Stop partner with Work Source Maui, the One-Stop operator for Maui Island.

WDD's continued ties with the Hawaii Department of Agriculture and the Hawaii Farm Bureau Federation will help to maintain an integral link to the agricultural community.

Hawaii strives to provide services to all clients, including MSFWs to ensure MSFWs have equal access to employment opportunities through Hawaii's One-Stop centers. Bilingual staff or services are available at all One-Stop centers across the state. Staff are trained to meet the service needs of MSFWs. When identified, they are provided with appropriate interpreters and services, as needed.

D. Services Provided to Agricultural Employers via the One-Stop Delivery System

WDD provides its services to agricultural employers through job order requests, job matching and referral, and outreach contacts to inform them about its services and programs, e.g., use of the H-2A Certification for Temporary and Seasonal Agriculture Work program and the HireNet Hawaii Virtual One-Stop System. Agricultural labor information shall be disseminated on a timely basis.

While conducting monthly employer contacts, LOMAs will be able to assess which agricultural employers regularly hire MSFWs. Also, job orders archived in the HireNet Hawaii database provide staff historical data on which employers hire MSFWs.

A valued means of connecting workers and employers is through the Department's Virtual One-Stop system, HireNet Hawaii. The internet-based electronic job bank encourages employers and jobseekers alike to conduct user friendly, self-directed searches to identify and contact each other. The system helps agricultural employers to specifically target their search for unemployed farm laborers while the unemployed farm laborer can target agricultural employers for available jobs. The system is accessible 24 hours, everyday, wherever internet access is available. There is no charge to access the system.

Job order screening and the matching and referral process is the another method of connecting agricultural employers with farm laborers. Job orders received by WDD staff initiate this screening and matching process. Also, all job orders are immediately made available to all One-Stop partners statewide. Qualified workers found through job matching or job order screening process are referred to the employer for evaluation.

WDD and MEO are partners in Hawaii's One-Stop system. MEO's staff is fluent in Spanish and Ilocano, which are the first languages of many seasonal farmworkers. WDD provides translation services for persons with Limited English Proficiencies at no cost. A list of bilingual staff is available for these individuals requiring assistance.

If staff is not available to assist, WDD has access to “Language Line”, which accommodates MSFWs and other jobseekers who may need interpreter assistance.

WDD will continue to utilize workshops, handouts, and outreach activities to promote its services and the HireNet Hawaii Virtual One-Stop system. Agricultural employers (includes small family operated farms and farms owned by corporations) are represented on Local Workforce Investment Boards and provide a valuable link to the agricultural community.

Integral to the local office outreach strategy to agricultural employers is to ensure employers are made aware of the H-2A visa worker program as another option in recruiting farm laborers. LOMAs and the State Monitor Advocate are prepared to conduct H-2A presentations to employers. Supplemental information materials are available to provide as needed.

E. Other Plan Requirements

1. The State Monitor Advocate’s Review of the Plan.

This plan for agricultural services was prepared by the State Monitor Advocate who relied on extensive data and statistics compiled by sources representing federal and state agencies as well as non-profit organizations. Much of the information and data compiled in this plan were derived from multiple sources. The names of these sources are listed on the final page of this plan.

2. Review and Public Comment.

In accordance with 20 CFR Subpart B, 653.107 (d), WDD has provided the WIA Section 167 grantee, other appropriate MSFW agencies, public agencies, agricultural employer organizations and other interested employer organizations to review and comment on the State Agricultural Services Plan.

References

1. Statistics of Hawaii Agriculture 2010,
http://www.nass.usda.gov/Data_and_Statistics/index.asp.
2. U.S. Department of Agriculture, Economic Research Service,
www.ers.usda.gov/StateFacts/HI.htm.
3. U.S. Department of Agriculture, National Agricultural Statistics Service,
http://www.nass.usda.gov/Statistics_by_State/Hawaii/Publications/Miscellaneous/hiag.pdf
4. HireNet Hawaii Management Information System, Migrant Indicators of Compliance
Statewide Report, April 1, 2011 – March 31, 2013.