

NEWS RELEASE

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Millennials in Production Agriculture

FOWLER, Calif., - According to Pew Research, more than one in three American labor force participants are millennials, making them the largest generation in the U.S. labor force. Millennials, or those currently between the ages of 22-36, are quickly moving up the ladder in most industries, and production agriculture in no exception.

"As of right now, millennials make up approximately 20% of Bee Sweet's labor force," stated Bee Sweet Citrus Director of Communications Monique Bienvenue. "Several of them now hold upper management positions after pursuing an internship or a part-time job with the company."

A family owned and operated company, Bee Sweet Citrus recently welcomed three more Marderosian family members to the company's full-time work force. One of those children, Chelsey Skooglund, now acts as a member of Bee Sweet's upper management team and is a millennial herself.

"Millennials like to take on work that means something to them: purpose over paycheck," said Skooglund. "Here at Bee Sweet, millennials find great purpose in what they do, and will act as a driving force behind the company's future growth."

Skooglund noted that millennials are often more adept to working with new technology, adding to their importance in the work environment. In fact, some of Bee Sweet's biggest technological advances have been made within the past decade. As a grower, packer and shipper of over 15 different citrus varieties, Bee Sweet Citrus recently installed a brand-new lemon line and now utilizes an automatic palletization system to meet the demands of retailers and consumers nationwide.

Tech-savvy individuals are often needed to handle Bee Sweet's state-of-the-art packing equipment, which has allowed the company to strengthen ties with California State University, Fresno, California Polytechnic University, San Luis Obispo and other surrounding colleges. Just last year, the company donated a state-of-the-art citrus packing line to the students of Fresno State, and continues to seek opportunities to network with students studying industrial technology, crop production, mechanical engineering, business management and other related majors.



A millennial and recent graduate, Salvador Calderon, interned for Bee Sweet Citrus while studying Agriculture Business at Fresno State. He noted that his knowledge regarding the demand for California grown citrus, both nationwide and around the globe, gave him insight into massive career opportunities available in production agriculture. Upon graduation and the completion of his internship, he was hired on full-time as part of Bee Sweet's shipping management team.

"There's no doubt that the accessibility millennials have to technology will help pave the way for prolonged success in agriculture," stated Calderon. "Not only do we have the opportunity to grow professionally by learning from experienced management, we can also utilize our technical skills on equipment that is meant to bolster the efficiency of production."

According to Forbes, millennials are enthusiastic about collaboration amongst coworkers, and value flexibility and feedback in the workplace. In fact, the need for effective communication has shifted traditional leadership styles amongst most management teams.

"Bee Sweet believes that employees should be shown appreciation in ways that align with their strengths and encourage productivity," continued Skooglund. "Millennials tend to be more understanding of this concept and find it easy to implement in the workplace."

To learn more about employment opportunities at Bee Sweet Citrus, please visit www.beesweetcitrus.com.

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A grower, packer and shipper of California citrus, Bee Sweet Citrus is an emerging leader in today's agriculture industry. Founded in 1987, Bee Sweet Citrus is a family owned and operated company and provides over 15 different varieties of citrus to its consumers! Located in the heart of California's Central Valley, Bee Sweet is focused on innovation, sustainability and customer satisfaction.

