

Accelerating Statewide Workforce Training Grant Outreach to Farms and Agribusinesses





Program

The State received \$1 million in grant funds to strengthen the state's agricultural workforce by improving the recruitment, training, and retention of skilled farm workers, and providing employers with workforce training. The Local Workforce Board's (WDB) goal was to identify and engage eligible small- and mid-sized businesses for program participation.





Challenge

The WDB lacked the industry-specific and company-level data needed to target and engage operationally stable small and mid-sized farms and agribusinesses that employed <50 employees.



Solution

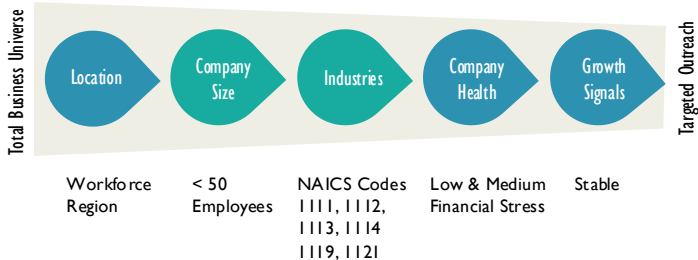
EconoVue's granular data and flexible search engine enabled the WDB to build a complex criteria search, including industry, size, business health, and future risk parameters, to identify candidates for grant program engagement.

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Solution

The WDB used this search criteria:





Results

Using EconoVue, the WDB quickly streamlined its outreach from >20,000 businesses in the workforce region to 572 local farms and agribusinesses, of which 552 (96%) met the grant's employee-size requirement. The WDB then extracted executive contact information for each business for accelerated outreach.



Bottom Line

EconoVue's broad and deep business data enables precise eligibility targeting for grant and funding programs, improving business participation and increasing workforce board impact and assistance to their local business communities.