



# Things are Different in California or I'm Not in Iowa Anymore

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# Objective

- Differences in perception of precision ag in California
- Market potential of California in precision ag
- Share educational initiatives and compare to the rest of the country



# California Perceptions

- Three distinct area
  - Urban, Agricultural, Wild
- Perceptions CA of Midwest
- Perceptions Midwest of CA
- Legal and Liability



# Production differences

- Specialty Crops
- Water Issues battle
- Profit Margins
- Limited Yield Data
- Structure and careers



# Attitude toward technology

- Differences in attitudes
- Guidance is well established
- Limited Yield Data
- Economic ROI
  - Cost side vs income/benefit
- Technology Midwest focused
- Lack of skilled technicians



# Educational Differences

- Focus on incumbent worker
- Online courses
- Evening and Saturday labs
- State Funding is Inconsistent
- Initiatives Funding
- Concentration on certificates
- Non-credit certificates



# Educational Initiatives

- Internships vs Apprenticeships
  - Creation of specific courses plan
  - Agreements with companies for apprentices
- Guided Pathways
  - Identification of careers
  - Creating a sequence of courses
- Stackable Certificates
  - Offer multiple certificates
  - Combined for more value
  - Irrigation + Ag Technology



# Educational Initiatives

- Stackable Certificates
  - Irrigation Mgt
  - Integrated Pest Management
  - Heavy Equipment
  - Food Science and Safety
  - HVAC
  - Welding & Fabrication
  - Ag Science Technology
- Stacking:
  - Irrigation + Ag Technology
  - Food Science + Ag Technology
  - HVAC + Ag Technology





# Educational Initiatives

- Non-Credit Certificates
  - Courses based on hours
  - Different than Community Ed
  - No tuition; apportionment yes
- Newly added Online College
  - Assist colleges with online courses
  - Offer wide range of technical and GenEd
- Work with Universities
  - Share research
  - Transfer encouraged, but..

