



# FOOD AND BEVERAGE MANUFACTURING

**INCREASING WORKFORCE CAPABILITIES** is critical to driving growth across all labor sectors. Over the course of 15 months, the Partnership collaborated with area employers and training partners to develop data-driven, collaborative strategies to transition “workforce problems” into strategic solutions designed to stimulate sector growth.



## Challenges

The Food and Beverage Manufacturing sector encompasses a mixture of hospitality, tourism, and manufacturing-oriented entities; thus, their workforce needs and operating concerns don't easily align. However, universal, the concern is that **finding good employees, particularly those with customer service and leadership skills, is very difficult.**

## Sector-Specific Strategies

- ▶ Utilize workforce development partners to create customer service workshops and leadership training programs for industry employees.
- ▶ Engage sector-focused resources in employment and recruitment activities.



## *Be Part of the Solution*

**DISCOVER LOCAL INITIATIVES AND DOWNLOAD THE FULL REPORT:**

→ [centralvirginia.org/sectorstrategies](http://centralvirginia.org/sectorstrategies) ←

Light Manufacturing • Business and Financial Services • Information Technology • Food and Beverage Manufacturing



Central Virginia Partnership for  
Economic Development  
1001 Research Park Blvd., Suite 301  
Charlottesville, VA 22911  
[centralvirginia.org](http://centralvirginia.org)

