



# Workforce Strategies and Resources for Growing and Expanding Agricultural and Farm Operations

## WHEN

Thursday, March 19, 2026

Doors open at 5:00 PM

### New and Beginning Farmer Session

5:15 PM - 6:00 PM

### Technology & Innovation Ag Workforce Development & Training

6:00 PM - 6:45 PM

## WHERE

Milford Township Building

2100 Krammes Rd

Quakertown, PA 18951

**J**oin the Office of State Senator Jarrett Coleman and the Department of Agriculture for an evening focused on challenges, opportunities, and resources for new and beginning farmers and the use of technology and innovation in workforce development. This session will provide ideas, resources, and strategies to address workforce shortages and needs in the industry and barriers and challenges to those just getting started.

**Registration Required:**

[www.senatorcoleman.com/events](http://www.senatorcoleman.com/events)

## New and Beginning Farmer Resources and Solutions (5:15 PM - 6:00 PM)

Intended Audience: Service Providers, Producers and other stakeholders with interest in the needs and resources for new and beginning farmers.

### • Panel Discussion

- A panel of subject matter experts will discuss the common challenges and barriers experienced by new and beginning farmers. The panelists will discuss potential resources and connections available to assist those new to the agricultural industry. The panel will have a few minutes for questions and discussion.

### • One-on-One Consultation

- Session attendees will have time to visit with the various service providers and stakeholders in attendance to network and discuss specific needs and questions. Stakeholders and representatives from the workforce development system, ag lenders and more will be available to provide assistance during this time.

## Technology and Innovation in Ag Workforce Development and Training (6:00 PM - 6:45 PM)

Intended Audience: Educators, training providers, employers and producers and other stakeholders interested in learning more about technology and innovation and its use in addressing workforce and training needs in agriculture.

### • Part 1: Integrating Technology into Agriculture (Presentations and Panel Discussion)

- Speakers will include technologist, agriculture technology companies, and farming organization. They will cover their experiences with technology adoption into agriculture and how to ensure there is a workforce to support it.

### • Part 2: Building Ag Workforce and Education Programs Around Innovation (Panel)

- Speakers will include agricultural organizations and educational institutions. This panel will share their experiences with initiating and deploying agricultural tech workforce efforts.

### • Part 3: Closing

- Innovation funds and other funding opportunities