



TURNING GEN"Z" TO GEN"T"



ABOUT AGRICULTURE FUTURE OF AMERICA

AFA is a premier leader development organization that activates the top talent for agriculture through experiential learning programs.

AFA LEADER DEVELOPMENT PROGRAMS



Leaders Conference

Annual event for developing leadership skills in AFA student leaders



Institutes

Immersive programs that offer career exploration, leadership development, and networking



Scholarships

Financial assistance for outstanding students pursuing careers in agriculture



Alliance

Alumni network for mentoring and career development

AFA provides a suite of leadership development initiatives to empower students and alumni.

“Attending AFA Leaders Conference has been one of the best experiences of my career. I am so immensely grateful to AFA and their partners for giving me this opportunity to attend.”



Alexis Camara, West Texas A&M University

“To witness cunning developments in agricultural production and interact with high caliber students was refreshing, and a reminder of the value of AFA programs in my life the last three years while a student at Iowa State University.”



Will Feucht, Iowa State University



8K+
STUDENTS SERVED
NATIONWIDE



\$11M+
SCHOLARSHIPS
AWARDED



200+
COLLEGES &
UNIVERSITIES

IMPACT BY THE NUMBERS



BUILDING THE FUTURE OF AGRICULTURE

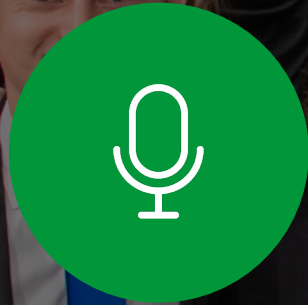


✓ Cultivating relationships with industry professionals

✓ Career Opportunity & Exploration

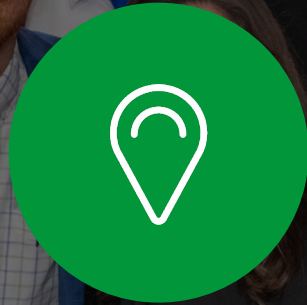
✓ Developing leadership abilities

YOUNG PEOPLE AS LEADERS



STUDENT VOICE

AFA believes in amplifying student voices by involving them in leadership



ACTION ORIENTED

AFA equips students with practical knowledge to take action



STUDENT ADVISORS

AFA has a student advisory team to incorporate student perspectives

AFA empowers students to be leaders through practical knowledge and incorporating their voices.



AFA PARTNERS

Without industry engagement,
AFA's efforts to nurture
upcoming leaders would not be
possible.



R.C. Kemper
Charitable
Trust



Enid and
Crosby
Kemper
Foundation



**This image only represents a sampling of more than 100 AFA partners.*

A LOOK AT THE GENERATIONS



GENZ CHARACTERISTICS

➤ **GenZ will be 27% of US population in 2024**

Gen Z will be 27% of the total US population by 2024

➤ **GenZ population increasingly diverse**

By 2026, majority of GenZ in US will be non-white

➤ **High job turnover among GenZ**

40% of Gen Z leave their job within 2 years, 35% resign without new job lined up

➤ **GenZ values work flexibility**

GenZ prefers flexible work arrangements

➤ **GenZ sizable share of workforce**

38% of workforce comprised of Gen Z employees

➤ **Low marriage and child rates**

Only 11% of Gen Z married or have 1+ child

➤ **Desire for early financial independence**

20% of GenZ aim to be financially independent by age 30

➤ **GenZ likes new brands and products**

77% of GenZ open to trying new brands and products

➤ **Tech-savvy and multi-tasking**

GenZ are digital natives and often multi-tasking

➤ **GenZ takes vacations frequently**

Gen Z takes 29 vacation days per year on average

➤ **GenZ spends on pets**

GenZ spends \$1885 per year on pets on average

TO DO
TWO JOBS

GEN Z TRENDS

➤ Gen Z Interests

Nearly half of Gen Z watch live TV, support local businesses, and enjoy grocery shopping.

➤ Gen Z in College

About half of Gen Z are currently enrolled in college.

➤ Gen Z Support

Half of Gen Z support the LGBTQ+ community and work towards women's rights.

➤ Gen Z Giving Back

Half of Gen Z donate to social causes.

➤ Gen Z and Mental Health

Gen Z are 2x more likely to report feeling depressed, anxious and hopeless compared to older generations.

➤ Gen Z and Small Towns

In agriculture, 30% of Gen Z are willing to relocate to a small town or rural location.



The Great Resignation: Toxic Workplace Culture

The Great Resignation refers to the phenomenon of record numbers of employees voluntarily resigning from their jobs. A toxic workplace culture characterized by poor leadership, lack of trust, and no flexibility is **10.4 times more likely** to drive employees to quit than a healthy culture.

THREE ELEMENTS OF A TOXIC CULTURE



Failure to promote diversity, equity and inclusion

Lack of diverse representation in leadership and failure to provide equal opportunities leads to exclusion



Workers feeling disrespected

Toxic culture breeds disrespect through abusive supervision, harassment, and discrimination



Unethical behavior

Unethical practices like fraud, stealing, and lying become normalized in toxic culture

A toxic culture marginalizes people, breeds disrespect, and normalizes unethical behavior. Promoting diversity, respect, and ethics is key.

TWO-WAY STREET

NORMAL REACTIONS

If demands of change from younger generations make you want to roll your eyes, you're not alone.



ACTIVATING YOUNG PEOPLE TO YOUR ADVANTAGE



Leverage Tech Savviness

Don't view Gen Z's technology usage as an addiction. See it as them being savvy and resourceful with the tools available to them.



Purpose Drives Work

Gen Z will work hard if they believe in the purpose behind it, not just to fill time between 9-5.



Avoid Ageism

Be careful of ageist stereotypes and labels. Take time to understand the individual.

Don't try to 'fix' Gen Z. Embrace their talents and let their knowledge enhance your team.

ATTRACTING & RETAINING GENZ



Work-life Balance

Provide flexible work schedules and remote work options



Growth Opportunities

Provide training, mentoring, and clear paths for advancement



Diversity and Inclusion

Promote diversity in leadership and implement inclusion training



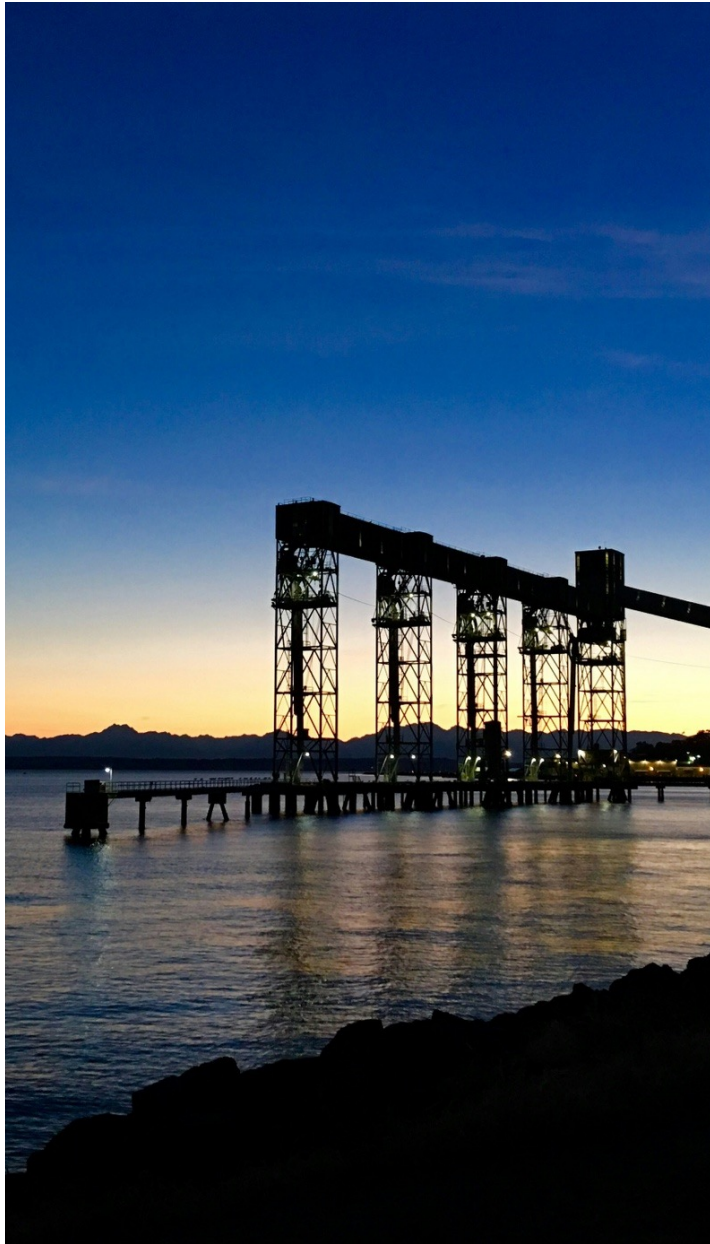
Corporate Social Responsibility

Commit to ethical business practices and give back to the community



Wellbeing

Offer mental health support and wellness programs



MAKE TRANSPORTATION STAND OUT

Gen Z aspires to effect change so make that part of your company narrative. Emphasize the crucial role your segment plays and the satisfaction of a job. Engage Gen Z individuals in devising solutions to the sector's challenges and as their involvement increases, engage them in advocating the industry to others.

MAKE A GOOD FIRST IMPRESSION

✓ Check reviews

See what current and past employees are saying online about your company culture and interview process.

✓ Personalize the process

Make candidates feel welcomed by having a conversational interview instead of just reading off a script.

✓ Be transparent

Clearly communicate compensation and benefits upfront so candidates know what to expect.

✓ Show diversity

Highlight diversity meaningfully, not just for show - walk the walk.

✓ Create a good environment

Make the interview location and process warm and welcoming so candidates feel comfortable.



CREATE GREAT EXPERIENCES

Relocation assistance

Pair new hires with current employees to help them settle in to the new location.

Foster community

Organize social events and outings to help interns and new hires connect and build bonds.

Share company overview

Give tours and presentations to showcase different departments and job roles.

Provide meaningful work

Allow interns and new hires to shadow employees and collaborate on projects.

Get outside the office

Plan outdoor activities or events to provide a change of environment.

EMBRACING GENZ IN THE WORKPLACE



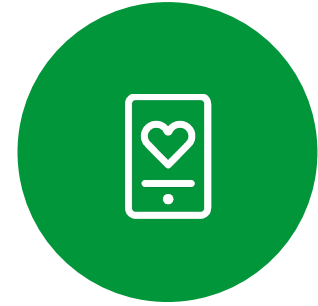
Value their unique perspectives

Gen Z grew up in a different world than previous generations, embrace their fresh ideas and new ways of thinking.



Check unconscious biases

Be aware of generational stereotypes that may influence how we view Gen Z and let go of preconceived notions.



Involve them in purpose

Give Gen Z opportunities to contribute to social causes and make a difference through their work.

By fully embracing the talents and passions of Gen Z, we can create an inclusive culture where all generations work together to drive impact.



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KEEP IN TOUCH

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