2017 Midwest Stream For Agriculture Worker Health

Using Digital Tools to educate and Outreach

Feliciano Paredes
Sadoc Paredes
LA COSECHA/THE HARVEST
THANK YOU!

Feliciano,

I am writing to offer you my support for the Migrant and Seasonal Farm Worker (MSFW) App. As we have discussed, I believe that this can become an important tool and resource for migrant and seasonal farm workers as well as the support and outreach groups that work with them.

It is my hope that you continue to develop this app so that it can be used nationally to coordinate the much-needed efforts to supply vital information about health, education, legal and a variety of other social and work related services.

Please let me know if there is any way in which I can continue to help you.

Best,

[Signature]
Labor shortage not letting up
Local businesses adapt to serving on a short staff
BY DANIELLE WOODEWARD dwoodward@record-eagle.com  Sep 3, 2017

Vegetable prices may be going up soon, as a shortage of migrant workers is resulting in lost crops in California.

California Crops Rot as Immigration Crackdown Creates Farmworker Shortage
No one wants to do the harvesting.

On U.S. Farms, Fewer Hands for the Harvest
U.S. farm companies, in dire need of workers, are raising wages and enhancing medical and other benefits. Even so, the labor shortage is reducing fruit and vegetable production by an estimated 9.5%, or $3.1 billion, a year.

Labor shortage in the United States becoming an increasingly dire issue

Labor Shortage Leaves $13 Million in Crops to Rot in Fields

Immigration Crackdown Expected To Increase Crop Left Unharvested In California Fields
There aren’t enough workers, and everyone is fighting for everybody else’s workers,” says one vineyard owner.

NMPF president warns that US dairy labor shortage could become ‘dire’

Salinas Valley Deals With Farm Worker Shortage, Fields Left Unpicked
Its harvest time in the Salinas Valley, and produce from the “Salad Bowl of the World” is ready for the dinner table. But in this the land of...
PROBLEM

- Employers
  - Shortage of Labor
  - Unreliable/Expensive recruiting methods

- Workers
  - Over 30% of all farm workers earn below the poverty line.
    - Undocumented workers estimates up to 80%
  - Worker Protections

- Agencies/Service Providers
  - Agency Exposure
  - Communication with workers
• “I spend close to 2k per week, 3 months ahead of the harvest season in recruiting” - Steve Klackle: Klackle Orchards.
• “We spend thousand of dollars on contractors, that sometimes don’t come through” - Ebers Orchards
• “I would stay in Michigan longer, if I knew where work” - farmworker
• “I don’t like relying on crew leaders and flyers to find work or help, it’s not reliable” - farmworker
• “Increase in MSFWs served means more money for our program” - DHHS
The **ONLY FREE** mobile platform where Ag workers can find work, and the local resources they need across the country.
Access National, mobile labor pool.

Significantly lowers recruiting costs.

- FREE for 2017
  - Pricing will be much less than current market

Better communication with workforce.

- Current, previous, and future.
- Real-time notification of crop status to workers.
Farm Worker

- Continue earning money during down times.
- More Choices across the nation.
- Feel more safe knowing where to go for help/Social Aspect.
  - Secure Job postings
- Follow/Save relevant Farms and Agencies
- Core App functions available without logging in.

Always FREE for workers.
Agency/Service Provider

- More Exposure
  - Additional Funding
- More Effective Collaboration
  - Event, Notifications
  - General grower info
  - Additional Tool to service clients
- Always FREE for Agencies
- Demo
BUSINESS MODEL: IT’S SIMPLE!

- Subscription Base for Farmers: 3 month, 6 month, or 12 months
  - Unlimited number of job postings
  - Access to a local and national pool of talent
  - View profiles, Offer, and Hire applicants
  - Save profiles of best candidates
  - Add your homepage, profile picture, and description
  - Access to Spanish speaking workers

- Sponsorship, and advertising opportunities
  - Agency, Employers, and outside advertisers.
  - Demographic Targeting
Market Strategy and Relationships
Visit AgHelpUSA.com to sign up
Sign up as an agency or an employer below or on the iOS app.

AgHelpUSA.com

SERVICE PROVIDERS
Agencies providing legal, educational, health or social services will be listed and have the ability to post at NO COST.
Click here to download AgHelp, and claim or create your listing

EMPLOYERS
Agriculture employers will be able to post jobs directly to agriculture workers. FREE trial period will initiate at launch and end January 1, 2018.
Click here to download AgHelp and create your listing.

VISIT THE APPLE APP STORE TO DOWNLOAD THE AGHELP APP NOW!
Help us make AgHelp better! WE appreciate any feedback from Employers, Service Providers, or Farmworkers!

ContactUs@AgHelpUSA.com