

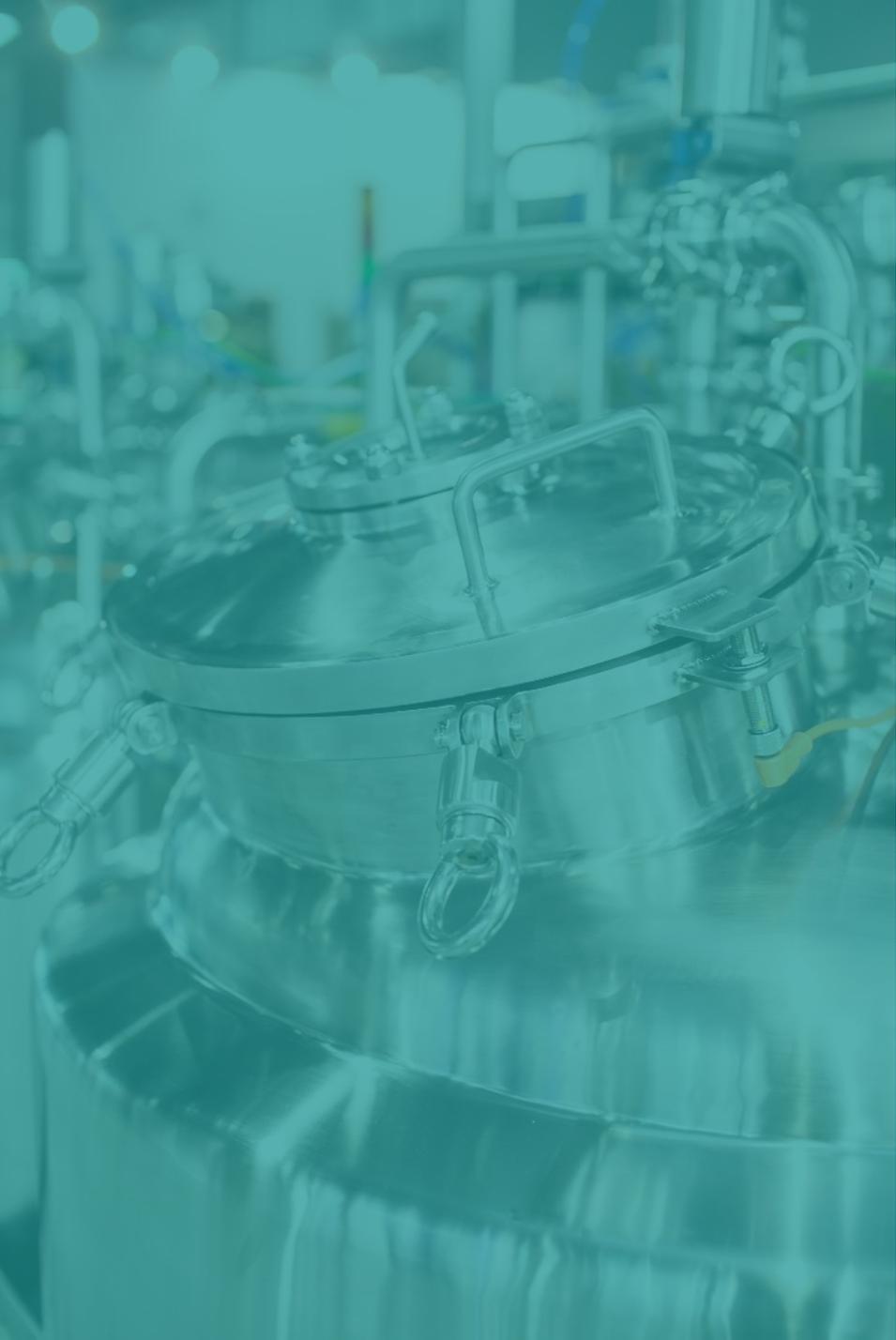
# Tracking Perceptions of Careers in the Food and Beverage Processing Industry Among Youth and Parents and an Examination of Experiential Learning Experiences and Attitudes Among Youth, Parents and Employers

Final Report

October 10th, 2018

A photograph of a person in a plaid shirt pouring coffee beans from a metal scoop into a large, circular coffee roasting machine. The machine is filled with beans and has a central agitator. A teal-colored geometric shape is overlaid on the right side of the image. The text 'Objectives, Methodology and Respondent Profile' is overlaid on the left side of the image.

# Objectives, Methodology and Respondent Profile



# Objectives

The purpose of the research was to conduct a follow-up study to the 2015 research that informed FBO's Taste Your Future Campaign.

In 2015, we found that sector employers who participated in the research reported challenges at all stages of the hiring and onboarding process (i.e., selection, intake and training/adaptation). In terms of potential approaches, the research suggested that internship programs and apprenticeship programs are relatively underutilized by employers, based on a comparison of uptake (relatively low) and a rating of usefulness among users (relatively high). The highest employer usefulness scores are accorded to co-op programs and internship programs.

A review of the 2015 findings suggested that the research for 2018 should focus on youth, parents and employers to achieve the following two objectives:

- Examine perceptions, interest, barriers and opportunities related to workplace-based learning and training programs, such as co-ops, apprenticeship, summer jobs, and internships; and
- Update some of the core perceptual indicators from the 2015 study (i.e., perceptions of careers in the food and beverage processing sector).

# Methodology



## Youth and Parents

A survey of 1,003 Ontarians youth and parents was conducted from Aug. 13 to 22, 2018, including 651 youth and 352 parents of children between 14 and 28 years of age.

The first third of the 2018 survey focused on perceptions of jobs and careers in six sectors, including food and beverage processing. These questions were replicated from the 2015 research.

- The other two-thirds of the 15-minute online survey contained new questions aimed providing FBO (and its stakeholders) with some understanding of the experiences and perceptions of youth and parents with respect to Ontario's major experiential learning programs (ELP).

The 2015 sample included a focus on immigrants and younger youth. It also included some Canadian-born, non-parents over the age of 28 years). The 2018 sample had less of an emphasis on immigrants, younger youth and did not include non-youth who were also non-parents. Rather, it included a focus on (and set quotas for) youth aged 16-24 and parents of youth between the ages for 14-28. Quotas were also used for gender and region of Ontario.

In order to allow for a reasonable comparison of samples, the 2015 sample was weighted to reflect the main socio-demographic characteristics of the 2018 sample.

# Methodology

## Employers

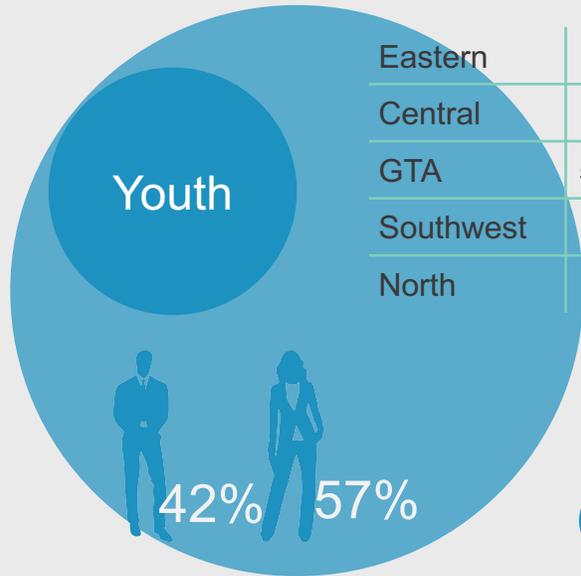
An eight-minute online questionnaire was developed to help FBO and its stakeholders, gain a preliminary understanding of the experiences and perceptions of food and beverage processors regarding Ontario's major experiential learning programs. Key issues included:

- Broad perceptions of experiential learning programs in general (e.g., perceived value, barriers)
- Familiarity with eight programs (i.e., the same addressed in the survey of youth and parents)
- Satisfaction with their firm's program experience(s) and perceived program strength and weaknesses
- Awareness of government and other programs aimed at facilitating employer participation in experiential learning programs

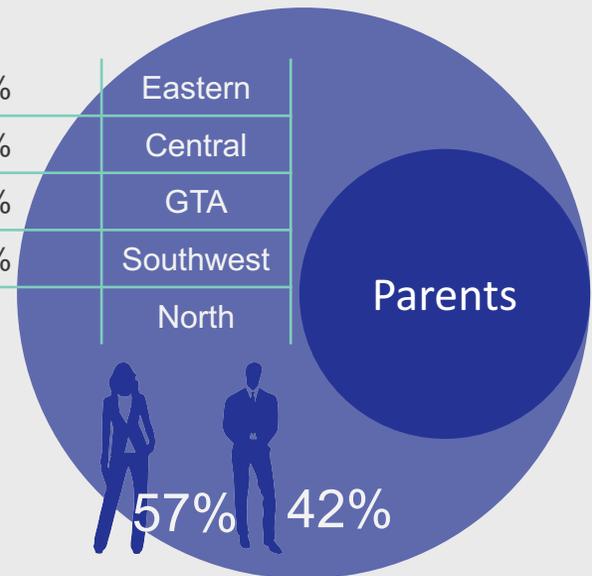
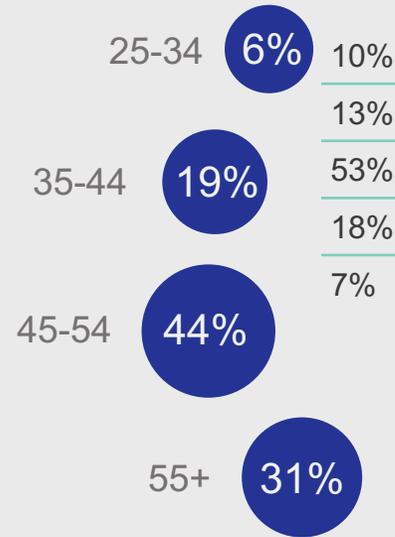
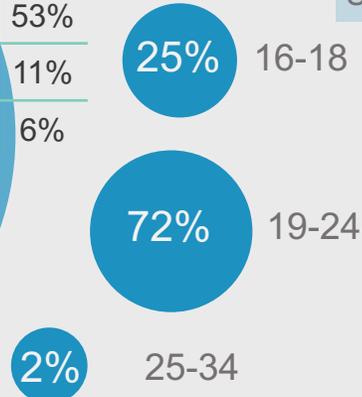
H+K Strategies provided FBO with a link to the survey. The link was distributed by FBO to its members and stakeholders. Several reminder communications took place in an effort to encourage response. The survey was open from June 30 to Sept. 7, 2018.

A total of 46 employers participated in the survey and 24 completed the entire questionnaire. This number of cases is insufficient to allow us to generalize results to the broader population of approximately 4,000 food and beverage processors. The data should be viewed as more qualitative and exploratory in nature.

# Respondent Profile



Employed	29%
HS	12%
College	8%
University	46%
Unemployed	5%



# Summary of Key Findings



## Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

Overall, the results suggest that perceptions have not changed among parents. Among youth, however, it seems that perceptions of a career in the food and beverage processing sector may have become more positive, particularly with respect to pay and benefits.

- Generally, the views of parents have remained consistent from 2015 to 2018 in terms of both their overall impressions of jobs and careers in food and beverage processing, as well as across the five measures (e.g., pay and benefits, working conditions) and six major economic sectors, including food and beverage processing.
- Among youth, views of jobs in the food and beverage processing industry are more positive overall, as well as across all specific measures (e.g., pay and benefits, working conditions). Their perceptions of careers in the other five sectors are stable on more than half of the indicators.
- The results also suggest that youth are more open to a career in the food and beverage processing industry than they were a few years ago. Immigrant youth are particularly interested.

The research also confirms that a significant number of parents and young people continue to confound or associate the food and beverage processing sector with the restaurant industry.

As in 2015, we find that youth would prefer to learn about careers in food and beverage processing from someone who works in the sector.

# Broad Perceptions of Experiential Learning Programs

Overall, perceptions of experiential learning programs are positive. We also find that the views of youth and parents mirror each other. For example:

- 80% of youth and 83% of parents agree that experiential learning programs allow participants to develop essential skills and habits.
- 76% of youth and 80% of parents agree that all high school students should have the opportunity to participate in experiential learning programs. Similar proportions of youth and parents feel the same way about post-secondary education students.

The survey also suggests that a significant proportion of parents and youth would struggle to find information on experiential learning programs.

# Familiarity with Experiential Learning Programs

The experiences and perceptions of youth and parents with respect to the following programs were examined in the survey:

- summer jobs programs;
- college or university co-op programs;
- high school co-op programs;
- paid internships;
- unpaid internships;
- specialist High Skills Major (for high school students);
- apprenticeship programs; and
- pre-apprenticeship and other work experience programs.

Large majorities of youth and parents are familiar with the eight experiential learning programs examined in the survey, although in most cases, familiarity isn't based on direct experience (i.e., personal participation and/or their child's participation).

# Rating Experiential Learning Programs

Overall, we find that youth and parents have largely had positive experiences with experiential learning programs. The programs also tend to be positively perceived by those who do not have direct experience.

Among youth with program experience, the most useful are summer jobs (rated 5 to 7 out of 7 by 77%), followed by college or university co-op programs, high school co-op programs, and paid internships (with all three garnering a 72% usefulness rating).

Compared to youth, parents provide higher ratings across programs. Like youth, however, they view summer jobs as the most useful program (rated useful by 89%), followed by paid internships (86%), college/university Co-op programs 85%) and apprenticeship programs (84%).

- For both parents and youth without direct experience, the most helpful experiential learning programs are assumed to be paid internships (rated 83%), followed by college or university Co-op programs (79%), apprenticeship programs (75%) and summer jobs programs (70%).

The least highly rated program, by both youth and parents, is unpaid internships. Specialist High Skills Major also tends to receive low ratings.

# Relative Strengths and Weaknesses of Experiential Learning Programs

It is interesting to note that apprenticeship programs receive relatively lower ratings from youth who say they have direct experience, than do other youth and parents, particularly parents without direct experience with apprenticeship.

In terms of strengths, we find that the most popular reasons, among both youth and parents, for recommending an experiential learning program are:

- Because there is a good chance of leading to a permanent job
- It's a better way to learn
- To see if there is a good fit for a certain type of career; and
- Because it's more interesting than classroom learning.

The most prevalent overall weaknesses of experiential learning programs an experiential (based on the reasons for not recommending a program) are:

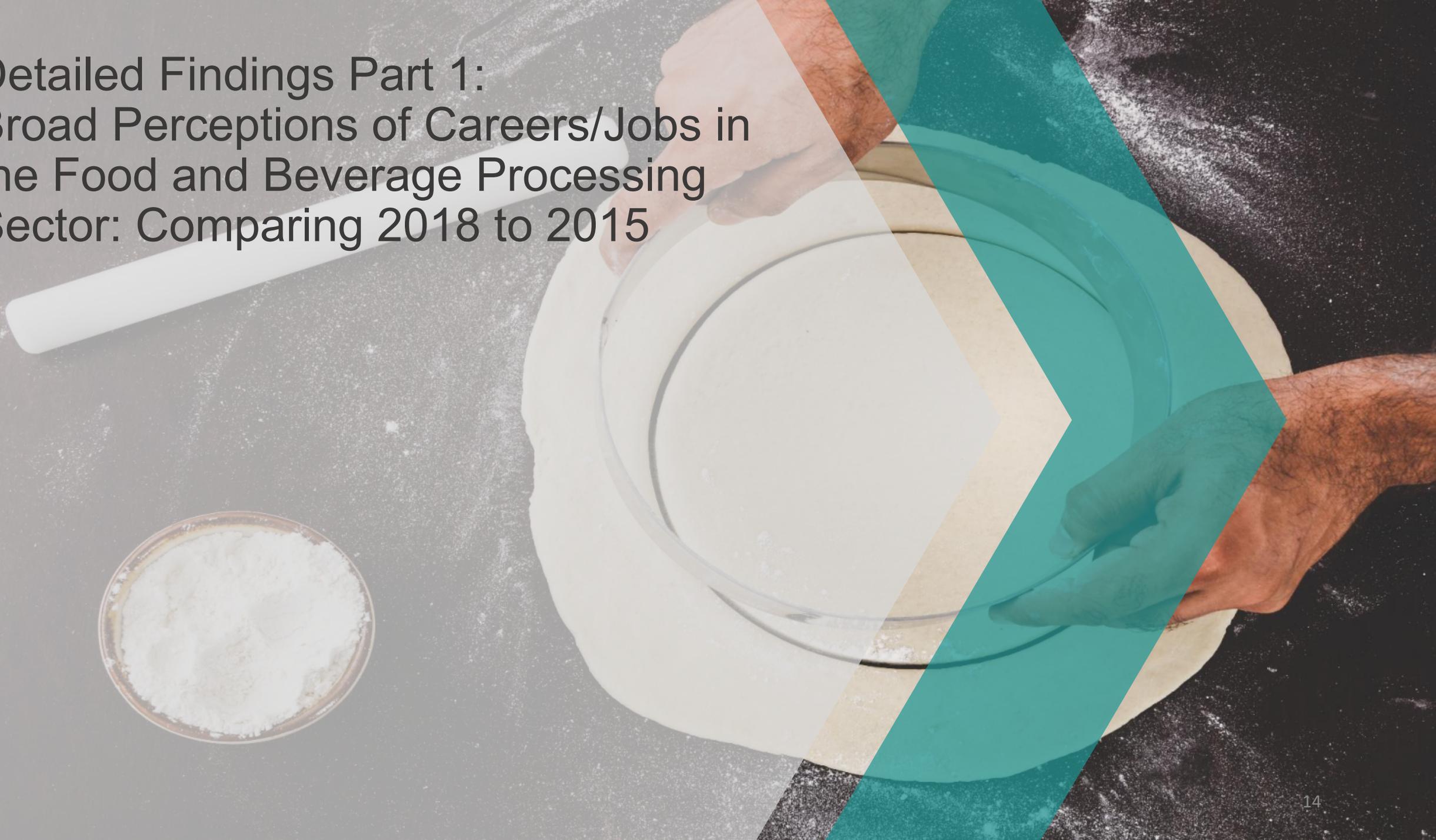
- Employers are just looking for cheap labour
- There is not enough mentoring/training provided.

# The Perspective of Employers who Participated in the Survey

From the perspective of the employers who participated in the research, we find that:

- Hiring is difficult and getting more so over the years.
- Employers have generally positive views of experiential learning programs. For example, 16 of 24 employers agree that “experiential learning programs are a great way for companies to find employees.”
  - It is also noteworthy that 18 of 24 employers say that they “would be much more likely to participate in experiential learning programs if [they] could have a resource walk [them] through the process.”
- College/university co-op programs receive the highest rating in terms of usefulness. Most who have used apprenticeships rate it as useful, but this program also garners several low ratings. Unpaid internships receives the lowest scores.
- Specialist High Skills Major is the least familiar program to employers. Of the 24 employers who are not familiar with it, however, 10 indicated that they would “probably” or “definitely” consider using this program.
- Of the eight incentives and services examined in the survey, the most likely to increase a respondent’s interest in participating in an experiential learning program are: university and college co-op offices (16 of 24), along with Canada Summer Jobs (15 of 24) and the Canada-Ontario Job Grant Program (15 of 24).

# Detailed Findings Part 1: Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015



# Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

As noted in the discussion of objectives, part of the research was designed to provide FBO with a sense of whether perceptions of a career in the food and beverage processing industry have changed over the last three years.

Overall, the results suggest that perceptions have not changed among parents. Among youth, however, it seems that perceptions of a career in the food and beverage processing sector may have become more positive, particularly with respect to pay and benefits.

The research also confirms that a significant number of parents and young people continue to confound or associate the food and beverage processing sector with the restaurant industry. This finding is based on an analysis of responses to two open-ended questions and the improbably high proportion of respondents who indicate that they either work or have worked in the food and beverage processing sector.

# Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

As in 2015, respondents were asked to rate careers in six sectors, including food and beverage processing, construction, hospitality, retail, health care and financial services across five measures:

- Working conditions
- Pay and benefit
- Opportunities for promotion
- Quality of jobs

Generally, the views of parents have remained consistent from 2015 to 2018 across the five measures and the six sectors, including food and beverage processing. In short, we do not see a lot change.

There is, however, a noteworthy amount of change in the views of youth from 2015 to 2018:

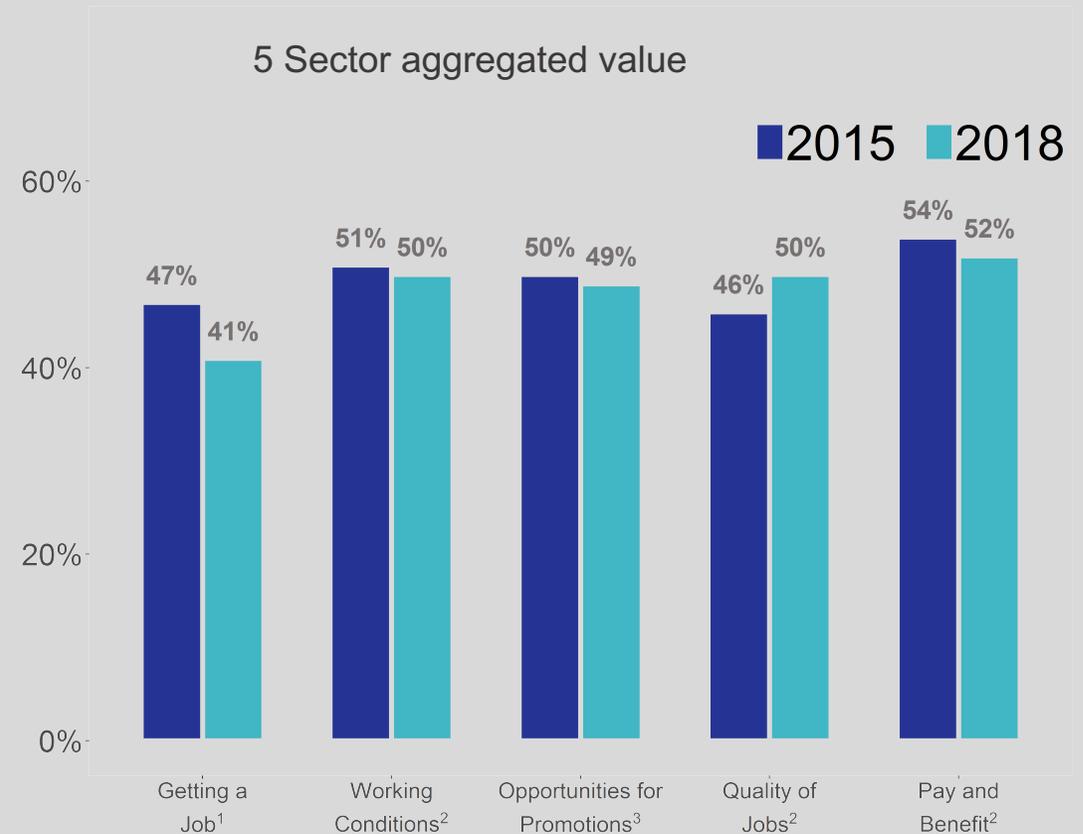
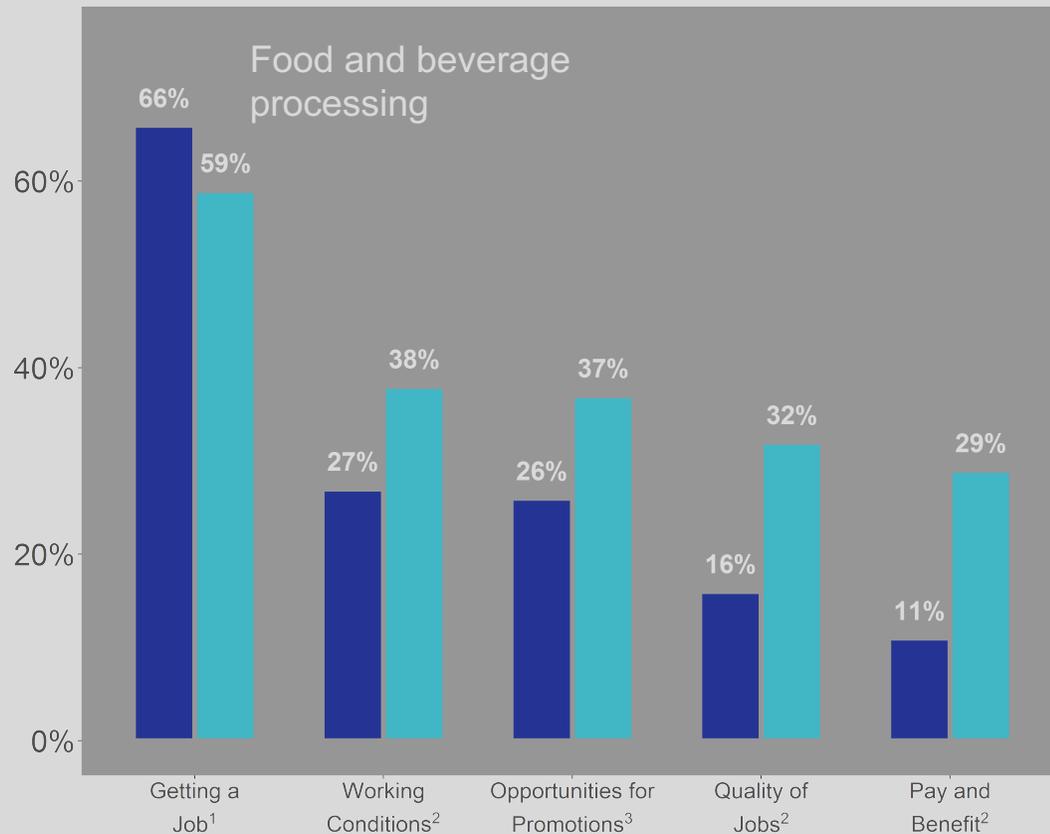
- Perceptions have remained fairly consistent with respect to the health care and financial sectors, although a bit less positive than in 2015.
- Perceptions of jobs in the hospitality and retails sectors are more positive with respect to two aspects: pay and benefits and quality of jobs.
- Compared to 2015, youth views of construction jobs are more positive regarding working conditions and quality of jobs, and bit more negative when it comes to pay and benefits.
- Views of jobs in the food and beverage processing industry are more positive across all four measures, but especially with respect to pay and benefits and quality of jobs.

# Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

The following two charts compares changes in perceptions of the food and beverage processing sector with those of the other five sectors.

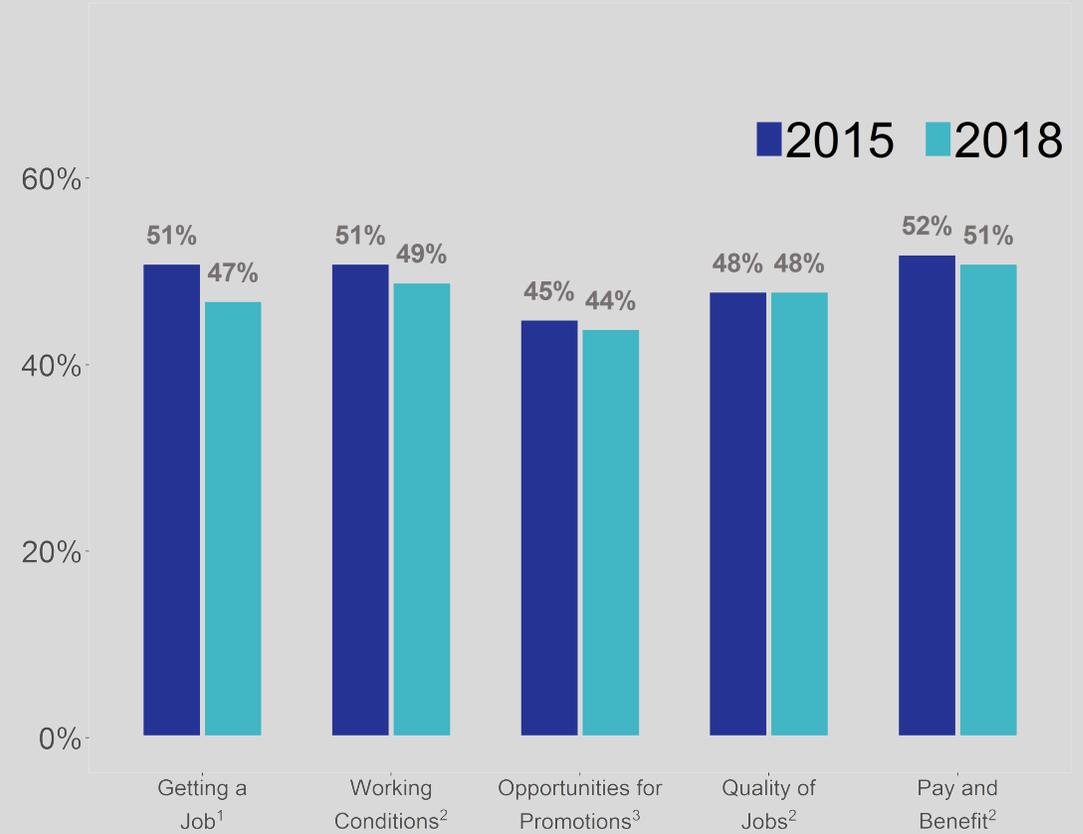
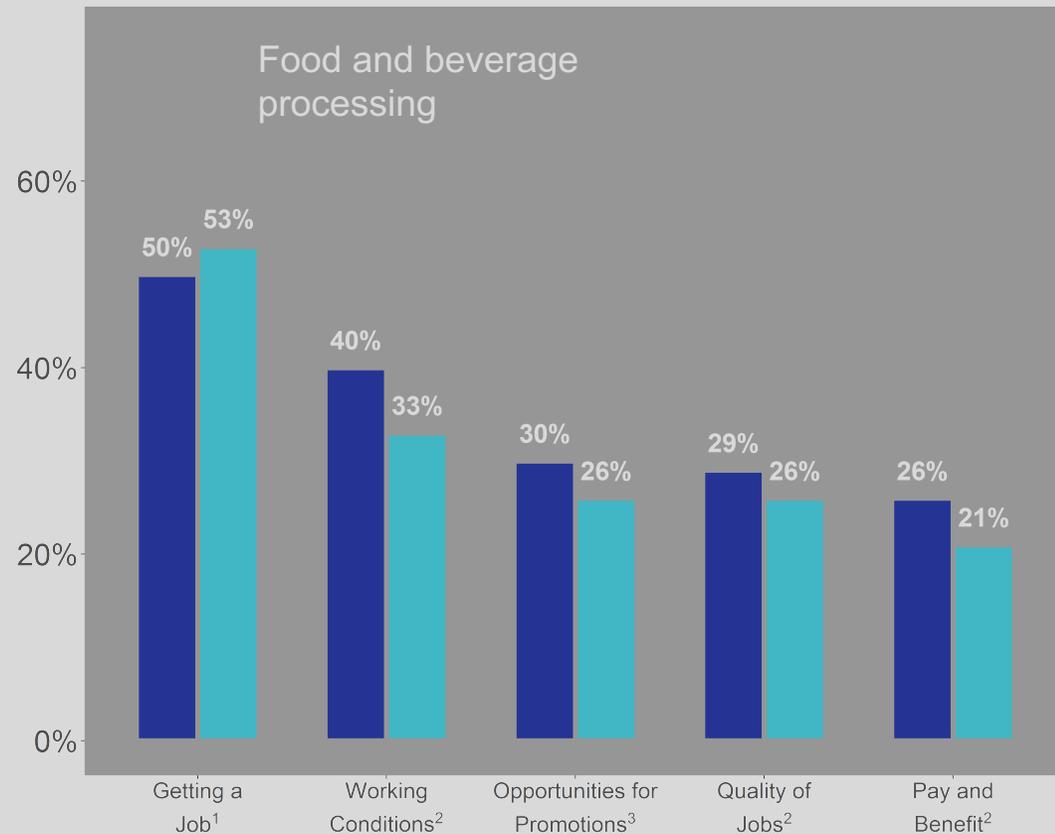
- The percentages represent the proportion of respondents who rated an aspect positively (i.e., 5 to 7 out of 7).
- The results for sectors other than food and beverage processing are aggregated to produce an average rating.
- Each chart also compares the 2018 results to those obtained in 2015.
- The first chart presents the results for youth and the second for parents.
- Results are consistent across sub groups, with no indication of any meaningful differences within age groups, parents of children in different age groups, and Canadians born in and outside of Canada.

Please tell us what you think or imagine it's like to work in each of the following sectors:  
 (Youth - 5-7 on a 7-point scale)



1: Easy  
 2: Good  
 3: Many  
 2018 n = 636  
 2015 n = 653

Please tell us what you think or imagine it's like to work in each of the following sectors:  
 (Parents 5-7 on a 7-point scale)



1: Easy  
 2: Good  
 3: Many  
 2018 n = 352  
 2015 n = 288

# Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

If we look at the results in terms of where the food and beverage processing sector ranks among the six sectors examined in the survey, we see that for parents there is no change from 2015. For youth, however, the results suggest that perceptions have improved somewhat with respect to quality of jobs, and to a lesser extent, opportunities for promotion.

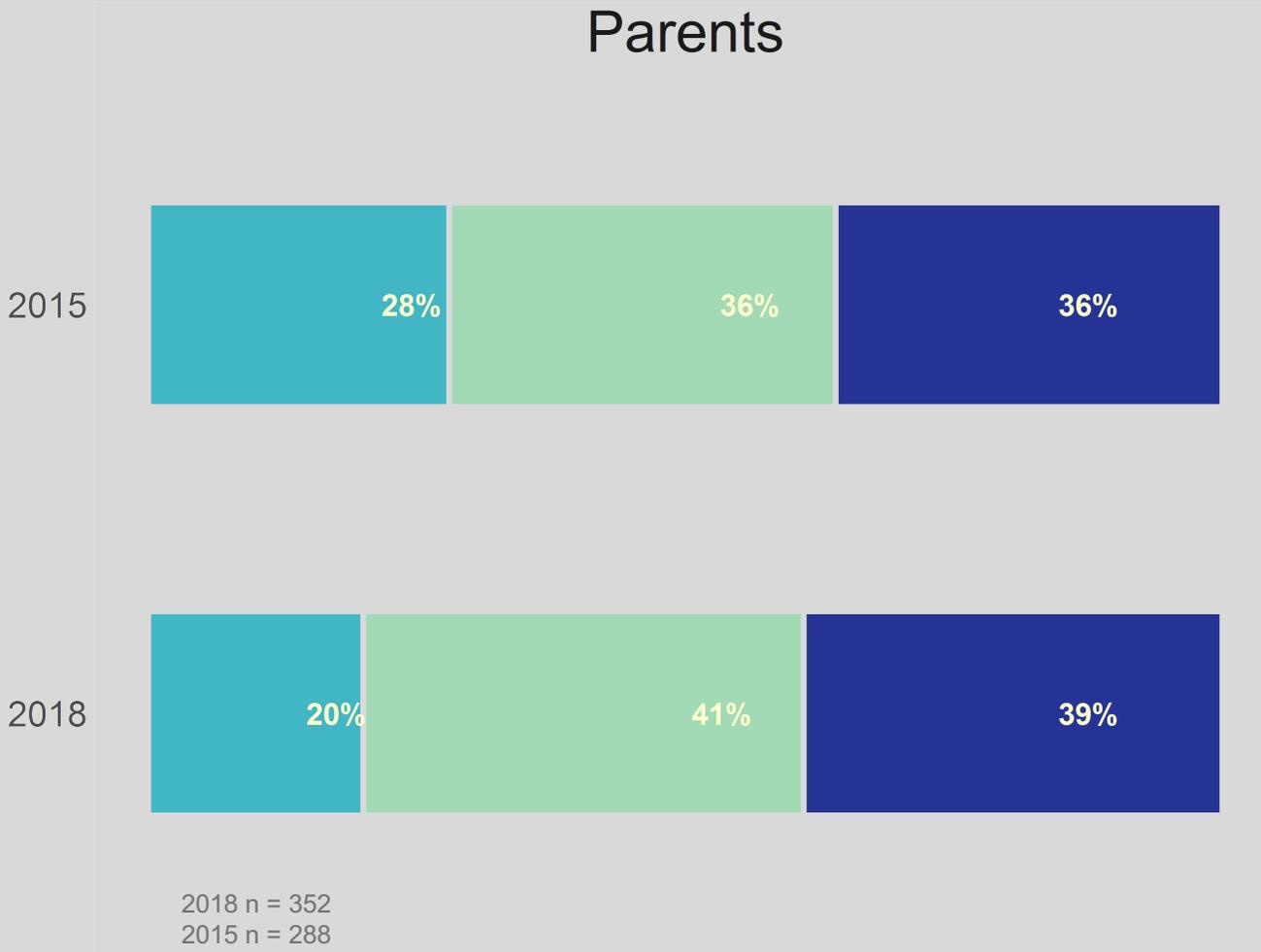
Aspect	Youth (2015)	Youth (2018)	Parents (2015)	Parents (2018)
Working conditions	5 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup>
Pay and benefits	5 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup>
Opportunities for promotion	6 <sup>th</sup>	5 <sup>th</sup> (tied)	5 <sup>th</sup> (tied)	5 <sup>th</sup> (tied)
Quality of jobs	6 <sup>th</sup>	4 <sup>th</sup> (tied)	5 <sup>th</sup>	5 <sup>th</sup>
Ease of getting a job	2 <sup>nd</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	4 <sup>th</sup>
	n = 653	n = 636	n = 288	n = 352

## Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

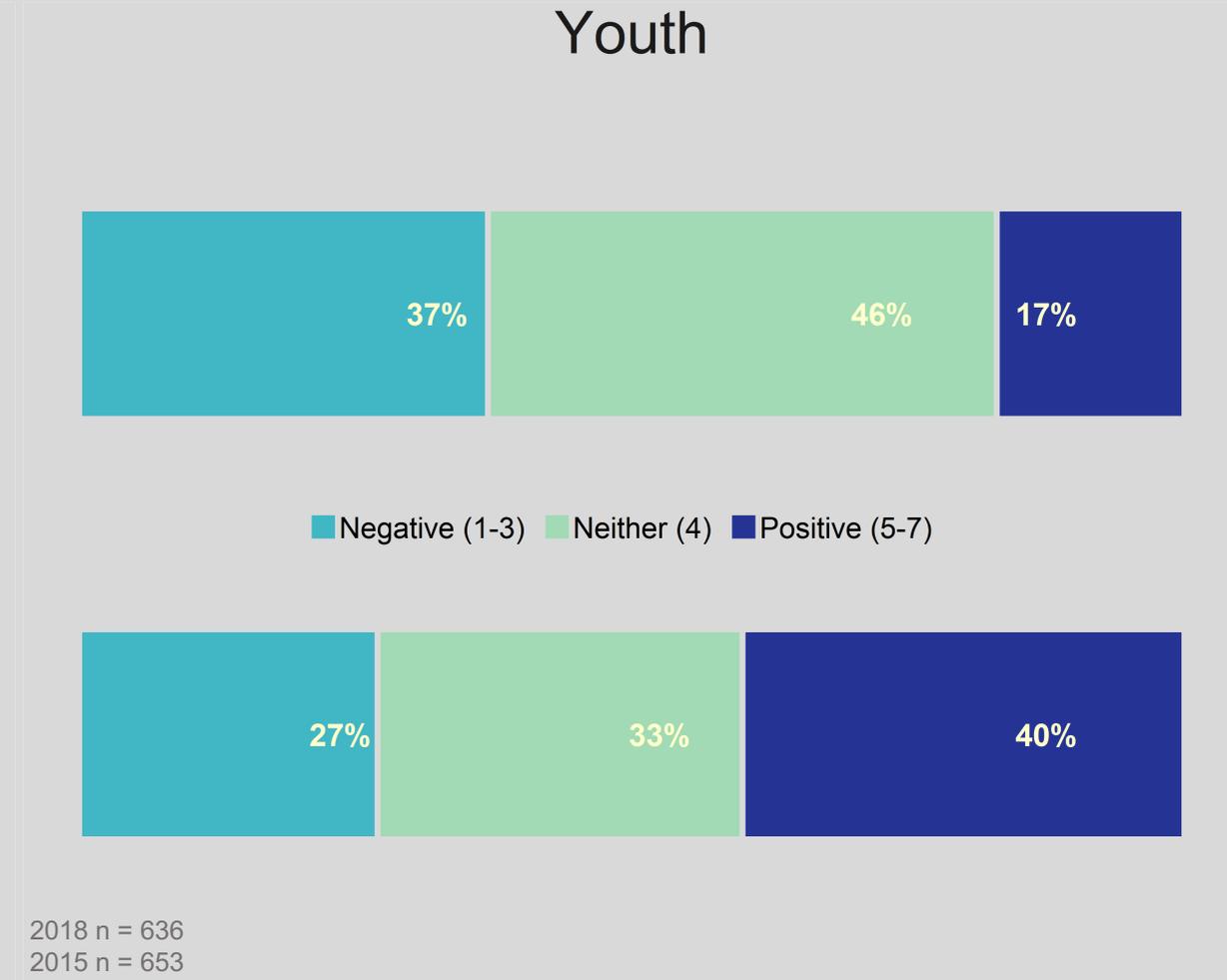
Consistent with previous results presented in this report we see that among parents, overall impressions of jobs and careers in the food and beverage processing industry hasn't really changed since 2015. Among youth, however, impressions are much more positive in 2018 than in 2015.

# From what you know or have heard, what is your overall impression of jobs and careers in the food and beverage industry?

## Parents



## Youth



## Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

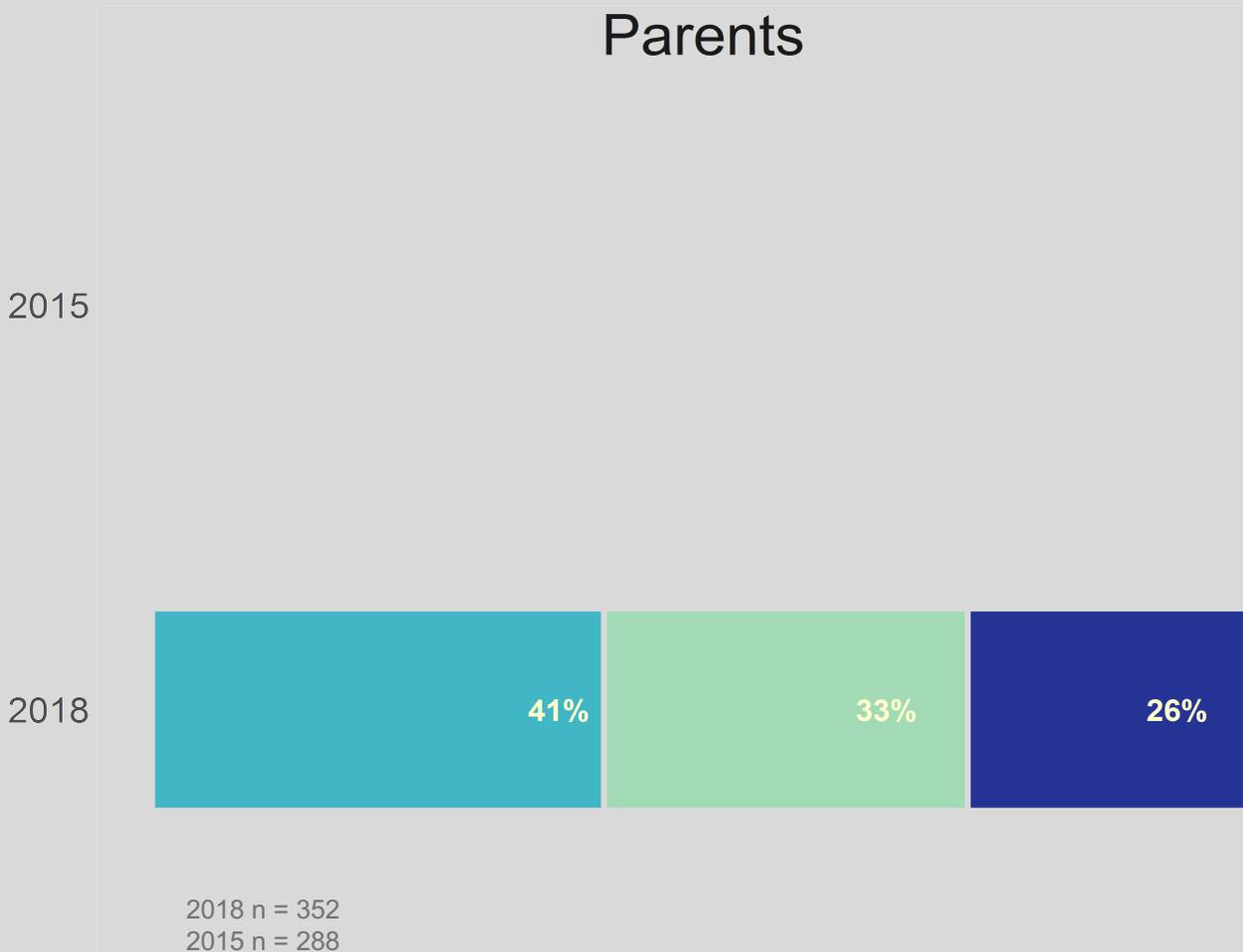
In terms of career considerations, the research results suggest that youth are more open to a career in the food and beverage processing industry than they were a few years ago. It is important to note, however, that still only 30% indicated that they would consider such a career.

The corresponding question that was put to parents is new for 2018. It asked whether they would recommend a career in the food and beverage processing sector to their child. Only 26% would; half as many as would not make such a recommendation.

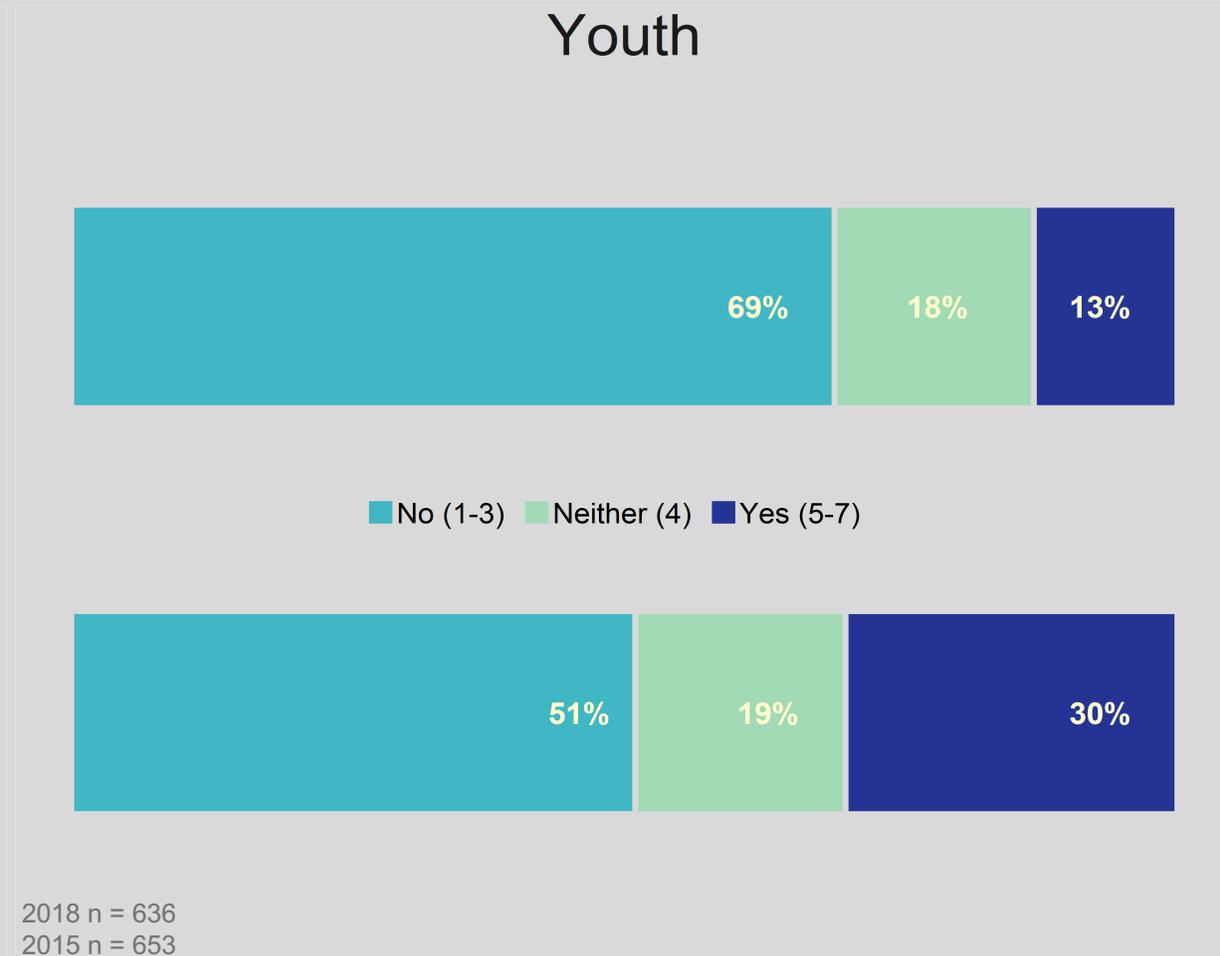
- Interestingly, youth born outside of Canada are far more likely to consider a career in food and beverage processing than their Canadian-born counterparts. Two in five (42%) say they are open to it, compared to one in four (25%) of those born in Canada.

# Would you consider a career in the food and beverage processing industry? Would you encourage your child to consider a career in the food and beverage processing industry?

## Parents



## Youth



# Sources of Interest and Perceptual Barriers to Pursuing a Career in the Food and Beverage Processing Sector

Analysis of comments to a followup open-ended question suggest that youth interest in considering a career in the food and beverage processing industry is motivated by the following:

- Interest in nutrition and the opportunity to improve the healthfulness of foods and beverages.
- An interest in food (e.g., cooking).
- A perception that the sector sounds promising in terms of stability, growth and opportunities.

The main reasons behind youth uninterest in a career in the food and beverage processing sector include:

- Having career aspirations in another field; and
- Not wanting to “work in a factory” and the perceived physical nature of the work.

The views of parents are consistent with those of youth.

## Sources of Interest and Perceptual Barriers to Pursuing a Career in the Food and Beverage Processing Sector

It is also important to note that as in 2015, we see that a significant number of respondents tend to associate the food and beverage processing industry with the fast food/restaurant business, even after having had the opportunity to read the following description:

*Food and beverage processing is the transformation of raw ingredients into food and drinks. The number of food and beverages produced in Ontario is huge and includes all sorts of things like meat, milk, cheese, cookies, canned food, bread, frozen food and ready-to-eat meals. The sector produces a lot of different beverages, too, like beer, soft drinks, juice, bottled water and wine.*

*Some companies have very large operations that employ thousands of people. Other companies, like some of those that make specialty foods and drinks, employ fewer than 10 people.*

## Preferred Methods for Learning About Food and Beverage Processing Careers/Jobs

As in 2015, the 2018 survey asked respondents about their interest in learning more about careers and jobs in the food and beverage processing sector.

Consistent with other results from the 2018 study, we find that interest is up compared to 2015, from about one-third of youth and parents to approximately 4 in 10 today.

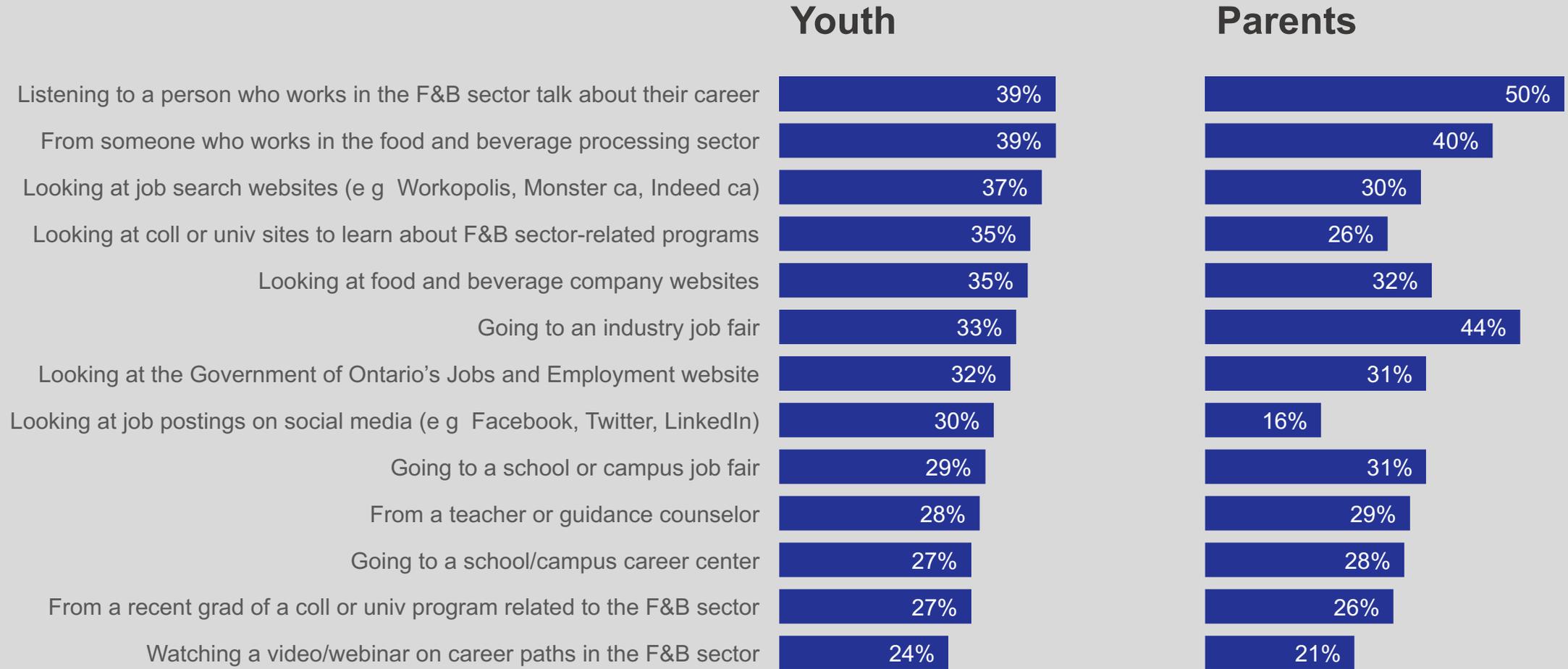
- In terms of sub-groups differences in the 2018 data, we find that immigrants are much more likely to be interested: 50% compared to 34% of Canadian-born respondents.

Respondents who indicated interest in learning more about careers in the food and beverage sector were asked followup questions about their preferred methods for doing so. The question posed to parents asked them to consider the best ways for their child to learn more.

For both youth and parents, learning from someone who works in the food and beverage processing industry is viewed as among the best ways to learn more. Interestingly, however, relatively few respondents believe that learning from a recent graduate of a college or university program related to the food and beverage processing sector would be a good way to learn more.

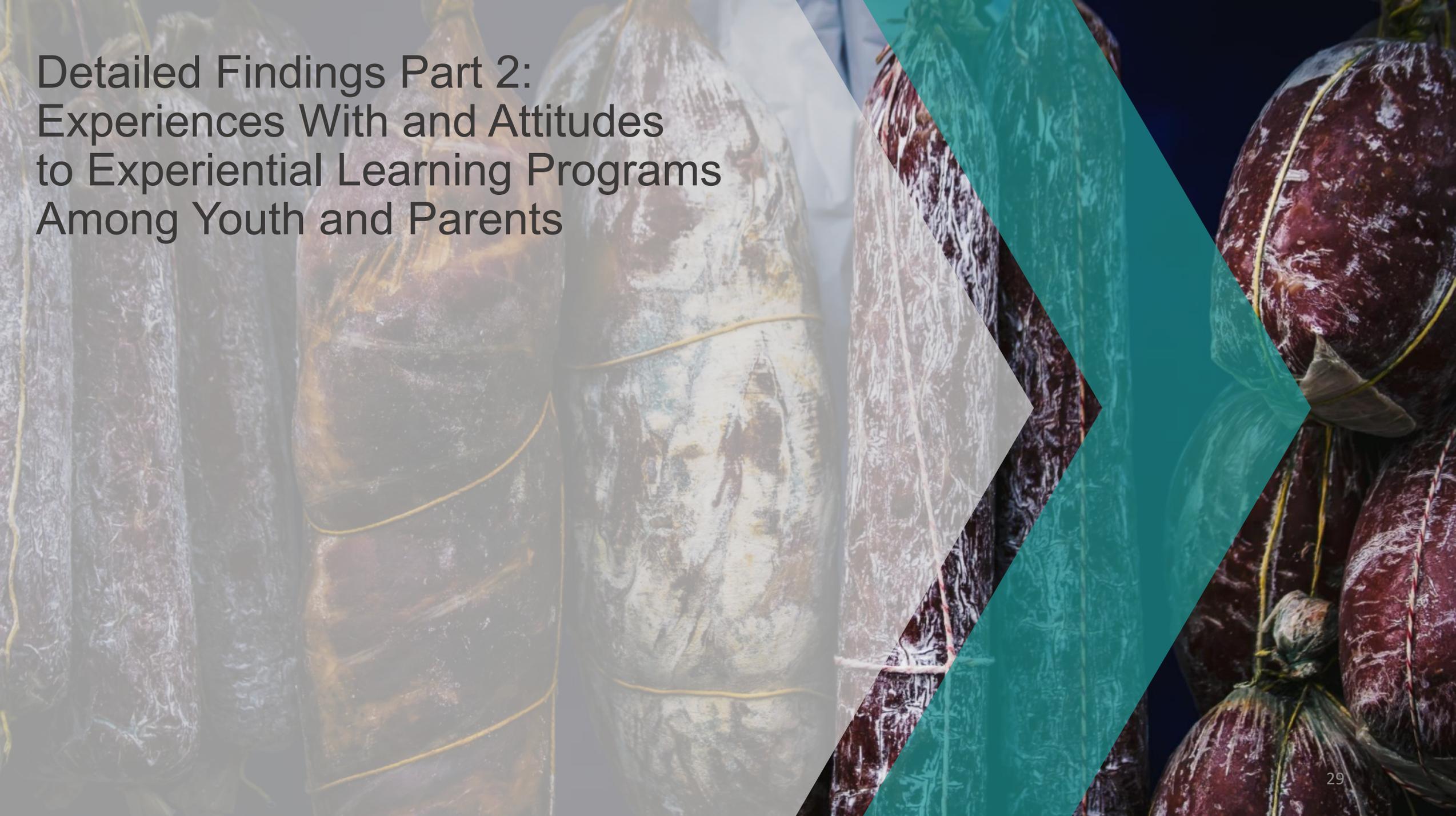
There are some noteworthy differences in the views of youth compared to parents on this question. Parents are much keener about industry job fairs than youth are, whereas relatively few parents (16%) view looking at job postings on social media (e.g., Facebook, Twitter, LinkedIn) as promising ways of learning more, compared to 30% of youth.

# What are the best ways for you to learn more about careers and jobs in the food and beverage processing sector? (Select all that apply)



n = 253

n = 129



# Detailed Findings Part 2: Experiences With and Attitudes to Experiential Learning Programs Among Youth and Parents

# Familiarity with Experiential Learning Programs

The second, and more significant, part of the survey asked youth and parents about their experiences with, and perceptions of, experiential learning programs in general, and also more deeply into the following:

- summer jobs programs;
- college or university co-op programs;
- high school co-op programs;
- paid internships;
- unpaid internships;
- specialist High Skills Major (for high school students);
- apprenticeship programs; and
- pre-apprenticeship and other work experience programs.

Before discussing results, it is important to note that respondents were provided with brief descriptions of each experiential learning program (see Appendix A for the descriptions).

# Familiarity with Experiential Learning Programs

Large majorities of youth and parents are familiar with the eight experiential learning programs examined in the survey, although in most cases, familiarity isn't based on direct experience (i.e., personal participation and/or their child's participation).

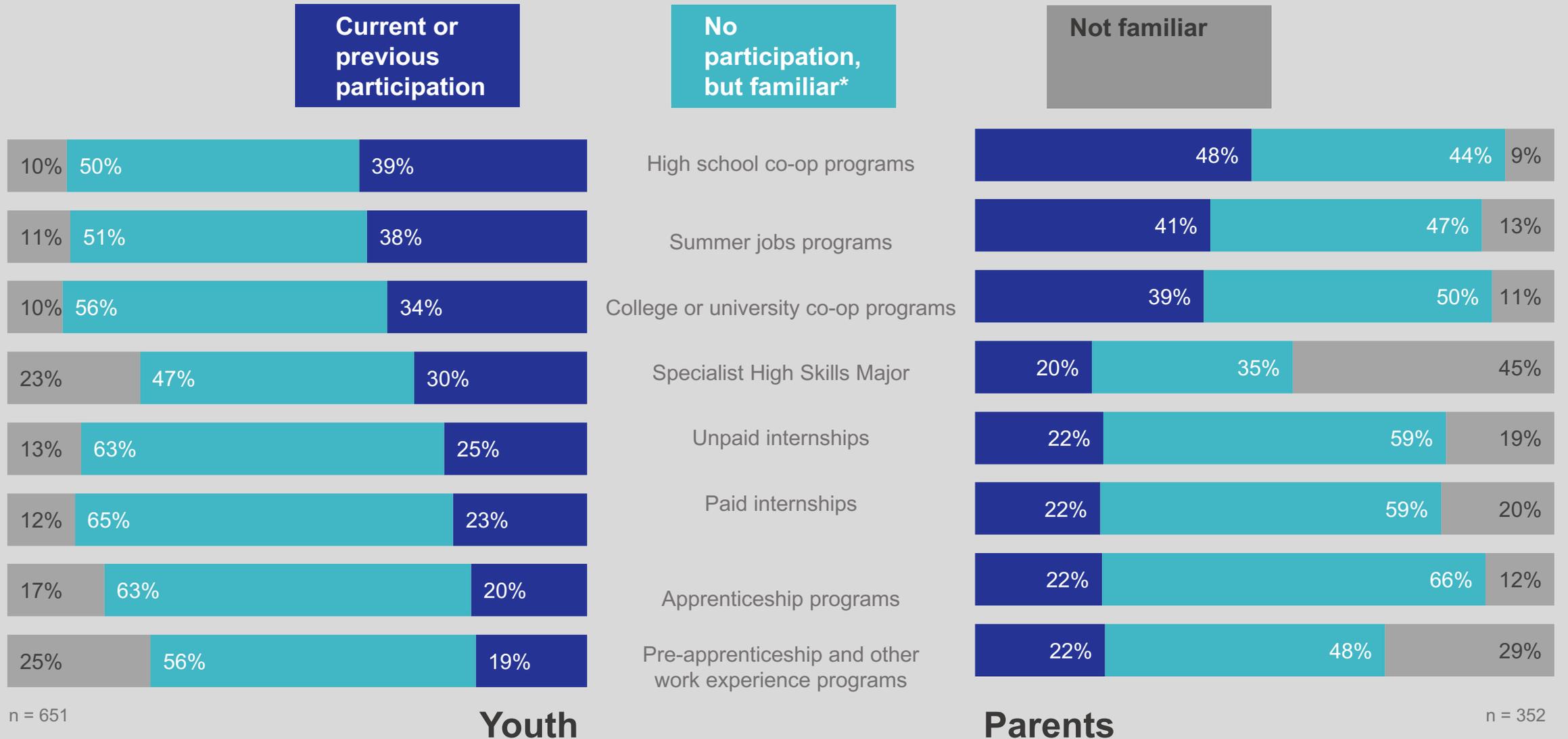
For both youth and parents, the three most familiar programs based on experience are:

- high school co-op programs (39% of youth and 48% of parents have experience-based familiarity);
- summer jobs programs (38% of youth and 41% of parents); and
- College or university co-op programs (34% of youth and 39% of parents).

In contrast, apprenticeship and re-apprenticeship and other work experience programs stand out as being least familiar to both youth and parents.

- It is worth noting that immigrant parents are far more likely to say their children have participated in (and they are familiar with) unpaid internships (23% compared to 9% for Canadian-born parents) and paid internships (19% to 7% for Canadian born parents). This is also true for immigrant youth, where one in three (34%) is currently or has in the past participated in a paid internship, and close to two in five (37%) in an unpaid internship.

# How familiar are you with the following experiential learning programs?



n = 651

**Youth**

n = 352

**Parents**

\* For parents, includes personal and child's participation

32

# Usefulness of Experiential Learning Programs

Youth and parents with experience-based familiarity of an experiential learning program were asked to rate its usefulness.

Among youth with program experience, the most useful are summer jobs (rated 5 to 7 out of 7 by 77%), followed by college or university co-op programs, high school co-op programs, and paid internships (with all three garnering a 72% usefulness rating).

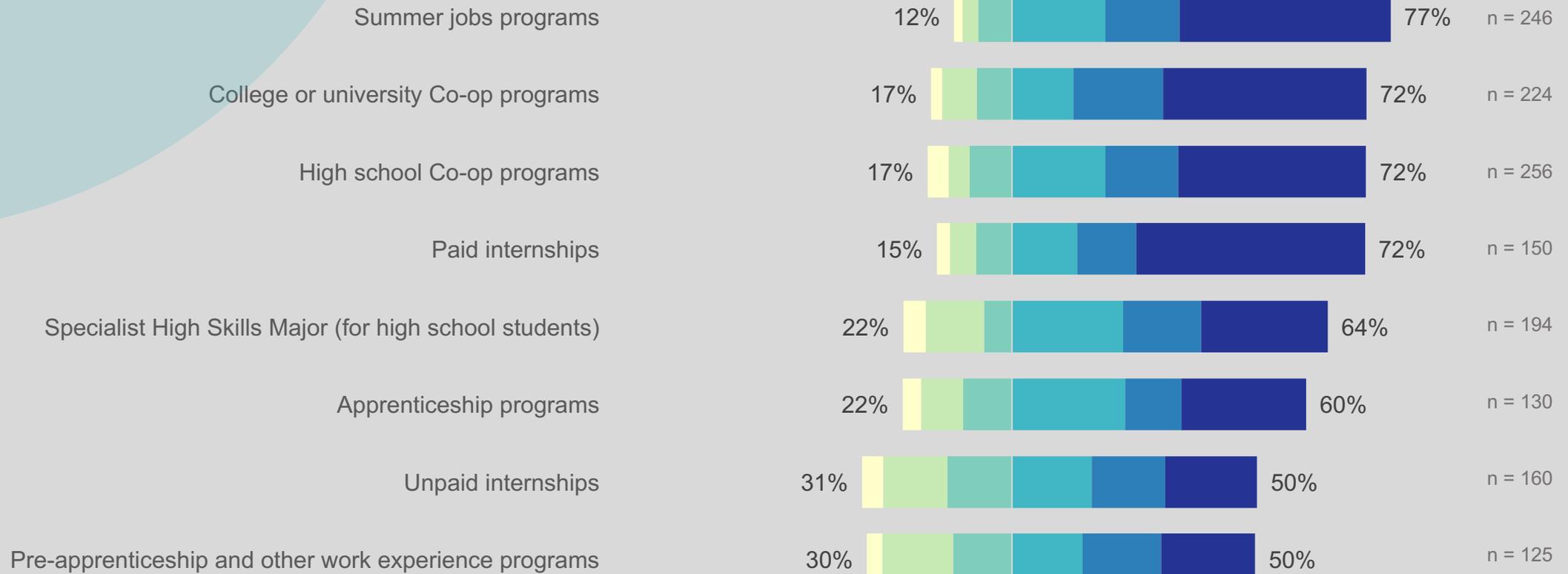
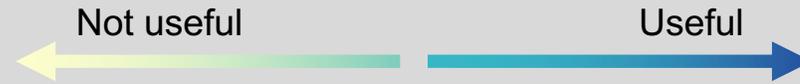
- Conversely, the least useful programs are thought to be unpaid internships and pre-apprenticeship/other work experience programs, with both receiving a 50% effectiveness rating).
- In addition, youth aged 20-26 are far less likely to find a Specialist High Skills Major useful (34% say not useful) than the 16-19 age group (10%).

Compared to youth, parents provide higher ratings across programs. Like youth, however, they view summer jobs as the most useful program (rated useful by 89%), followed by paid internships (86%), college/university co-op programs (85%) and apprenticeship programs (84%).

- Unpaid internships are viewed as relatively least useful (rated useful by 66%).
- It is noteworthy that immigrant parents, although more likely to have children with experience in both types of internship, are no more or less likely to find either type useful.

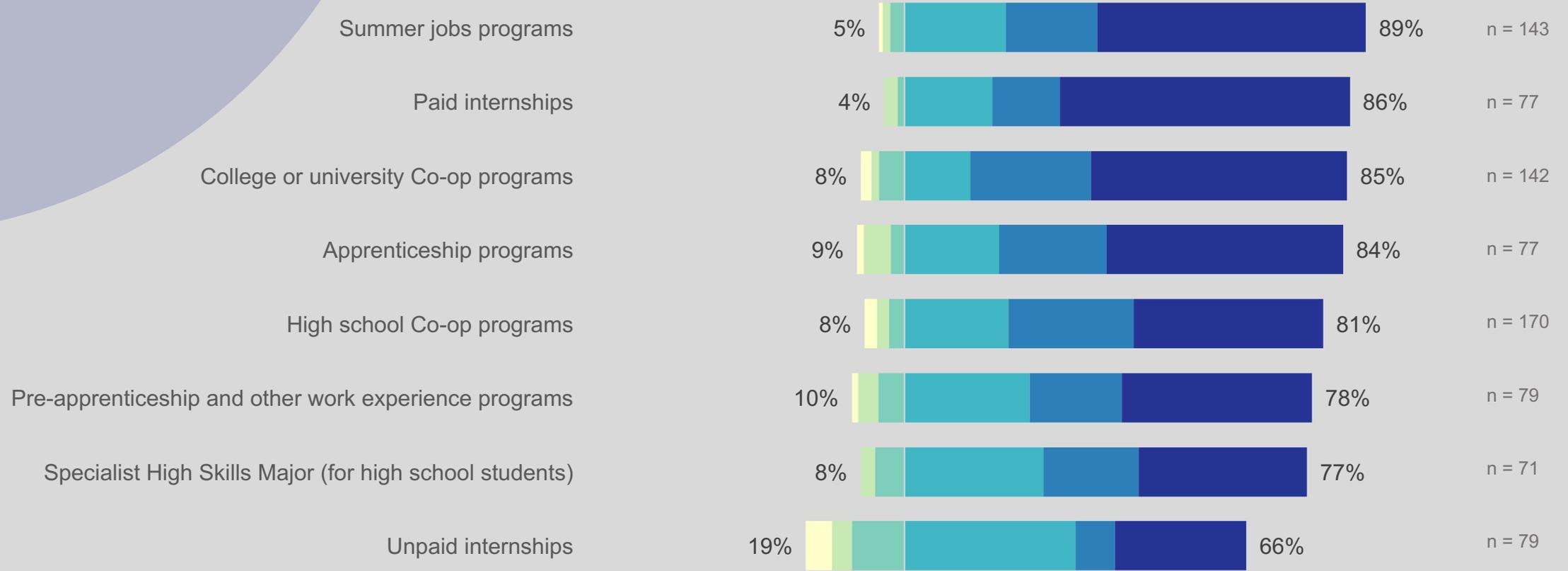


# How useful do you find...? (Youth only)





# How useful do you find...? (Parents only)



## Perceived Helpfulness of Experiential Learning Programs (among those without experience-based familiarity)

Youth and parents without experience-based familiarity with an experiential learning program were asked to rate the likelihood that such a program would be helpful to a good career, based on whatever perceptions they might have of it, as well as the description provided in the survey.

Overall, the results are generally consistent with the experienced-based ratings.

For youth, the most helpful programs are assumed to be paid internships (rated 5 to 7 out of 7 by 83%), followed by college or university co-op programs (79%), apprenticeship programs (75%) and summer jobs programs (70%).

- We note that apprenticeship programs received significantly lower scores from youth who have some program experience. Conversely, high school co-op programs are rated relatively lower by those without direct experience as compared to those with experience.
- Unpaid internships (50%) and Specialist High Skills Major (57%) are imagined to be least helpful.

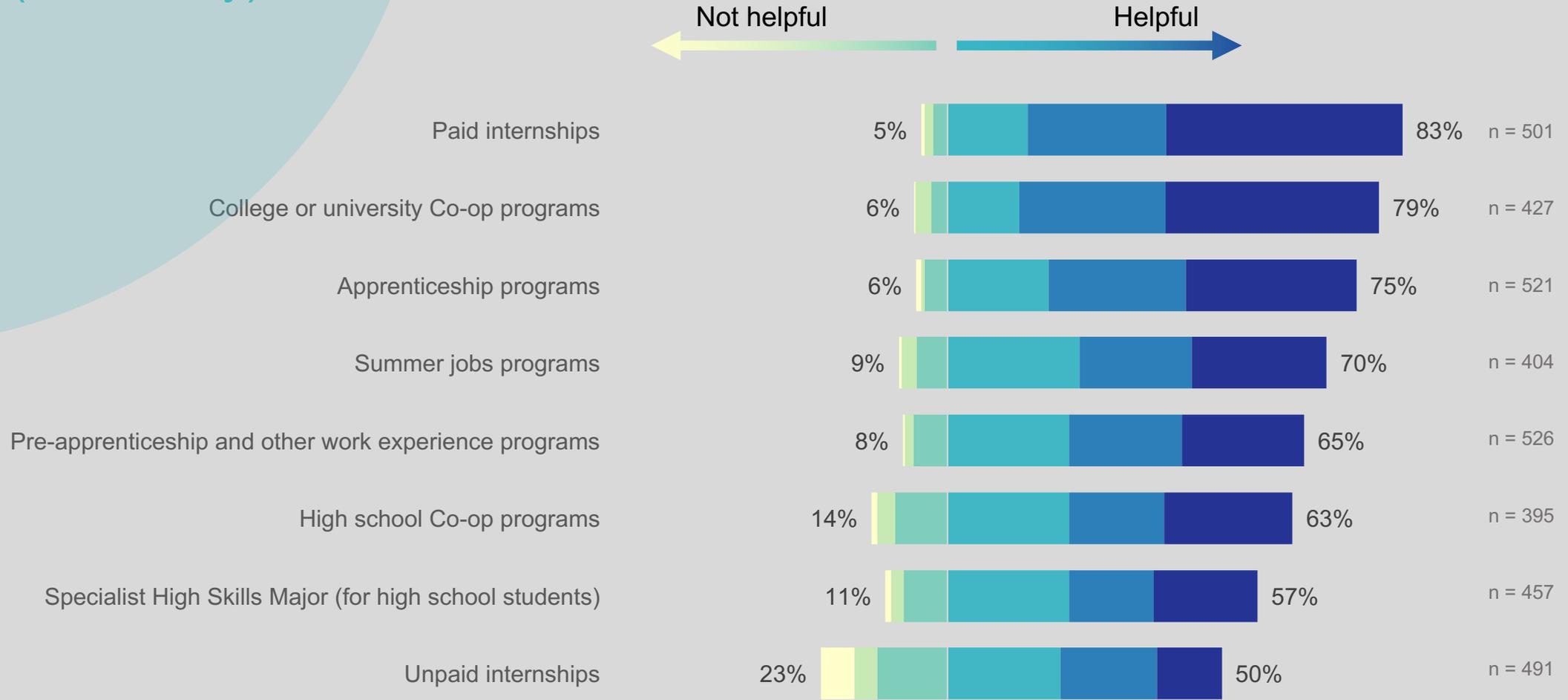
In the eyes of parents without direct program experience, apprenticeship programs are assumed to be the most helpful to a career (88%), followed closely by paid internships (86%) and college/university co-op programs (84%) and apprenticeship programs (84%).

- Unpaid internships are viewed as least helpful (rated helpful by only 50%), and Specialist High Skills Major (63%).



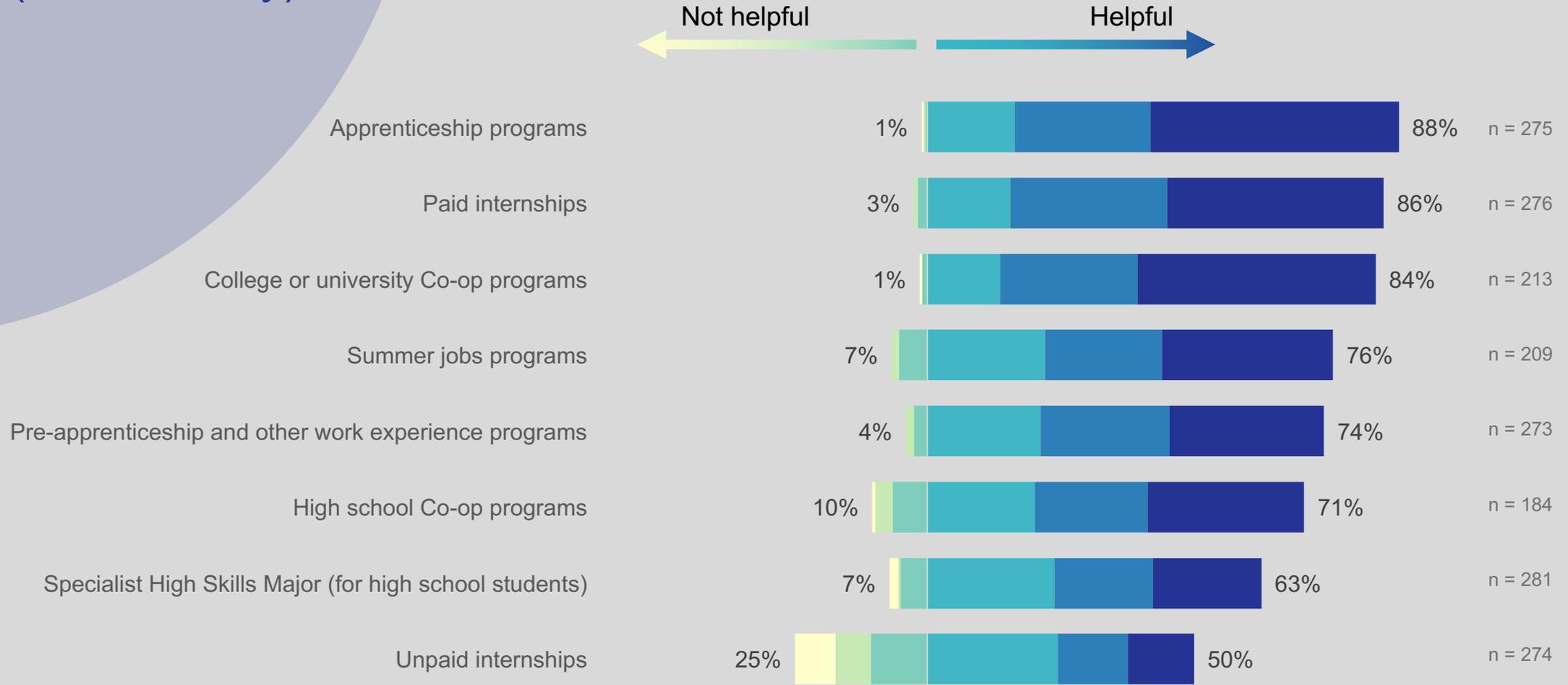
Based on your impressions, as well as from what you have read in this survey, how helpful do you think the following experiential learning programs are to a good career?

(Youth only)





Based on your impressions, as well as from what you have read in this survey, how helpful do you think the following experiential learning programs are to a good career?  
(Parents only)



## Recommending Experiential Learning Programs (among those with experience-based familiarity)

Youth and parents with experience-based familiarity with an experiential learning program were asked whether they would recommend it to others.

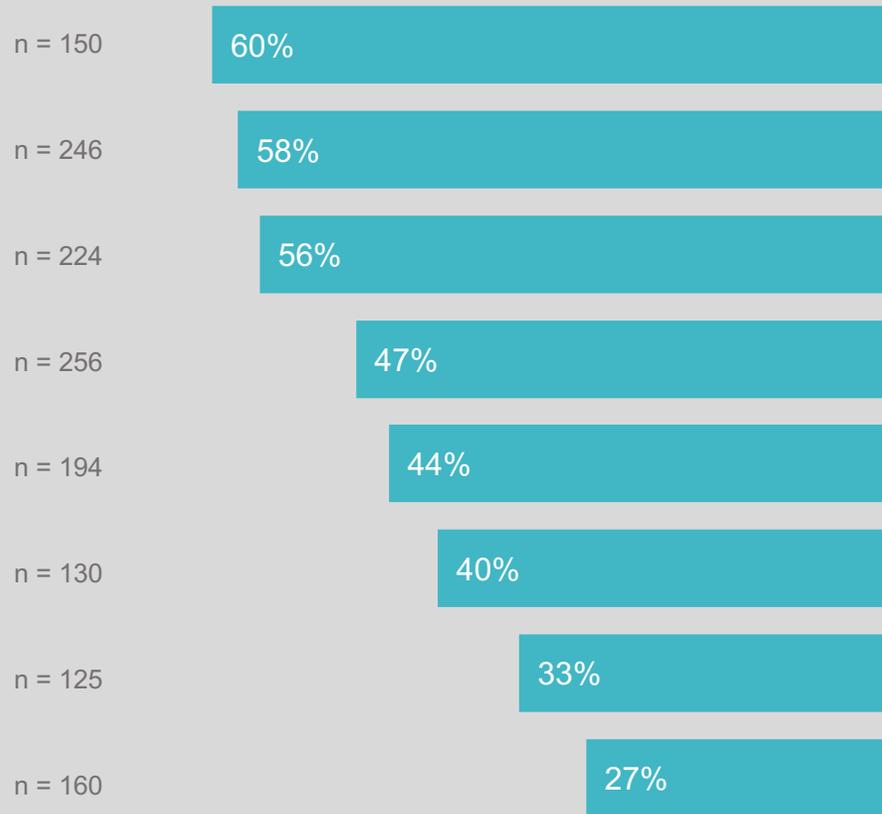
Consistent with previous results, we see that the most highly recommended programs, from both youth and parents, are paid internships, summer jobs programs, college/university co-ops and, to a lesser extent among youth, high school co-ops.

Youth, but especially parents, are least likely to recommend unpaid internships. It is also worth noting, however, that about one in five youth would “definitely,” or “probably,” not recommend apprenticeship or pre-apprenticeship programs. Those opposed to recommending pre-apprenticeship programs are mostly made up of 20-to-25-year-old respondents, where one in three would not give a recommendation.

Views on recommending the various programs remains consistent across the sub groups analyzed with the exception of a suggestion that respondents born outside of Canada are more likely to recommend unpaid internships (79%). This is true for both parents and youth born outside of Canada, and aligns with the finding that respondents born outside of Canada are more likely to have experience with unpaid internships, suggesting that for this group, their experience with both types of internships is largely positive.

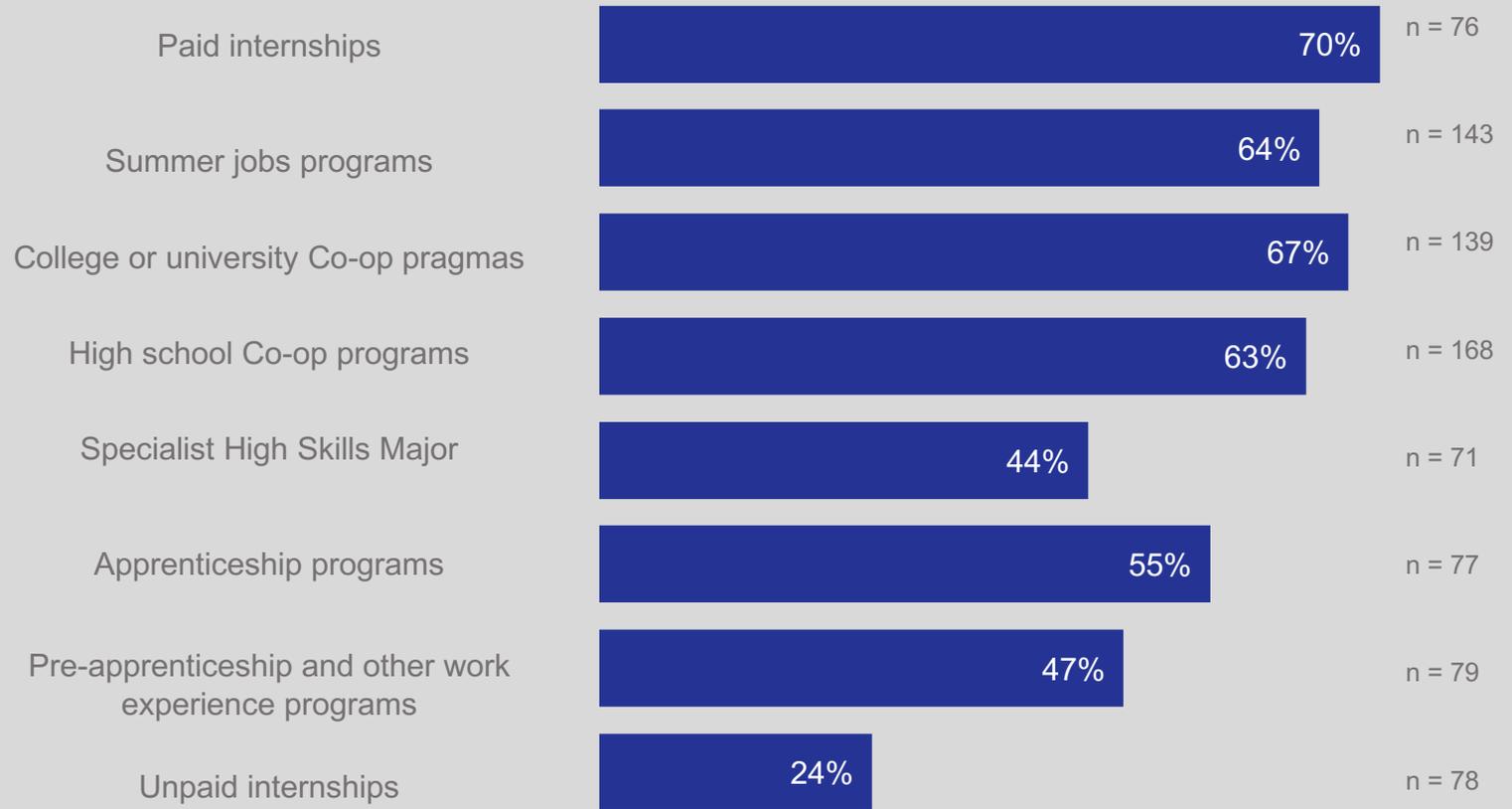
# Would you recommend...?

## Youth



## Yes, definitely

## Parents



## Recommending Experiential Learning Programs (among those with experience-based familiarity)

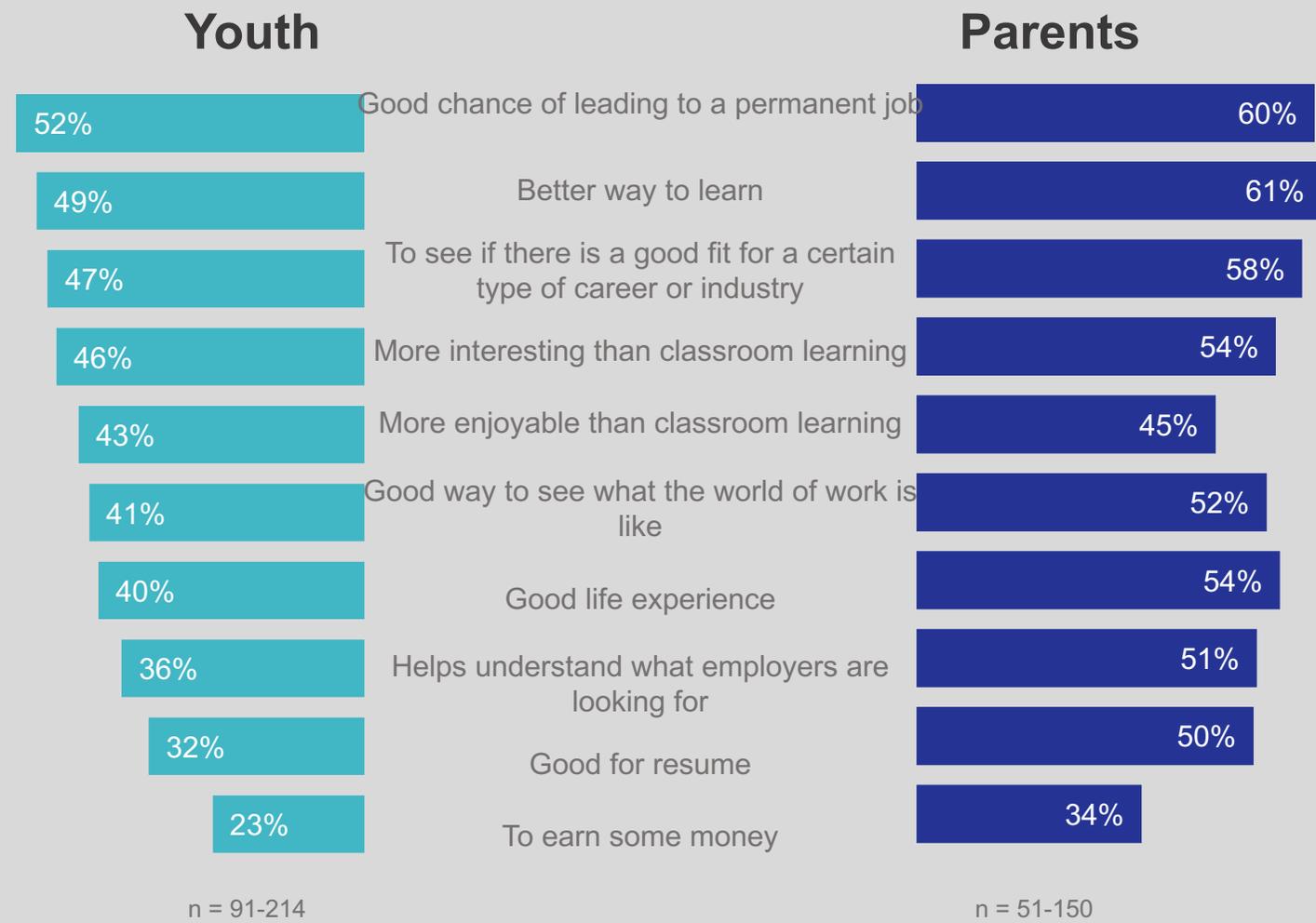
The survey included followup questions that asked respondents about why they would, or would not as the case may be, recommend an experiential program.

If we look at the results of the pro-recommendation followup question aggregated across the eight experiential learning programs examined in the survey, we find that the most popular reasons, among both youth and parents, for recommending a program are:

- because there is a good chance of leading to a permanent job;
- it's a better way to learn;
- to see if there is a good fit for a certain type of career; and
- because it's more interesting than classroom learning.

The chance to earn money is last on youths' and parents' lists, but it is important to remember that several experiential learning programs do not offer financial compensation.

Why would you recommend:  
 (Aggregated across experiential learning programs)  
 (Select all that apply)



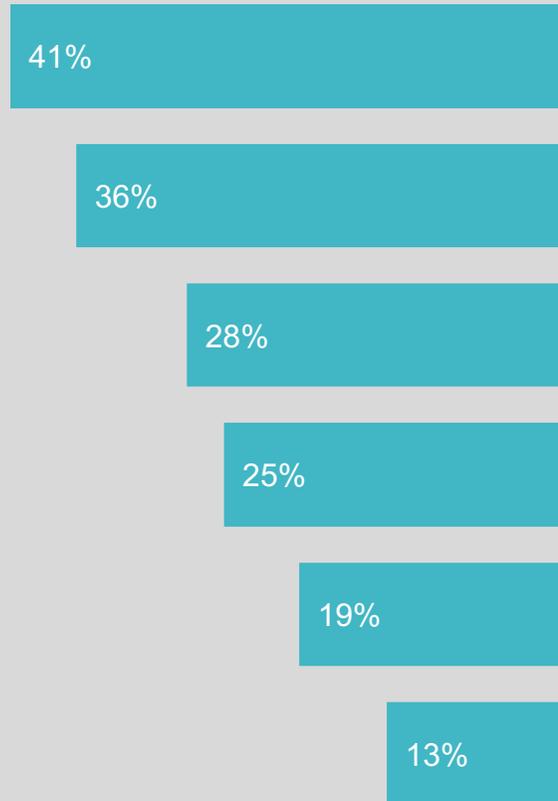
## Recommending Experiential Learning Programs (reasons for not recommending a type of experiential learning)

The two most common reasons given by youth, as well as parents, for not recommending an experiential learning program are that:

- Employers are just looking for cheap labour; and
- There is not enough mentoring/training provided.

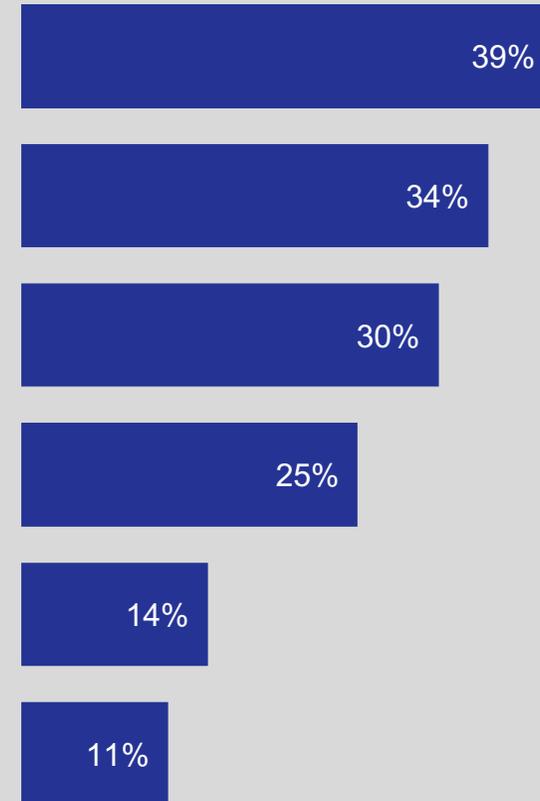
# Why would you not recommend: (Aggregated across experiential learning programs) (Select all that apply)

## Youth



n = 13-53

## Parents



n = 6-25

# Broad Perceptions of Experiential Learning Programs

Towards the survey's end, and thus after having spent a few minutes thinking about experiential learning programs, including their own experiences, respondents were asked to rate their level of agreement or disagreement with a series of statements about experiential learning.

Overall, perceptions of experiential learning programs are positive. We also find that the views of youth and parents mirror each other. For example:

- 80% of youth and 83% of parents agree that experiential learning programs allow participants to develop essential skills and habits.
- 76% of youth and 80% of parents agree that all high school students should have the opportunity to participate in experiential learning programs. Similar proportions of youth and parents feel the same way about post-secondary education students.

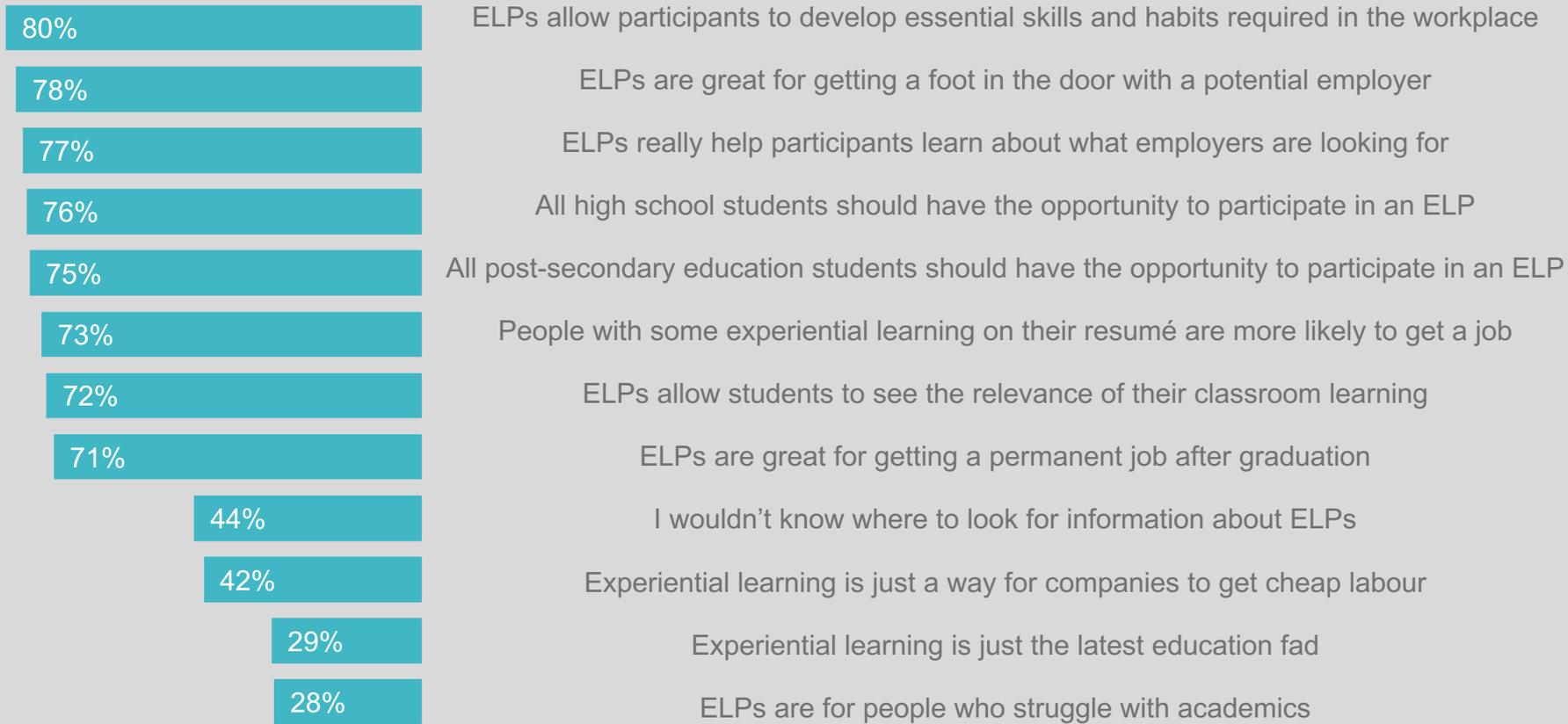
Four statements elicited mixed views. First, we see that 44% of youth and 48% of parents agreeing that they would not know where to look for information about experiential learning programs.

About four in 10 youth and parents think that experiential learning programs are just ways for companies to obtain cheap labour. The idea that experiential learning is just the latest education fad resonates with about one-quarter of youth and parents, as does the suggestion that these programs are for people who struggle with academics.

- There were no significant differences to note between respondents in the subgroups analyzed in this report.

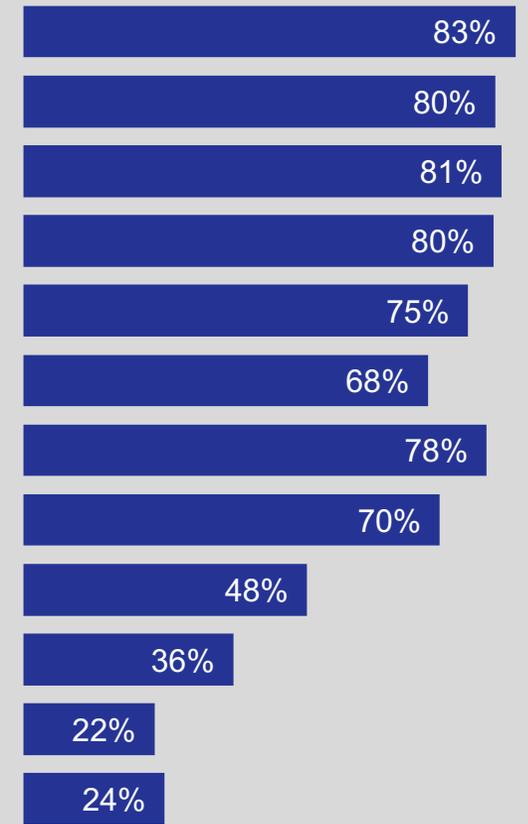
Please indicate whether you agree or disagree with each of the following statements:  
(Agree (5-7))

## Youth

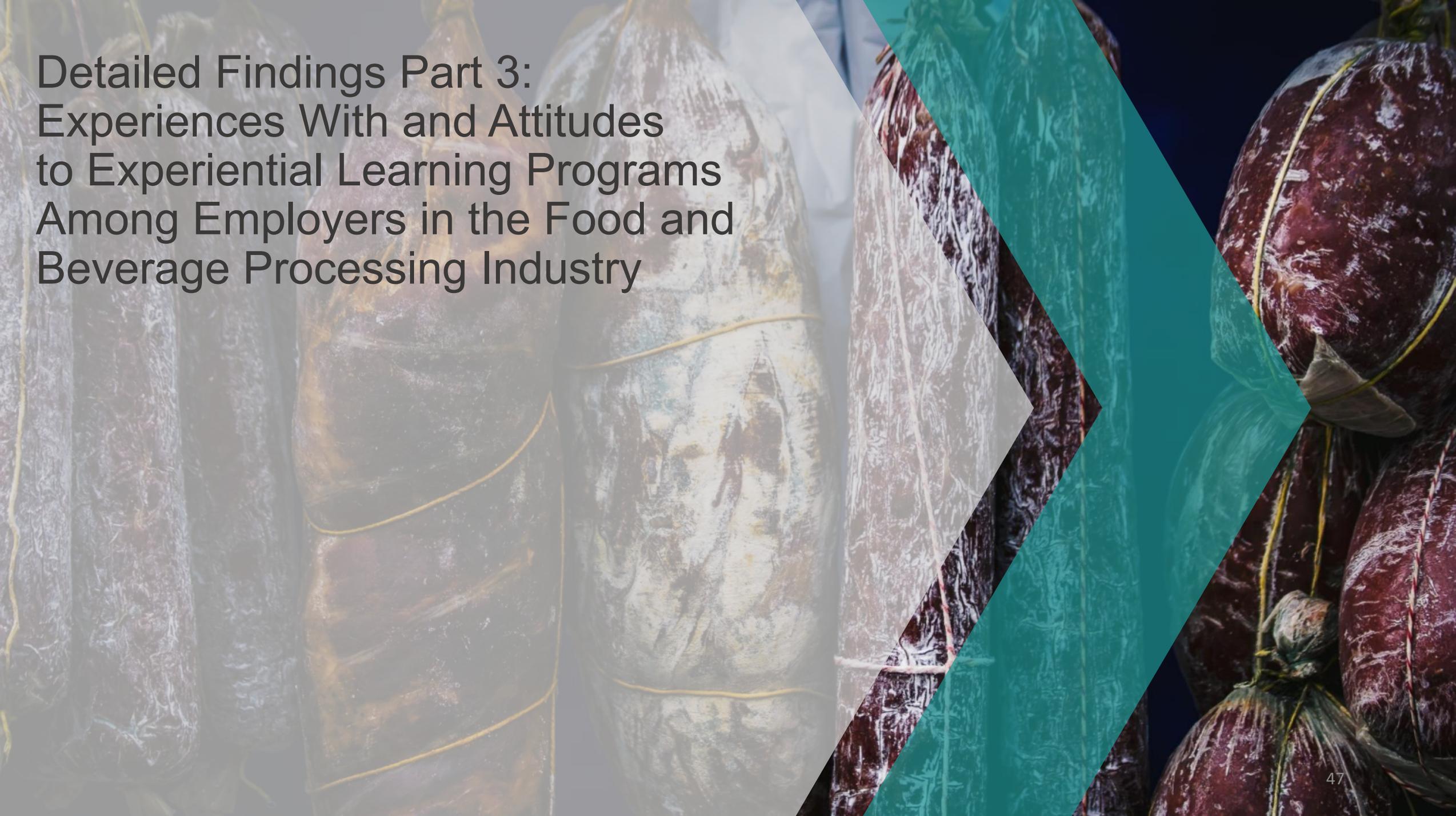


n = 651

## Parents



n = 352

The background features several large, cylindrical cured meats hanging vertically. The meats have a dark, textured surface, likely from a curing process. A prominent teal arrow graphic points from the left towards the right, partially overlapping the meats. The overall lighting is somewhat dim, highlighting the textures of the cured meats.

# Detailed Findings Part 3: Experiences With and Attitudes to Experiential Learning Programs Among Employers in the Food and Beverage Processing Industry

## Data Summary

As noted in the methodology section of this report, the number of cases collected in this survey is insufficient to allow us to generalize results to the broader population of Ontario food and beverage processors.

Thus, the data should be viewed as more qualitative in nature. In keeping with this approach, the summary of data presented in the following charts are expressed in terms of number of responses as opposed to percentages.

Among the employers who participated in the survey, we find that:

- Hiring is difficult and getting more so over the years.
- Employers have generally positive views of experiential learning programs. For example, 16 of 24 employers agree that “experiential learning programs are a great way for companies to find employees.”
  - It is also noteworthy that 18 of 24 employers say that they “would be much more likely to participate in experiential learning programs if [they] could have a resource person walk [them] through the process”.

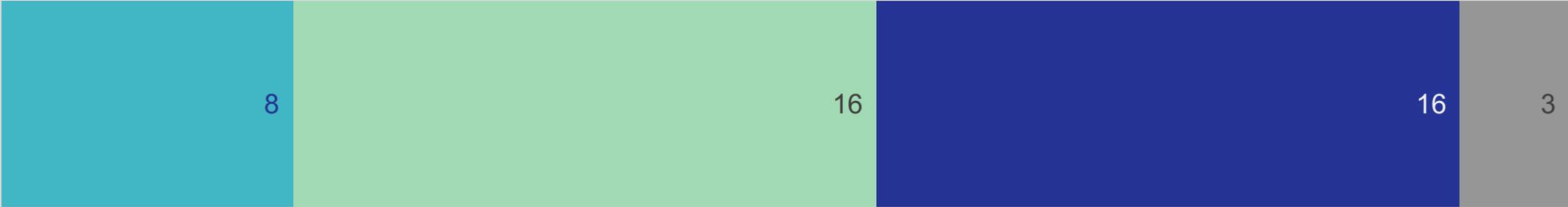
## Data Summary

- Of the eight experiential learning programs examined in the survey, employers are most familiar with summer jobs programs, college/university co-ops and apprenticeship programs, and, to a lesser extent, paid internships.
- College/university co-op programs receive the highest rating in terms of usefulness. Most who have used apprenticeship rate it as useful, but this programs also garners several low ratings. Unpaid internships receives the lowest scores.
- Overall, the main reason for recommending an experiential learning program is that it represents a good return on the resources and time invested.
  - It is also interesting to note that the second most common reasons for recommending a program is that it will “probably lead to the hiring of permanent employee(s).”
- Specialist High Skills Major is the least familiar program to employers. Of the 24 employers who were not familiar with it, however, 10 indicated that the would “probably” or “definitely” consider using this program.

## Data Summary

- Of the eight incentives and services available to employers to help them participate in experiential learning and related program, the Canada Summer Jobs program is the most familiar to respondents (19 of 24 are familiar).
  - In contrast, only one of 24 is definitely familiar and seven are vaguely familiar with the Student Work Integrated Learning Program (SWILP). Familiarity with NSERC Experience grants are similarly low.
- Finally, of the eight incentives services, the most likely to increase a respondent's interest in participating in an experiential learning program are: university and college co-op offices (16 of 24), along with Canada Summer Jobs (15 of 24) and the Canada-Ontario Job Grant Program (15 of 24).

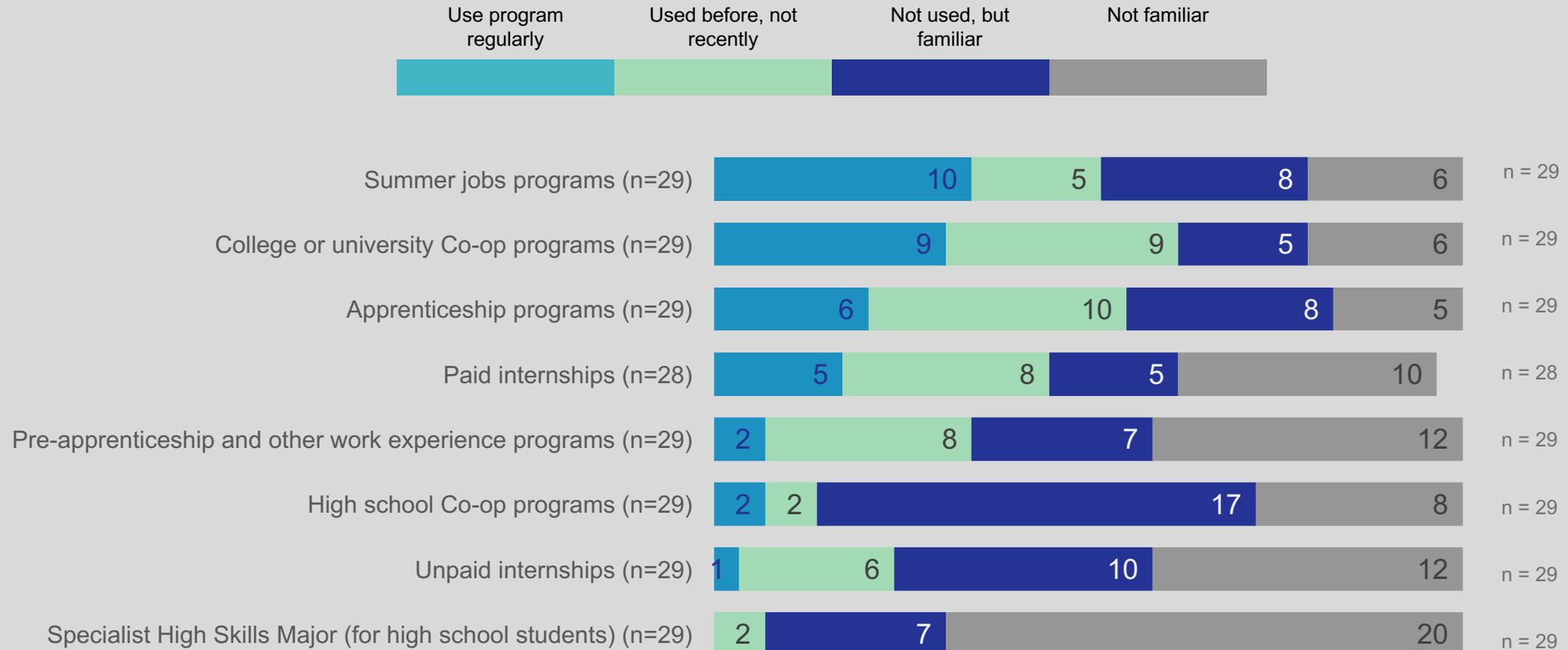
# Overall, how easy or difficult is it for you to hire people to work for your company?



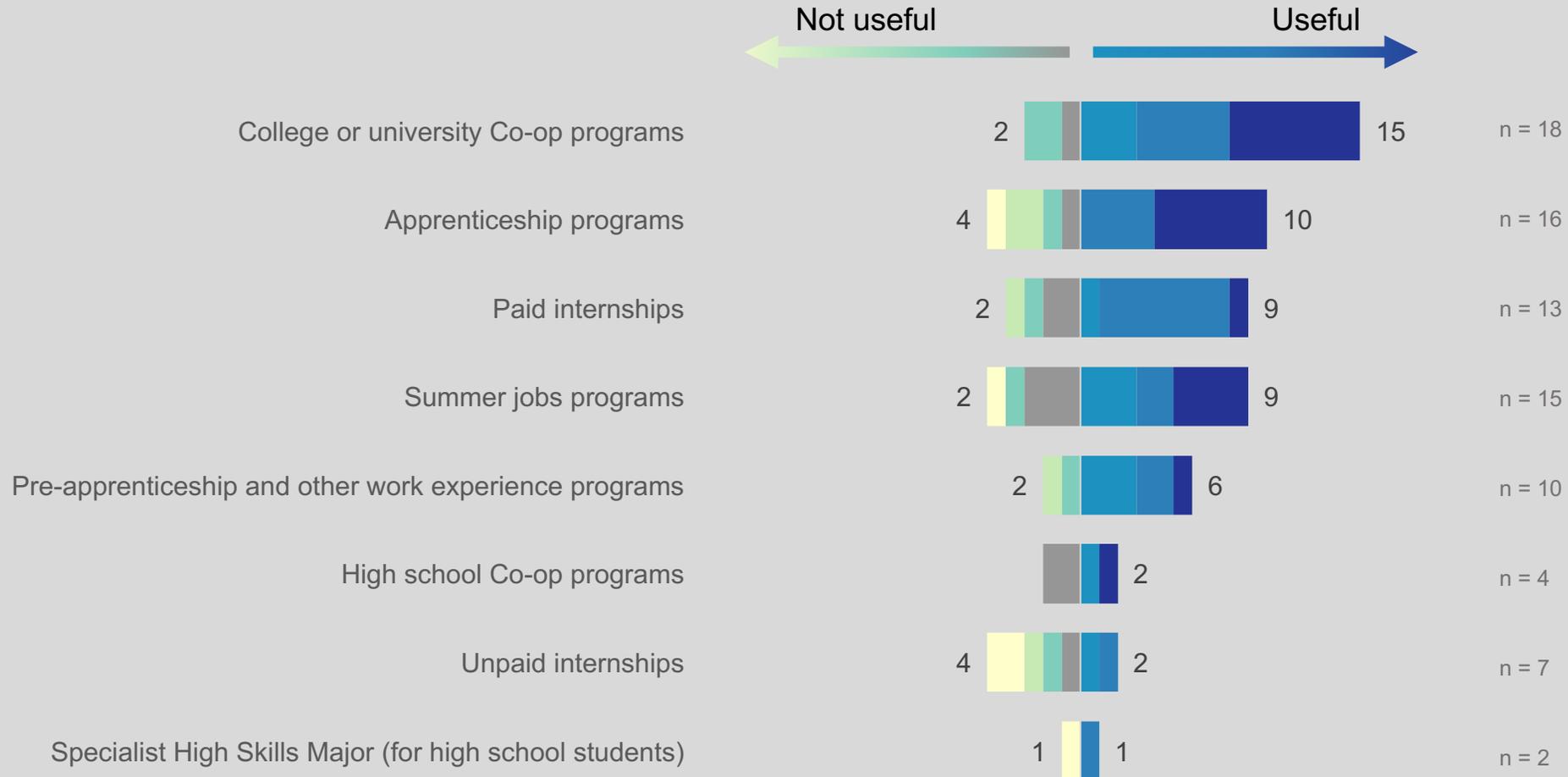
# Has hiring gotten easier or more difficult in the past 10 years?



# How familiar is your company with the following experiential learning programs?



# How useful do you find the following experiential learning programs?



## Would you use this program/these programs again?

	Number of respondents	Yes, definitely	Probably	Probably not	Definitely not	Don't know
Apprenticeship programs	14	11	1	1	0	1
Pre-apprenticeship and other work experience programs	9	3	4	0	0	2
College or university co-op programs	17	11	5	1	0	0
High school co-op programs	4	1	3	0	0	0
Specialist High Skills Major (for high school students)	2	0	1	1	0	0
Paid internships	12	6	5	1	0	0
Unpaid internships	6	0	3	3	0	0
Summer jobs programs	13	6	5	2	0	0

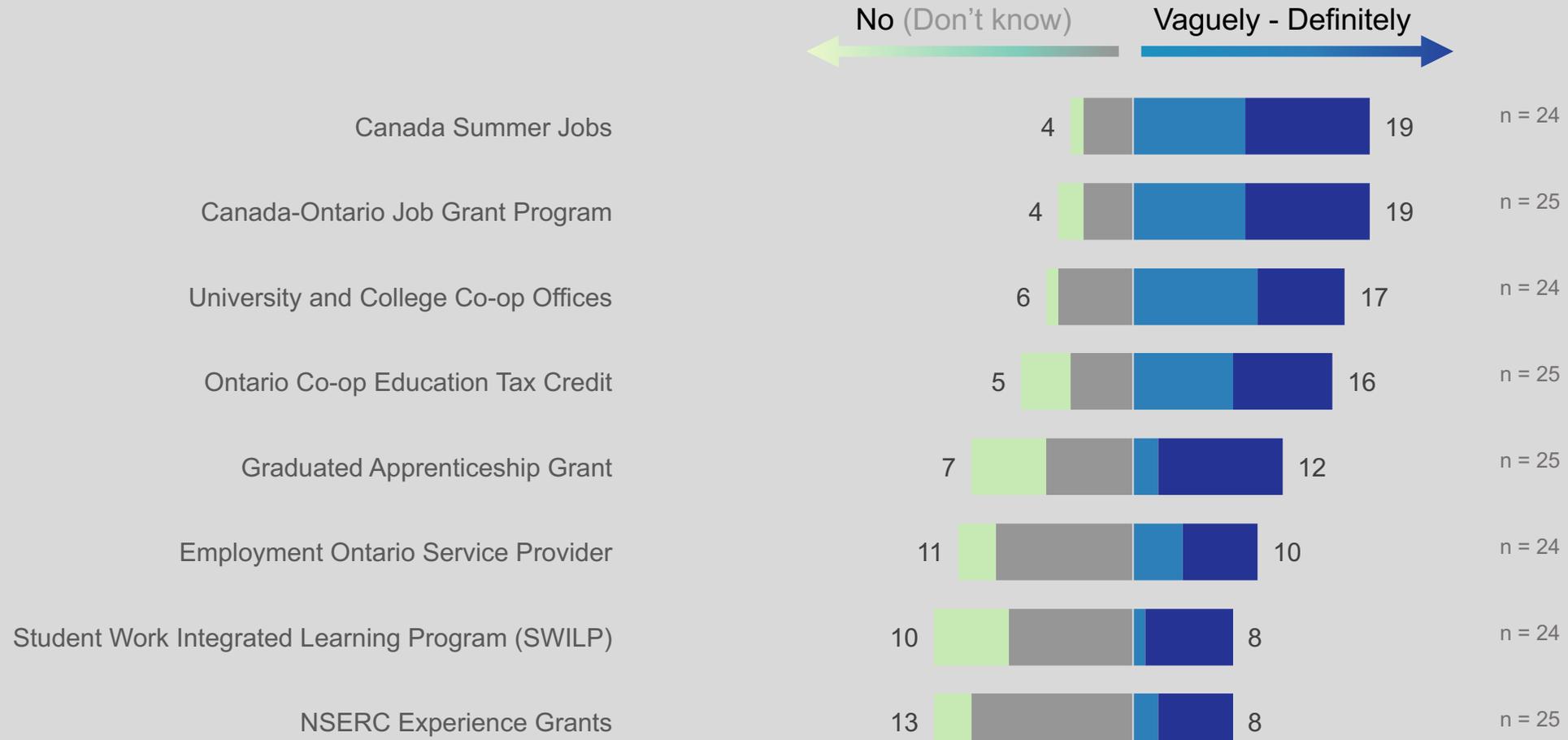
## Would your company consider using the following experiential learning programs?

	Number of respondents	Yes, definitely	Probably	Probably not	Definitely not	Don't know
Apprenticeship programs	13	0	5	4	2	2
Pre-apprenticeship and other work experience programs	17	1	6	6	2	2
College or university co-op programs	9	1	5	2	0	1
High school co-op programs	22	2	6	7	4	3
Specialist High Skills Major (for high school students)	24	1	9	6	3	5
Paid internships	13	1	6	2	1	3
Unpaid internships	20	2	4	5	4	5
Summer jobs programs	13	1	5	1	2	4

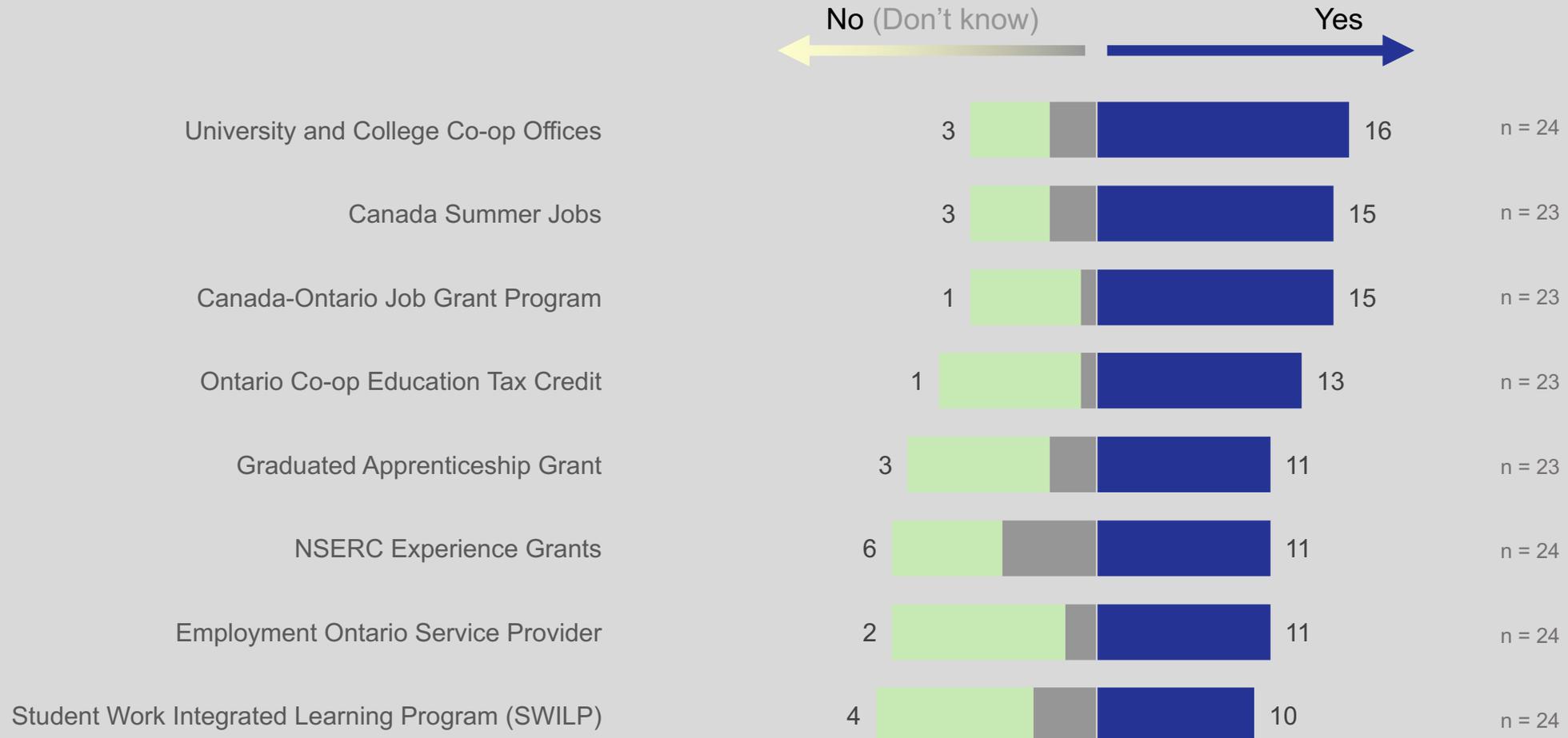
Please indicate whether you agree or disagree with each of the following statements.



# Are you aware of this incentive/service?



# Does this increase your interest in participating in experiential learning programs?



# Appendix A: Descriptions of Experiential Learning Programs



**Apprenticeship:** On-the-job training program for people who want to work in a skilled trade or occupation and includes learning new skills from skilled journeypersons. It consists of on-the-job training with an employer and related class studies in college. There are currently 150 “apprenticeable” trades in Ontario in four sectors: construction, industrial/manufacturing, motive power and service.

**Pre-Apprenticeship and Other Work Experience Programs:** These programs involved work placements with employers. Pre-apprenticeship helps develop job skills and trade-readiness to help participants find work as apprentices. Other programs provide work experience to improve participants’ work-readiness.

**[Employer version] Pre-Apprenticeship and Other Work Experience Programs:** These programs involved work placements with employers and are often targeted to those facing employment barriers (e.g., early school leavers, unemployed youth, EI recipients, Indigenous peoples, immigrants, social assistants recipients). Pre-apprenticeship helps develop job skills and trade-readiness to help participants find work as apprentices. Other programs provide work experience to improve participants’ work-readiness.

**College/University Co-operative Education Programs (Co-op):** Alternates periods of academic study with periods of work experience in appropriate fields of industry, government, social services and the professions. Co-op students are paid, full-time, learning in their field of study, typically available for 4 months. Each work term is developed in partnership with the employer and approved by the co-operative education program as a suitable learning environment. During a co-op work-term, employers can evaluate co-op students in their work environment and consider them for a full-time hire after graduation.

**High School Co-operative Education Programs (Co-op):** Allows students to apply two co-op credits towards their compulsory high school graduation requirements, with no limit on earning optional co-op credits. For students who are heading for university, college, apprenticeship or the workplace.

**[Employer version] High School Co-operative Education Programs (Co-op):** Allows students to apply two co-op credits towards their compulsory high school graduation requirements. For students who are heading for university, college, apprenticeship or the workplace. Interested employers can contact their local high school principal or call the Ontario Ministry of Education toll-free.

**Specialist High Skills Major:** Allows grade 11 and 12 students to focus on a career path that matches their skills and interests while meeting the requirements of the Ontario Secondary School Diploma (OSSD). Students complete a specific bundle of 8-10 courses in a selected field and gain valuable skills on the job through cooperative education placements with an employer.

**Internship (Paid):** On-the-job training offered by an employer to provide a person with practical experience. Often internships are offered to persons who have completed a diploma or degree program and are seeking employment. The internship must pay at least minimum wage.

**Internship (Unpaid):** The intern performs work under a program approved by a college of applied arts and technology, a university, or a registered private career college. Employers provide students with practical training to complement their classroom learning.

**[Employer version] Summer Job Programs:** Both the federal and provincial governments have programs to help student find summer jobs.

**Summer Job Programs:** Both the federal and provincial governments provide wage subsidies to employers to create summer employment for secondary and post-secondary students. Jobs must provide 1) career-related experience or early work experience, 2) a salary that contributes to the student’s income, and 3) employer supervision and mentoring.

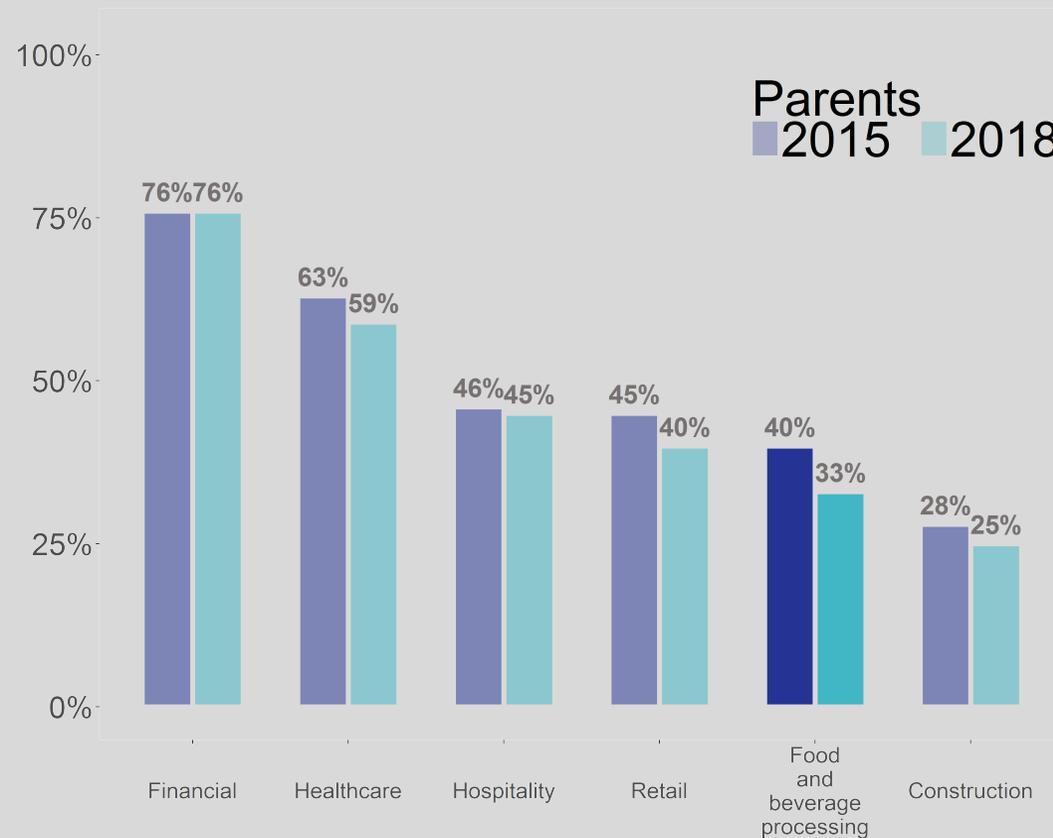
# Broad Perceptions of Careers/Jobs in the Food and Beverage Processing Sector: Comparing 2018 to 2015

The next five charts present more detailed results than the previous two, by looking at each of the five comparison sectors (as apposed to presenting a composite average). Looking at the data this way allows us to see a bit more variation across the comparison sectors. Once again:

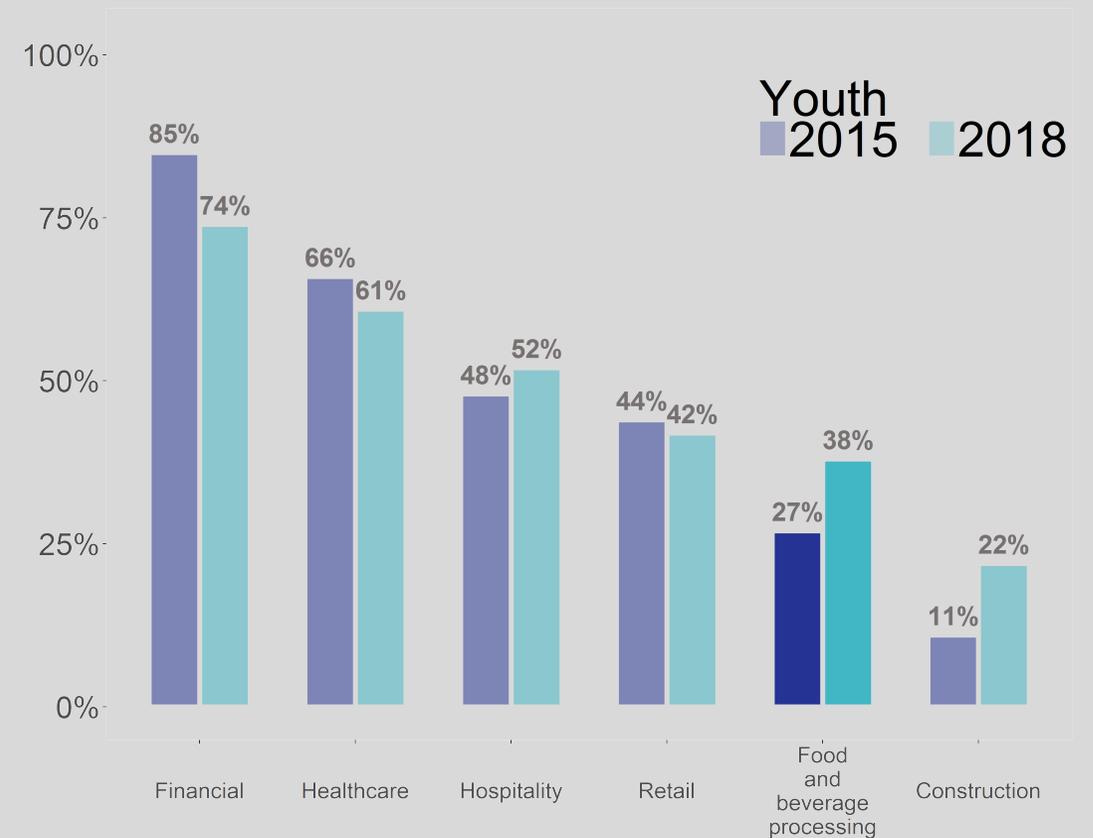
- The percentages represent the proportion of respondents who rated an aspect positively (i.e., 5 to 7 out of 7); and
- Each chart also compares the 2018 results to those obtained in 2015.
- As mentioned, these results are mostly consistent across different sub groups. There is an indication that younger respondents (16-19) view retail and hospitality jobs (traditionally more obtainable for the age group) more favourably; for example, 46% of these respondents say there are many opportunities for promotion in retail, compared to 37% of 20-to-26-year-old respondents. The same indication appears, although slighter, amongst parents of 14-to-23-year-old children.

# Appendix B: Charts Presenting More Detailed Results

Please tell us what you think **working conditions** are like in:  
 (% who rated working conditions “good” (5-7 on a 7-point scale))

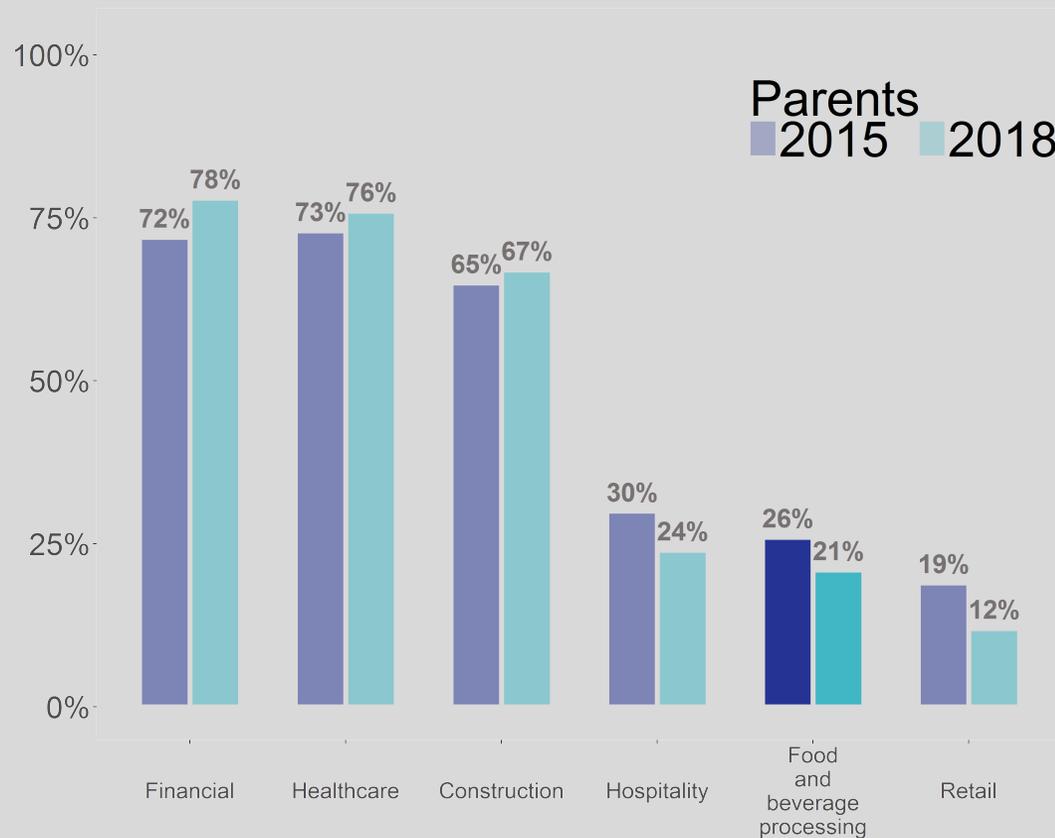


2018 n = 352  
 2015 n = 288

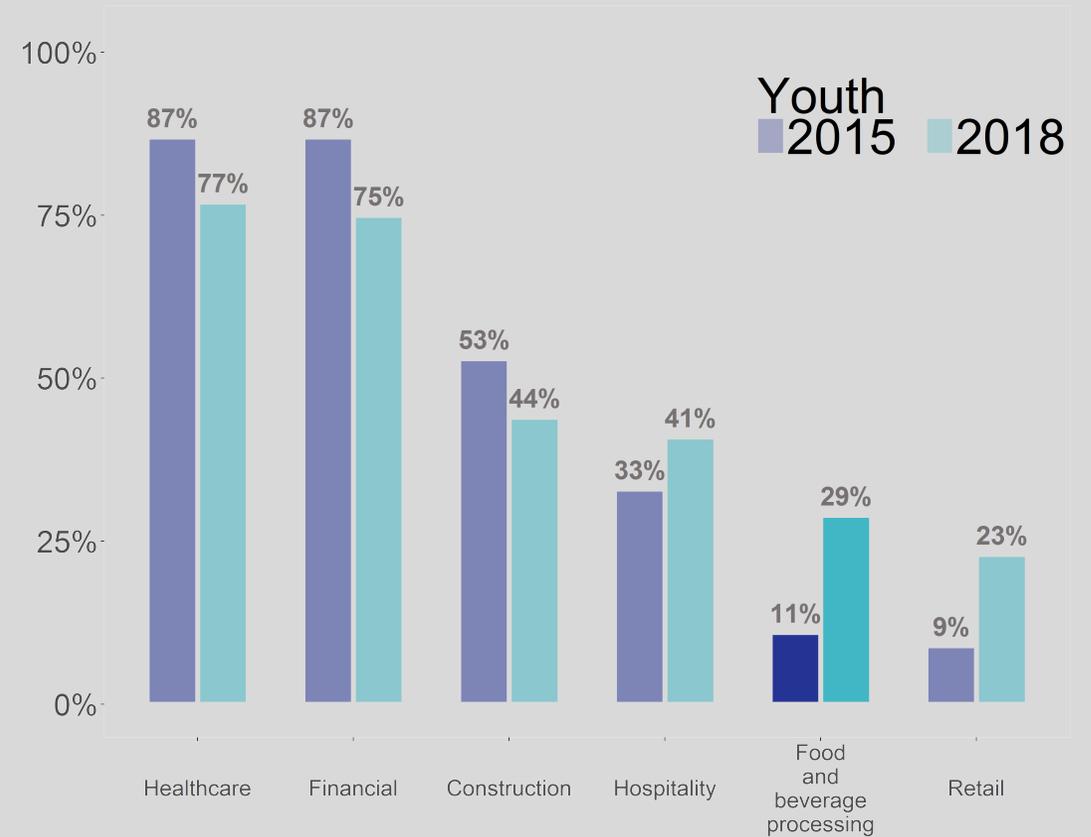


2018 n = 636  
 2015 n = 653

Please tell us what you think **pay and benefits** are like in:  
 (% who rated pay and benefits “good” (5-7 on a 7-point scale))

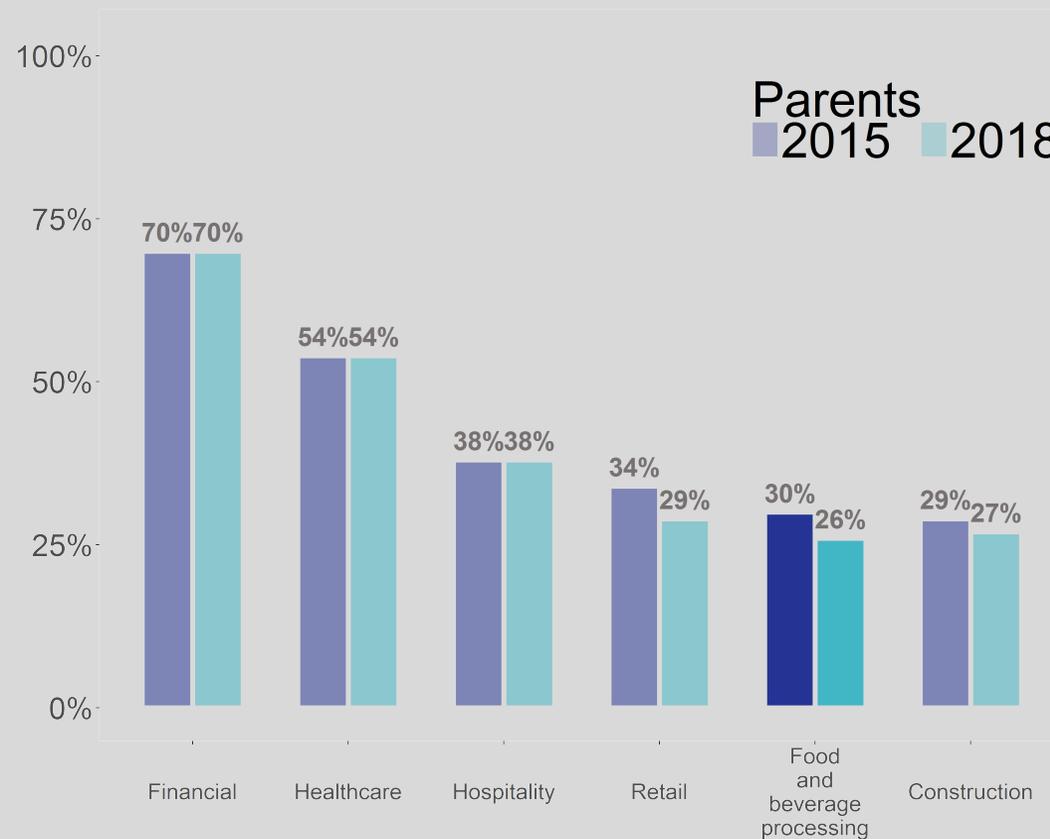


2018 n = 352  
 2015 n = 288

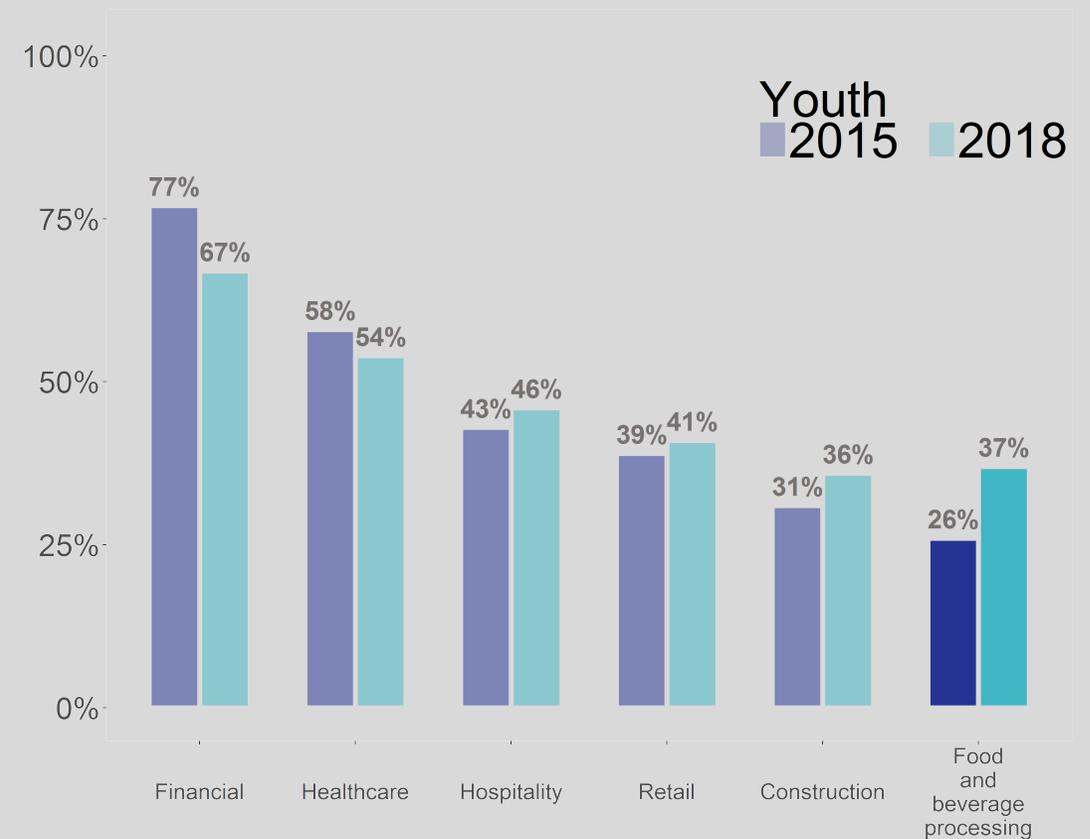


2018 n = 636  
 2015 n = 653

Please tell us what you think **opportunities for promotion** are like in:  
 (% who rated opportunities for promotion “many” (5-7 on a 7-point scale))

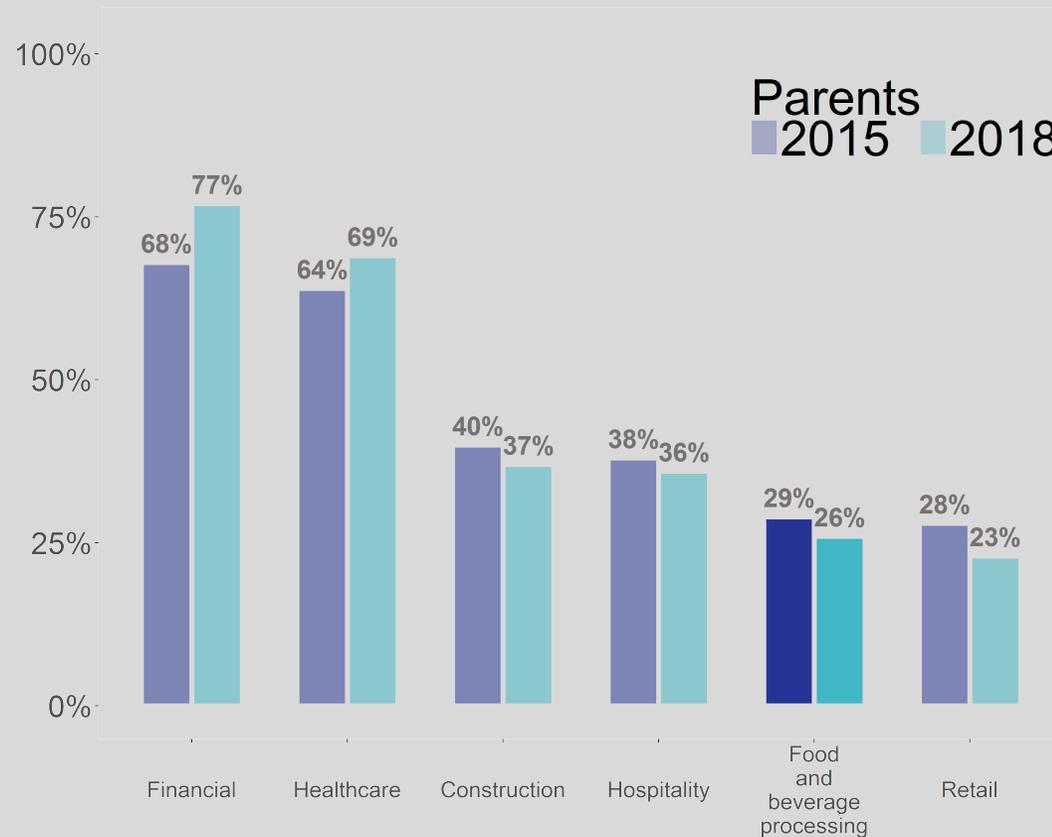


2018 n = 352  
 2015 n = 288

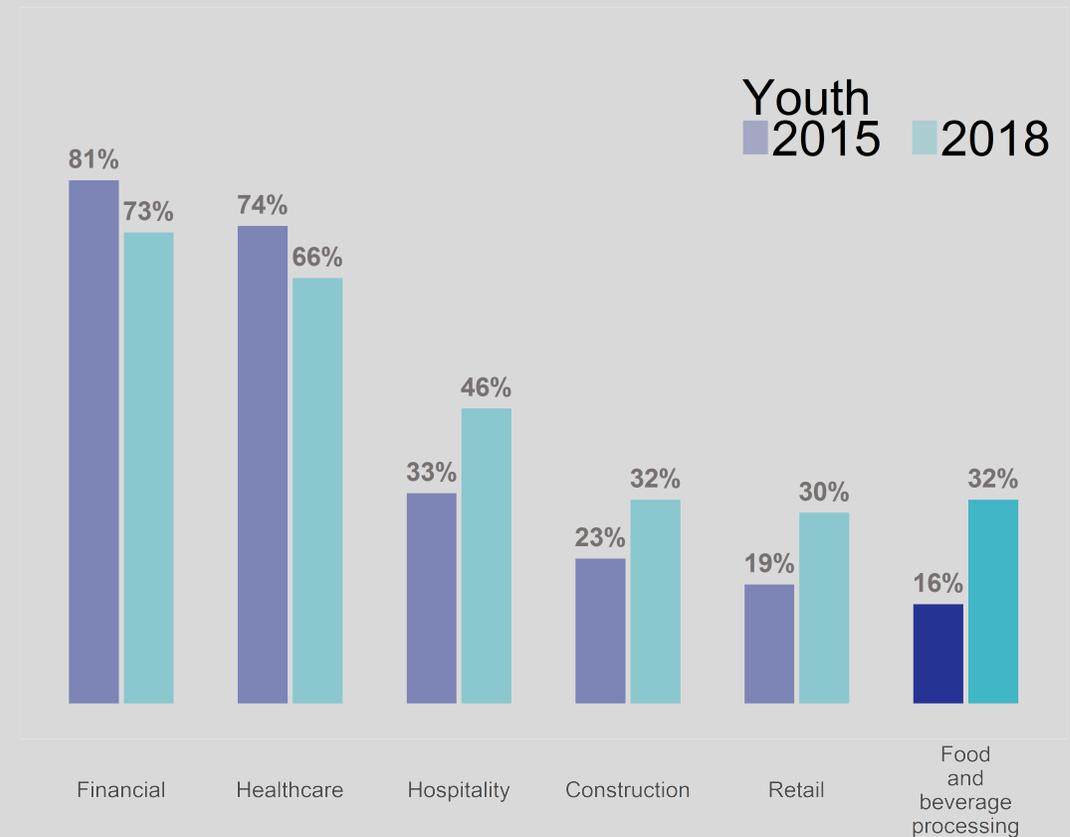


2018 n = 636  
 2015 n = 653

Please tell us what you think **quality of jobs** are like in:  
 (% who rated quality of jobs “good” (5-7 on a 7-point scale))

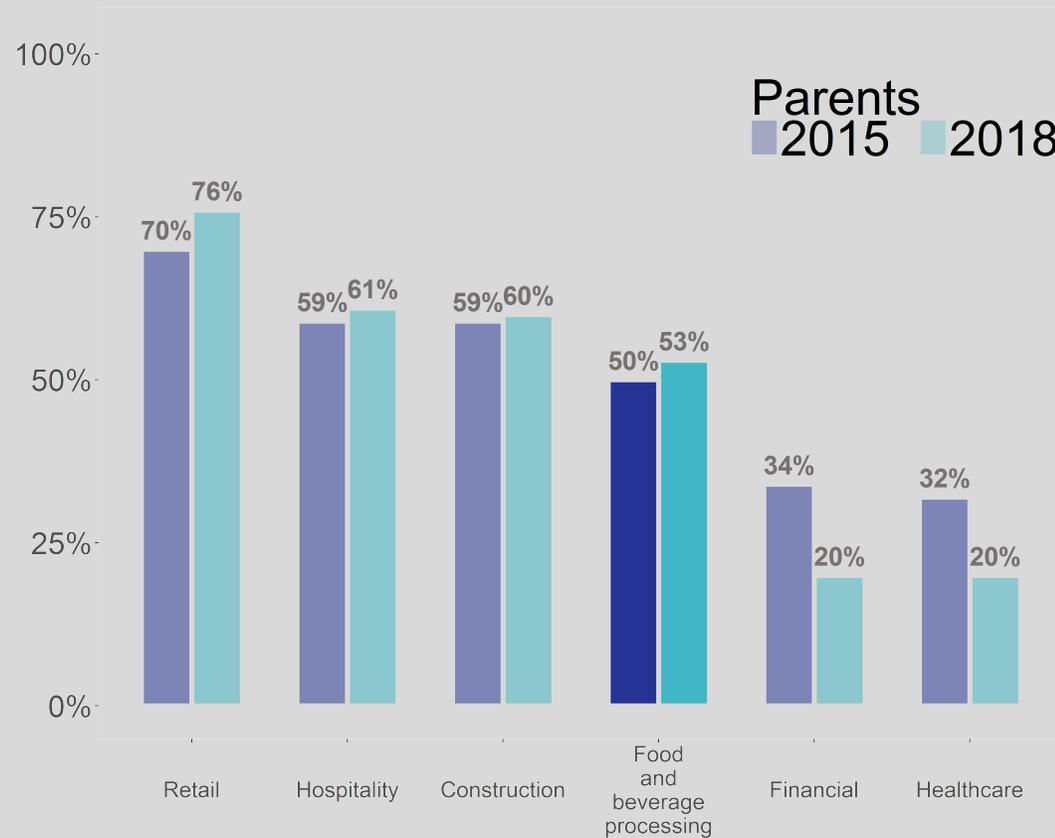


2018 n = 352  
 2015 n = 288

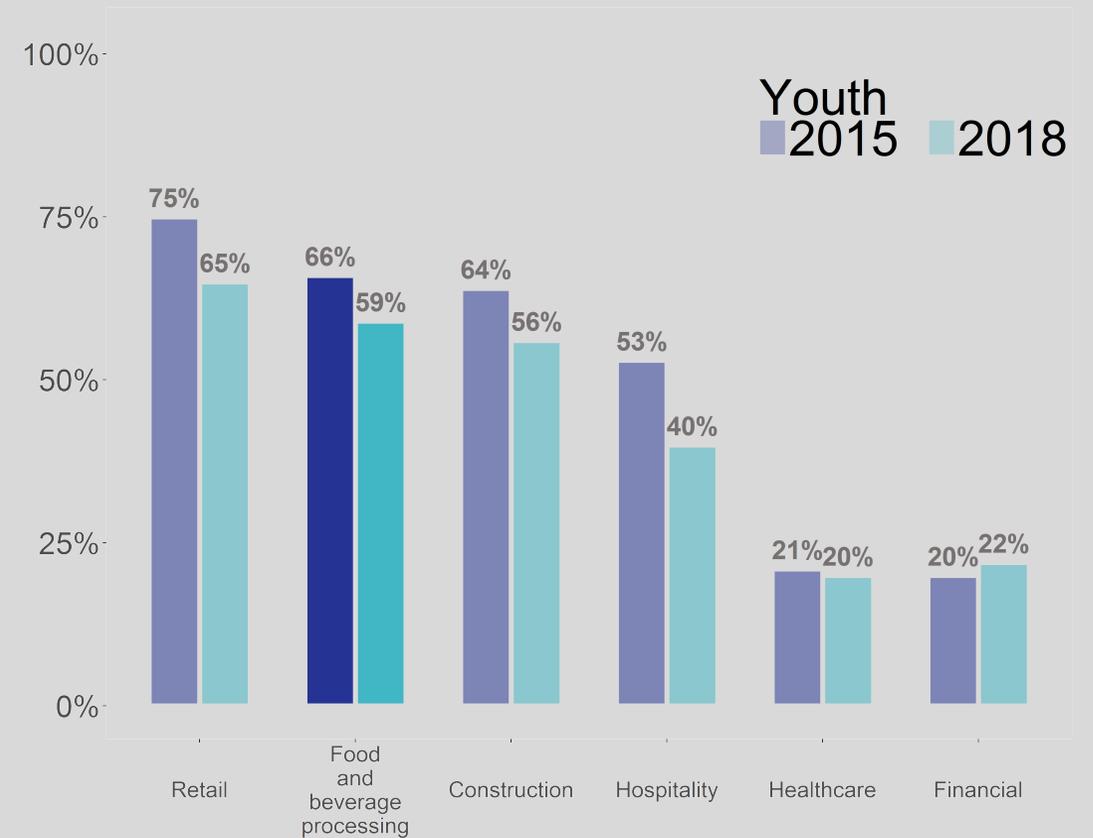


2018 n = 636  
 2015 n = 653

Please tell us what you think **trying to get a job** is like in:  
 (% who rated trying to get a job “easy” (5-7 on a 7-point scale))



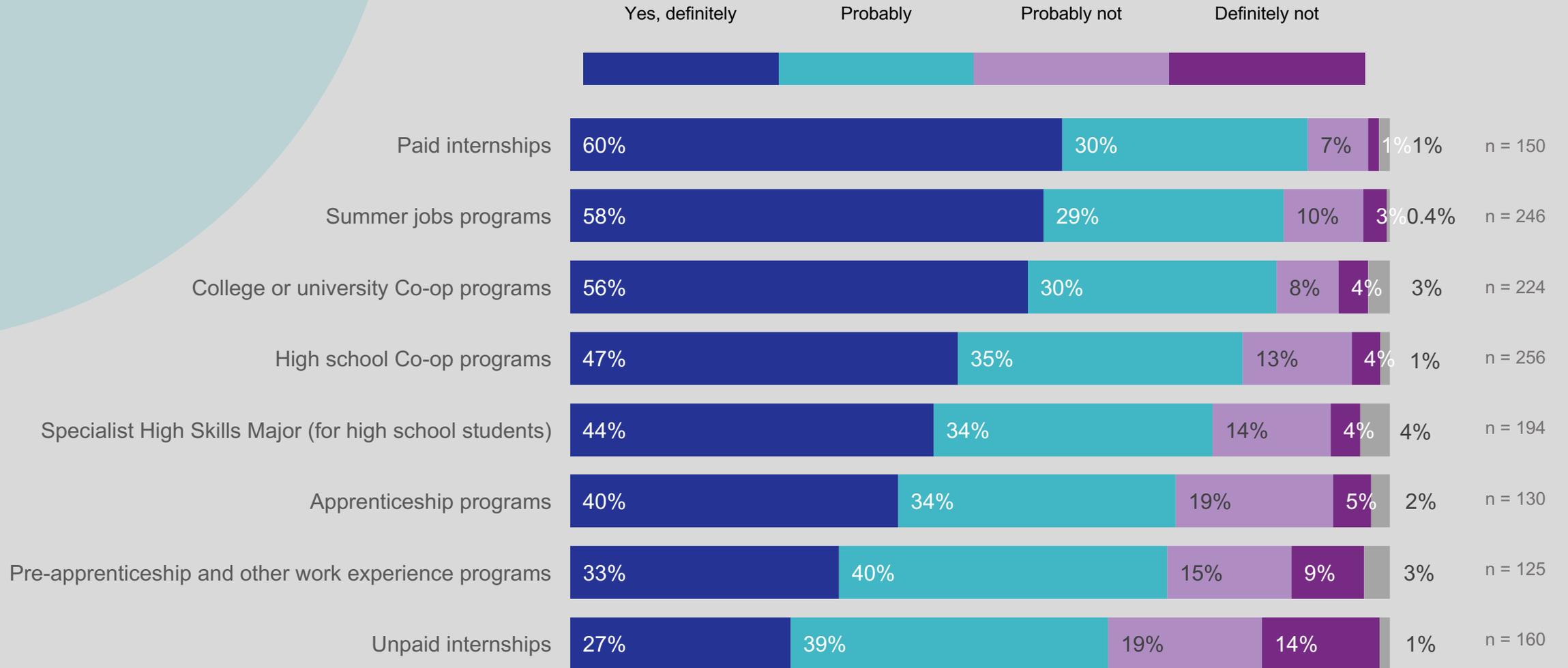
2018 n = 352  
 2015 n = 288



2018 n = 636  
 2015 n = 653

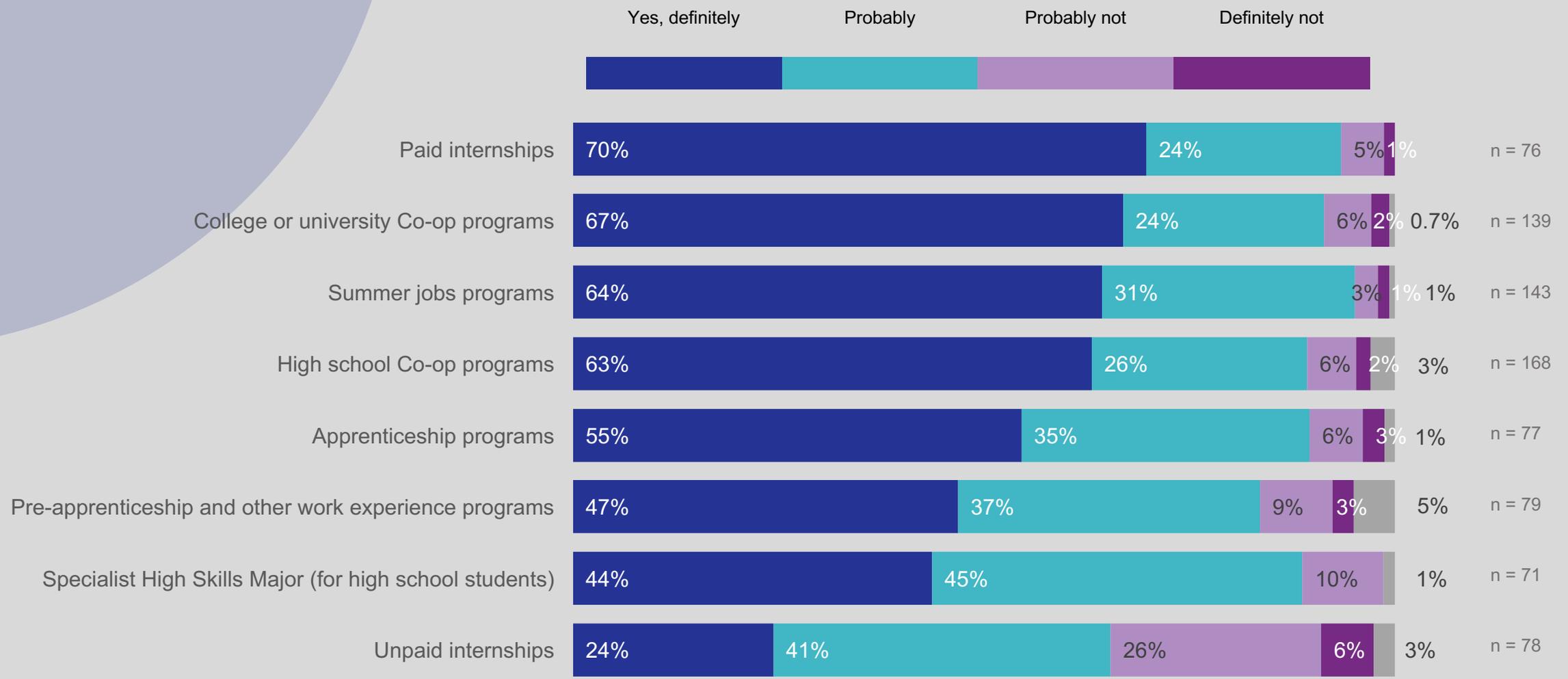


# Would you recommend...? (Youth only)





# Would you recommend...? (Parents only)



## Recommending Experiential Learning Programs: Spotlighting Four Programs

The following four graphs present the results of pro-recommendation followup question to the three most highly rated programs by youth and parents: summer jobs, paid internships and college/university co-op. We also spotlight high school co-op programs, which were relatively highly rated by youth. Noteworthy results include:

- The chance to earn money is not a main driver of either youth or parent recommendations when it comes to college/university co-op programs. It is, however, with respect to summer jobs programs and paid internships.
- One of the main reasons for recommending high school co-op programs is to allow students to see what the world of work is like.
- Besides some of the differences previously mentioned, there are few variations between members of the different sub groups.

# Why would you recommend: Summer jobs programs

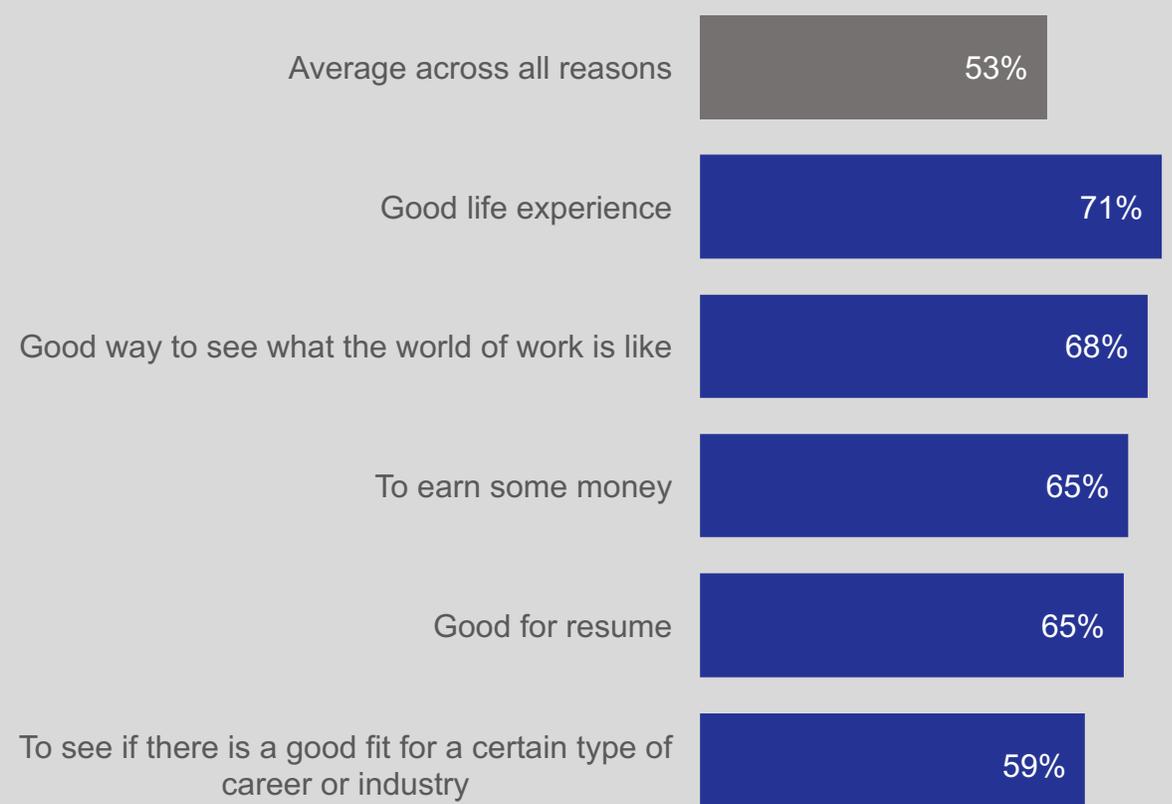
(Select all that apply)

## Youth



n = 214

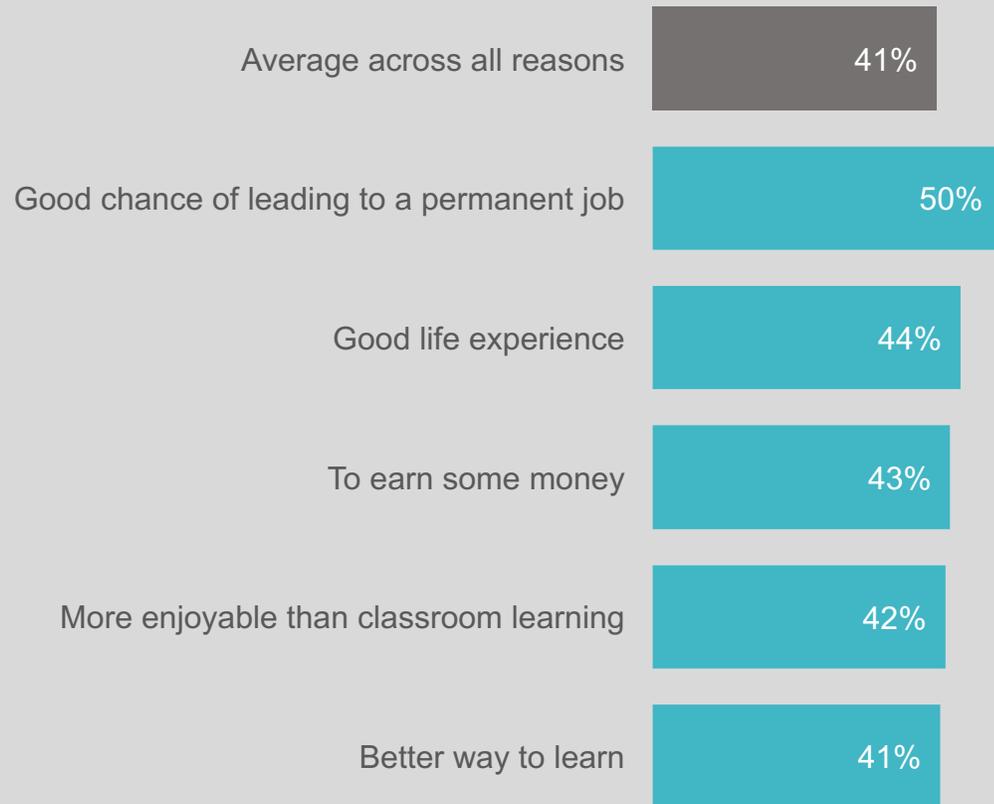
## Parents



n = 136

# Why would you recommend: **Paid internships** (Select all that apply)

## Youth



n = 135

## Parents

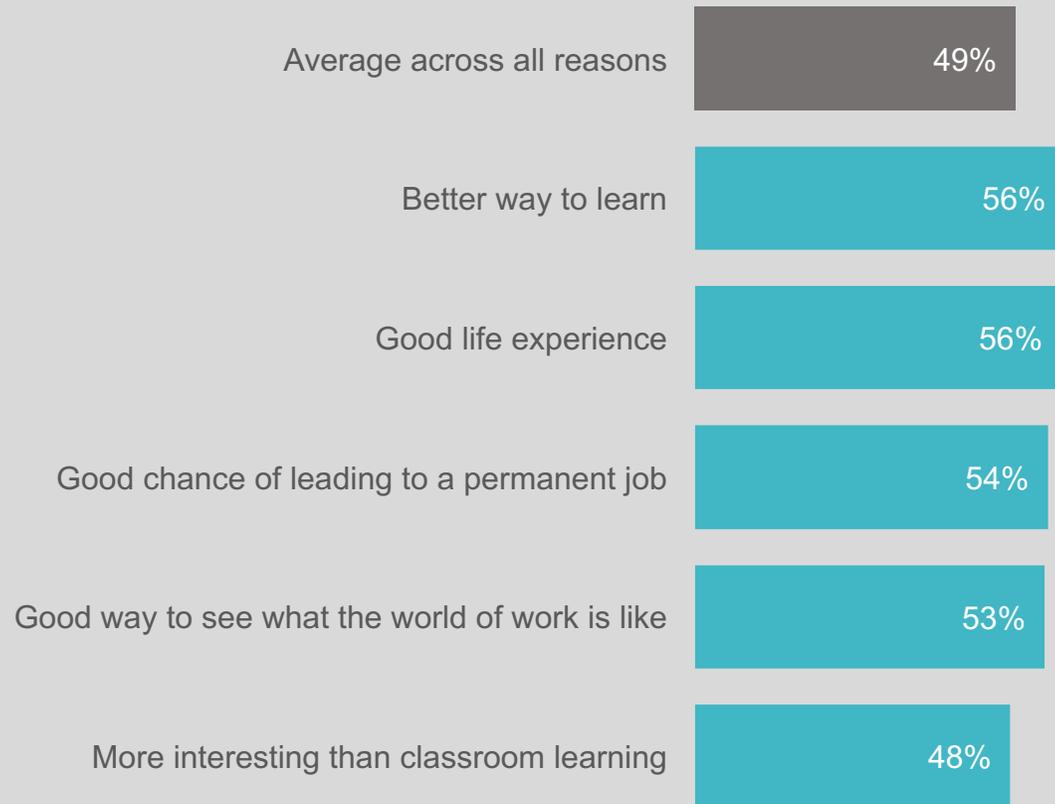


n = 71

# Why would you recommend: College or university co-op programs

(Select all that apply)

## Youth



n = 193

## Parents

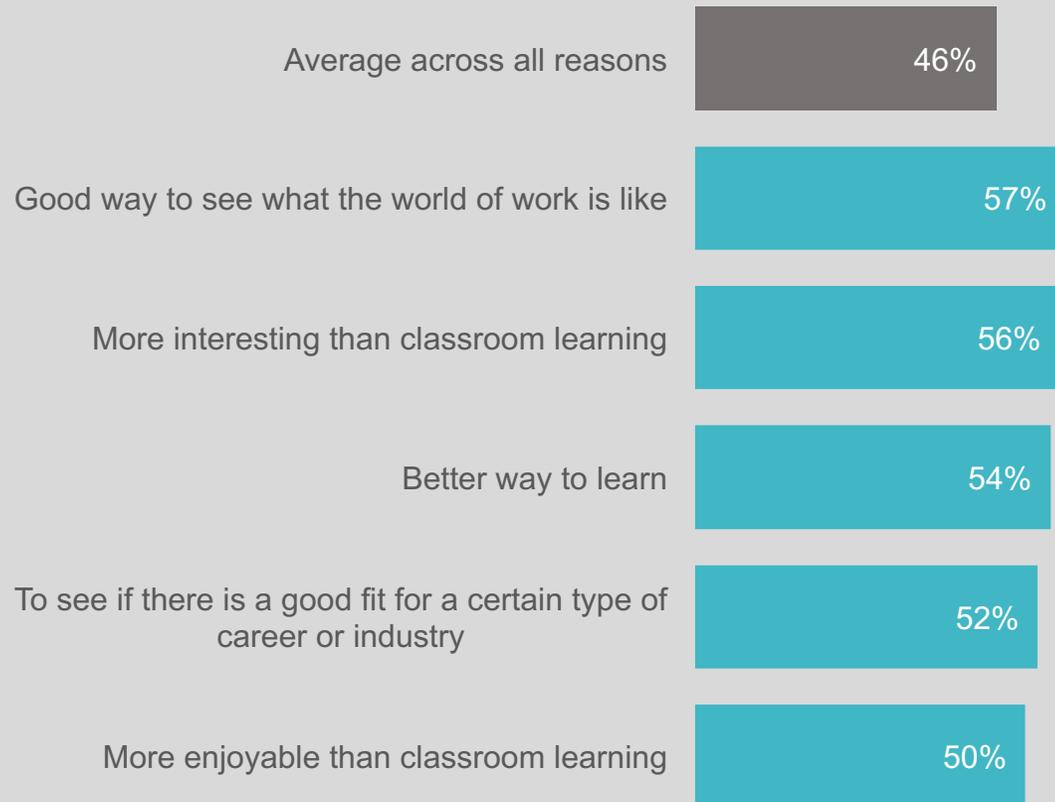


n = 127

# Why would you recommend: [High school co-op programs](#)

(Select all that apply)

## Youth



n = 210

## Parents

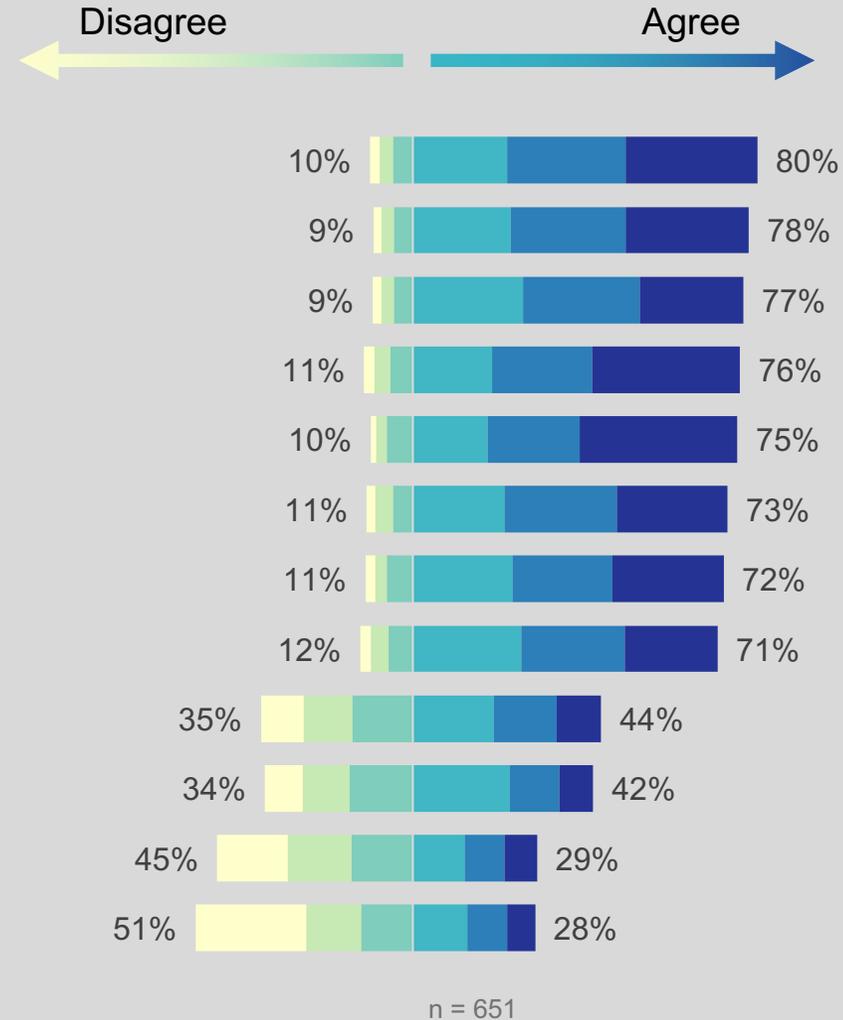


n = 150



# Please indicate whether you agree or disagree with each of the following statements: (Youth only)

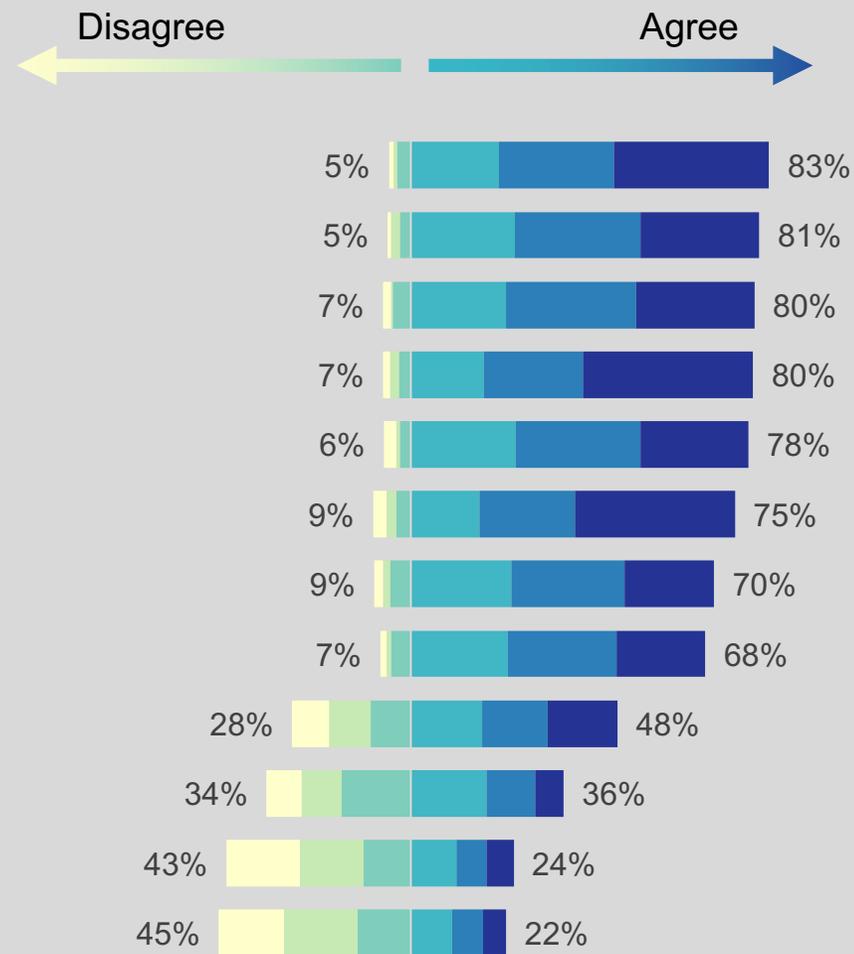
- ELPs allow participants to develop essential skills and habits
- ELPs are great for getting a foot in the door with a potential employer
- ELPs really help participants learn about what employers are looking for
- All high school students should have the opportunity to participate
- All post-sec. students should have the opportunity to participate in an ELP
- People with some EL on their resumé are more likely to get a job
- ELPs allow students to see the relevance of their classroom learning
- ELPs are great for getting a permanent job after graduation
- I wouldn't know where to look for information about ELPs
- Experiential learning is just a way for companies to get cheap labour
- Experiential learning is just the latest education fad
- ELPs are for people who struggle with academics





# Please indicate whether you agree or disagree with each of the following statements: (Parents only)

- ELPs allow participants to develop essential skills and habits
- ELPs really help participants learn about what employers are looking for
- ELPs are great for getting a foot in the door with a potential employer
- All high school students should have the opportunity to participate
- ELPs allow students to see the relevance of their classroom learning
- All post-sec. students should have the opportunity to participate in an ELP
- ELPs are great for getting a permanent job after graduation
- People with some EL on their resumé are more likely to get a job
- I wouldn't know where to look for information about ELPs
- Experiential learning is just a way for companies to get cheap labour
- ELPs are for people who struggle with academics
- Experiential learning is just the latest education fad



n = 352