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Assisting with Maine's Agricultural Labor Shortage

#FarmingForME



MAINE  
DEPARTMENT OF  
LABOR

**Date:** June 3, 2020

**From:** Nancy McBrady, BOA Director

**To:** FarmingForME Partners

**Subject:** Project Resources

Partners,

The Department of Agriculture, Conservation and Forestry and the Department of Labor are proud to be working with you to introduce this agricultural labor awareness campaign, FarmingForME (#FarmingForME). This campaign is aimed to assist the Maine farming community that has perennially faced labor needs, which have been exacerbated by COVID-19. By connecting employers with potential employees through existing job platforms, we hope that openings can be filled while educating Mainers generally about opportunities in agriculture. We invite you all to utilize the information that follows, including tagging social media posts with #FarmingForME.

#### RESOURCES IN THIS DOCUMENT

- News Release
- Suggested social media posts
- Shareable social media graphics

If you have ideas or are interested in taking the lead on any areas of the campaign, please let us know.

Let's get to work!

Nancy

Nancy McBrady

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## NEWS RELEASE

**New FarmingForME website address: <https://www.maine.gov/labor/farmingforme>.**

### **Contacts:**

Yvette Meunier, Farm Labor Link Network Coordinator, [yvette.meunier@maine.gov](mailto:yvette.meunier@maine.gov)

Julie Kramer, Program Manager, Maine JobLink, [julie.a.kramer@maine.gov](mailto:julie.a.kramer@maine.gov)

Jessica Picard, Communications Manager, State of Maine Department of Labor, [jessica.l.picard@maine.gov](mailto:jessica.l.picard@maine.gov)

### **Public and Private Collaboration Assists with Agricultural Labor Needs**

AUGUSTA – The Maine Departments of Agriculture, Conservation and Forestry (DACF) and Labor (DOL) have teamed up with Wild Blueberry Commission, Maine Dairy Industry Association, and Maine Aquaculture Association to introduce FarmingForME (#FarmingForME), an agricultural labor awareness campaign. FarmingForME encourages farmers and job seekers to take advantage of free use of the Maine [JobLink](#) platform. The FarmingForME campaign begins June 3 and includes email- and social media marketing that encourage broad sharing of recruiting [graphics](#) and helps create word-of-mouth awareness.

“Our agricultural community has long faced challenges in finding available labor,” says Nancy McBrady, Bureau of Agriculture Director. “Our hope with FarmingForME is to reach employers and attract needed workers throughout Maine.”

“Maine JobLink is an easy way for employers to connect with 1,000s of potential employees,” says Kimberley Moore, Director of the Bureau of Employment Services at DOL. “It is also a great resource for job seekers allowing them to view the landscape of available agricultural jobs quickly.”

Agricultural employers can freely post and manage job listings on DOL’s [JobLink](#) platform, review applicant profiles, save searches and resumes, and get hiring notifications. Job seekers can discover these essential positions, create profiles, be notified of job matches, and access training and educational resources.

“As the production season approaches, we are hearing from farmers that some out-of-state skilled workers they have relied upon for decades won’t be making the trip this year. We launched this campaign to ensure farmers will have the workforce needed to continue growing and harvesting this season,” says Eric Venturini, Executive Director of the Wild Blueberry Commission.

“Agricultural talent is in high demand in Maine. The work is diverse and caters to all skill sets from youth employment, to blue-collar, green collar, management, and ownership positions. There is important work that ensures food security available in diversified agriculture, precision agriculture, and sustainable agriculture across the state,” says Yvette Meunier, DACF Farm Labor Link Network Coordinator.

Employers and job seekers should also leverage DACF’s [Farm Labor Link Network](#). This dynamic site includes hiring incentive programs, job posting guidance, job search guidance, career placement services, legal resources, and more. Contact Yvette Meunier, Farm Labor Link Network Coordinator, [yvette.meunier@maine.gov](mailto:yvette.meunier@maine.gov), for [Farm Labor Link Network](#) information.

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## SUGGESTED MESSAGES

*Let's work together to support Maine's farmers and rural communities during these unprecedented times. #FarmingForME is a grassroots effort created to connect Mainers with available jobs in agriculture. Learn more @*

*<https://www.maine.gov/labor/farmingforme>.*

*Maine's agricultural community is facing a potential labor shortage and Mainers can help fill the gap! Learn more @ <https://www.maine.gov/labor/farmingforme>. #FarmingForME*

*Join us! Be a catalyst to help solve Maine's agricultural labor challenges. Let friends, neighbors, and family members know Maine's farmers have jobs open and available. Learn more @*

*<https://www.maine.gov/labor/farmingforme>.*

*#FarmingForME.*

*We all know that few things are as important as the people we surround ourselves with. Pitch in by sharing <https://www.maine.gov/labor/farmingforme> and help connect interested workers with Maine's farmers.*

*#FarmingForME*

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