



## Industry Spotlight

# Agricultural (Chmura Cluster)

Reading, PA MSA



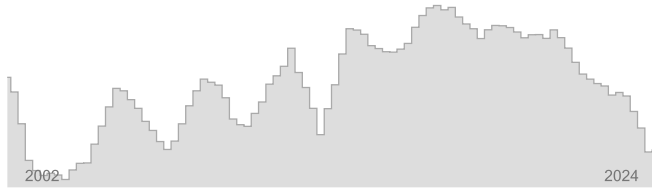
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# Spotlight Summary

Agricultural (Chmura Cluster)  
Reading, PA MSA – 2024Q2

## EMPLOYMENT



**3,319**

Regional employment / **2,140,888** in the nation

**-1.1%** ↓

Avg Ann % Change Last 10 Years / **-0.2%** in the U.S.

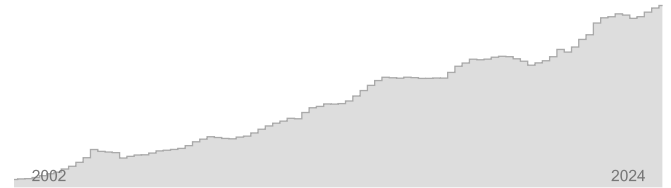


**1.8%**

% of Total Employment / **1.3%** in the U.S.



## WAGES



**\$50,164**

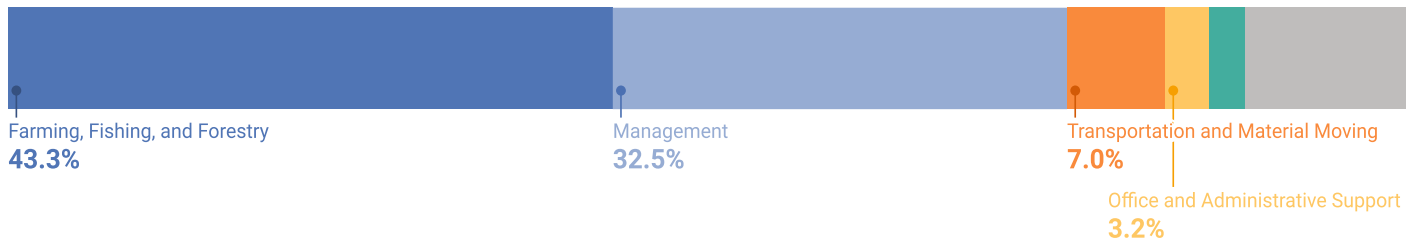
Avg Wages per Worker / **\$53,958** in the nation

**2.5%** ↑

Avg Ann % Change Last 10 Years / **+3.9%** in the U.S.



## TOP OCCUPATION GROUPS



## TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

**-4.3 %** ↓



Mushroom Production

**24.3 %** ↑



Farm Labor Contractors and Crew Leaders

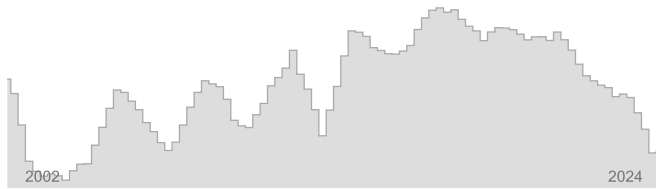
**-1.8 %** ↓



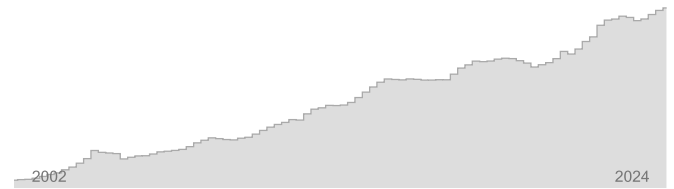
Crop Production (Proprietors)

# Industry Snapshot

## EMPLOYMENT



## WAGES

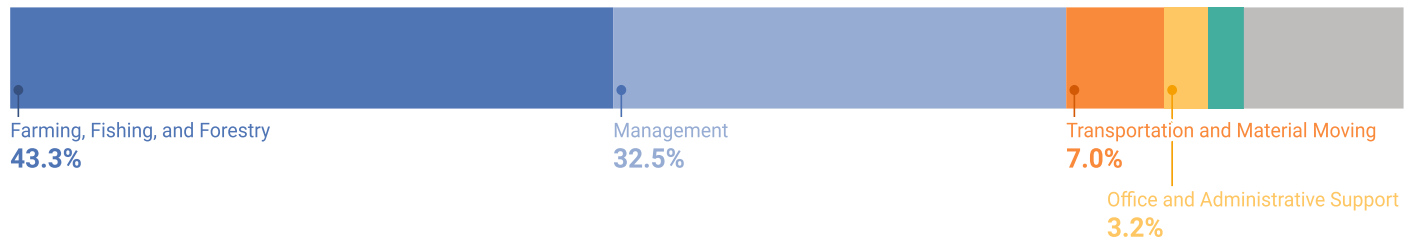


6-Digit Industry	Empl	Avg Ann Wages	LQ	5yr History	Annual Demand	Forecast Ann Growth
Mushroom Production	1,069	\$43,106	99.62		133	-0.4%
Farm Labor Contractors and Crew Leaders	378	\$41,381	1.80		51	-0.4%
Crop Production (Proprietors)	362	\$79,489	1.18		34	-1.0%
Animal Production (Proprietors)	254	\$79,534	0.57		23	-1.1%
Other Food Crops Grown Under Cover	210	\$52,393	4.93		26	-0.4%
Dairy Cattle and Milk Production	201	\$26,200	1.73		24	-1.0%
Chicken Egg Production	198	\$54,963	8.15		24	-1.0%
Fruit and Tree Nut Combination Farming	92	\$27,709	11.27		12	-0.4%
Postharvest Crop Activities (except Cotton Ginning)	70	\$53,027	0.71		9	-0.4%
Support Activities for Animal Production	63	\$42,696	1.11		8	-0.3%
Remaining Component Industries	420	\$32,265	2.31		51	-0.5%
<b>Agricultural (Chmura Cluster)</b>	<b>3,319</b>	<b>\$50,164</b>	<b>1.40</b>		<b>379</b>	<b>-0.6%</b>


💡 Employment is one of the broadest and most timely measures of a region's economy. Fluctuations in the number of jobs shed light on the health of an industry. A growing employment base creates more opportunities for regional residents and helps a region grow its population.

💡 Since wages and salaries generally compose the majority of a household's income, the annual average wages of a region affect its average household income, housing market, quality of life, and other socioeconomic indicators.

# Staffing Pattern



6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	929	\$30,900	130
Farmers, Ranchers, and Other Agricultural Managers	928	\$85,900	89
Farmworkers, Farm, Ranch, and Aquacultural Animals	239	\$35,500	32
Agricultural Equipment Operators	103	\$37,800	16
First-Line Supervisors of Farming, Fishing, and Forestry Workers	93	\$58,200	12
Heavy and Tractor-Trailer Truck Drivers	57	\$58,500	6
Managers, All Other	55	\$137,100	4
Packers and Packagers, Hand	55	\$37,600	8
Chief Executives	43	\$251,600	3
Graders and Sorters, Agricultural Products	39	\$35,200	5
Remaining Component Occupations	756	\$63,800	79
<b>Total</b>	<b>3,297</b>		

 The mix of occupations points to the ability of a region to support an industry and its flexibility to adapt to future demand. Industry wages are a component of the cost of labor for regional employers.

# Employment Distribution by Type

The table below shows the employment mix by ownership type for Agricultural (Chmura Cluster) for the Reading, PA MSA. Four of these ownership types — federal, state, and local government and the private sector — together constitute “Covered Employment” (employment covered by the Unemployment Insurance programs of the United States and reported via the Quarterly Census of Employment and Wages).

“Self-Employment” refers to unincorporated self-employment and represents workers whose primary job is self-employment (that is, these data do not include workers whose primary job is a wage-and-salary position that is supplemented with self-employment).



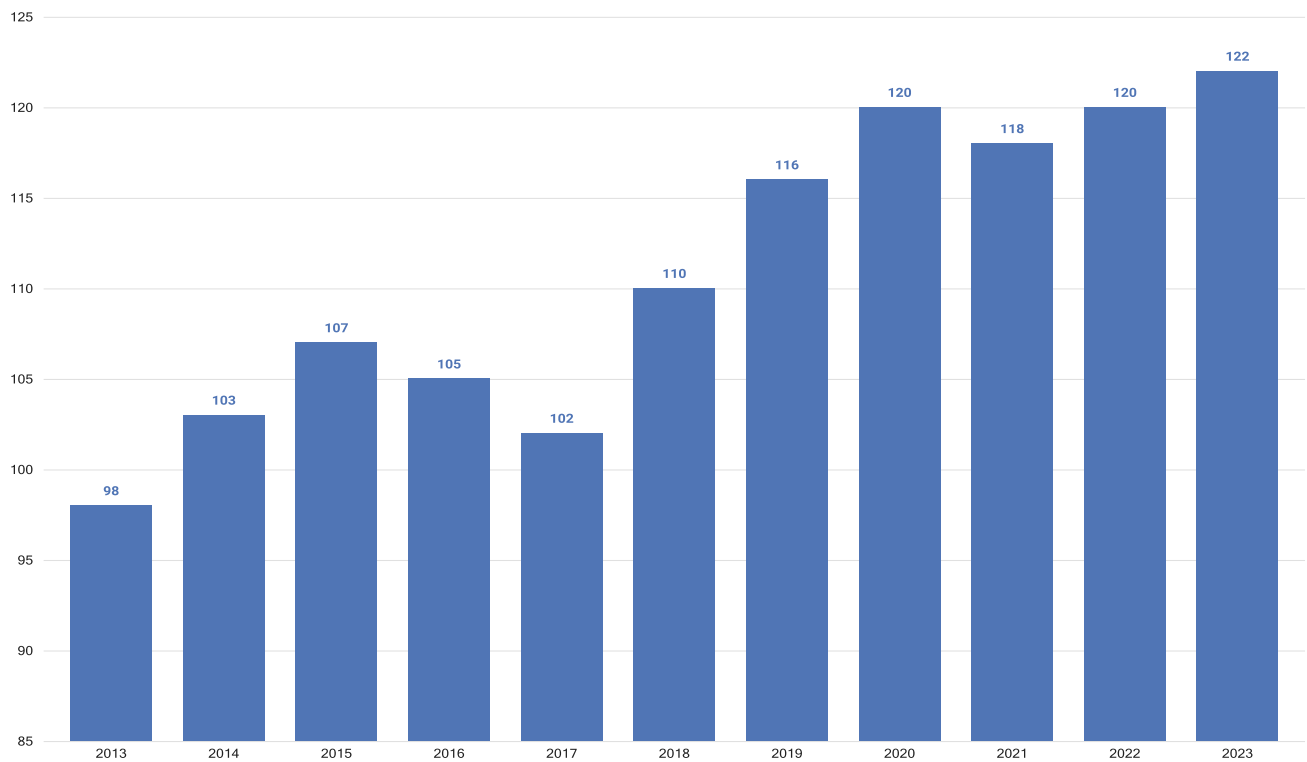
	Empl	%
Private	2,629	79.2%
Self-Employment	690	20.8%

Source: JobsEQ®

 Strong entrepreneurial activity is indicative of growing industries. Using self-employment as a proxy for entrepreneurs, a higher share of self-employed individuals within a regional industry points to future growth.

# Establishments

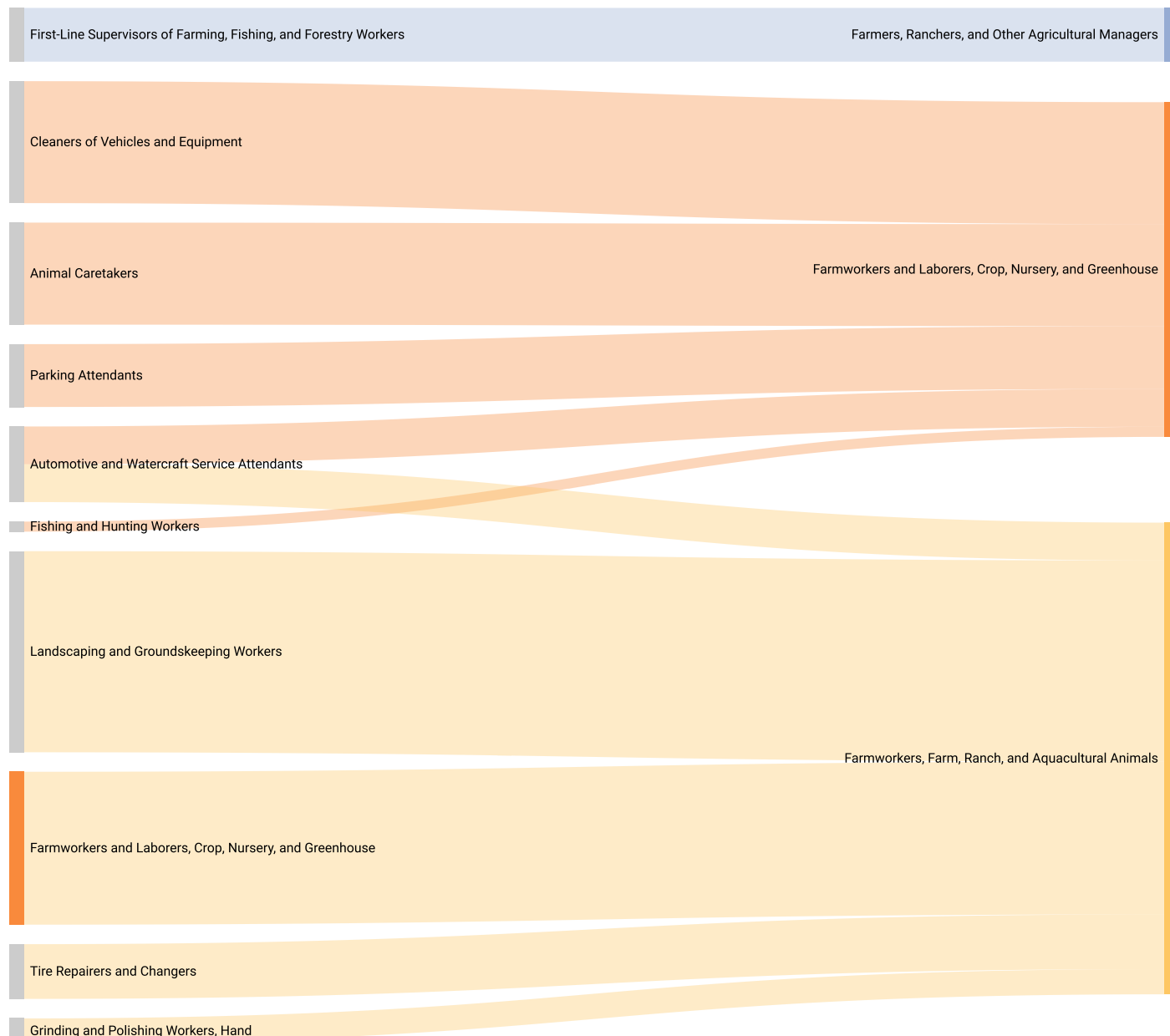
In 2023, there were 122 Agricultural (Chmura Cluster) establishments in the Reading, PA MSA (per covered employment establishment counts), an increase from 98 establishments ten years earlier in 2013.




Source: JobsEQ®

💡 New business formations are an important source of job creation in a regional economy, spurring innovation and competition, and driving productivity growth. Establishment data can provide an indicator of growth in businesses by counting each single location (such as a factory or a store) where business activity takes place, and with at least one employee.

# Sector Strategy Pathways



 The graphics on this page illustrate relationships and potential movement (from left to right) between occupations that share similar skill sets. Developing career pathways as a strategy promotes industry employment growth and workforce engagement.



# Postsecondary Programs Linked to Agricultural (Chmura Cluster)

Program	Awards
<b>Albright College</b>	
Biology/Biological Sciences, General	13
<b>Kutztown University of Pennsylvania</b>	
Biology/Biological Sciences, General	48
Business Administration and Management, General	267
Counseling Psychology	38
Digital Communication and Media/Multimedia	64
Psychology, General	111
<b>Miller-Motte College-Berks Technical Institute</b>	
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	116
<b>Pennsylvania State University-Penn State Berks</b>	
Biochemistry	21
Biology/Biological Sciences, General	19
<b>Reading Area Community College</b>	
Business Administration and Management, General	76

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

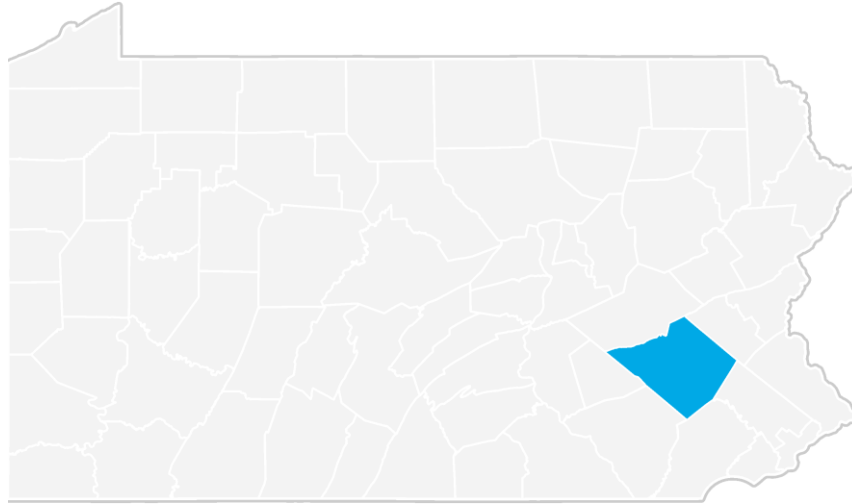


The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.



Among postsecondary programs at schools located in the Reading, PA MSA, the sampling above identifies those most linked to occupations relevant to Agricultural (Chmura Cluster). For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

# Reading, PA MSA Regional Map



# Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2024Q2 and are based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Occupation employment is as of 2024Q2 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Wages by occupation are as of 2024, utilizing BLS OEWS data and imputed by Chmura.
- GDP is derived from BEA data and imputations by Chmura. Productivity (output per worker) is calculated by Chmura using industry employment and wages as well as GDP and BLS output data. Supply chain modeling including purchases by industry are developed by Chmura.
- Postsecondary awards are per the NCES and are for the 2022-2023 academic year.
- Establishment counts are per the BLS QCEW data.
- Figures may not sum due to rounding.

# Industry Definition

**Agricultural (Chmura Cluster) is defined as the following NAICS industries:**

Code	Description
111000	Crop Production (Proprietors)
111110	Soybean Farming
111120	Oilseed (except Soybean) Farming
111130	Dry Pea and Bean Farming
111140	Wheat Farming
111150	Corn Farming
111160	Rice Farming
111191	Oilseed and Grain Combination Farming
111199	All Other Grain Farming
111211	Potato Farming
111219	Other Vegetable (except Potato) and Melon Farming
111310	Orange Groves
111320	Citrus (except Orange) Groves
111331	Apple Orchards
111332	Grape Vineyards
111333	Strawberry Farming
111334	Berry (except Strawberry) Farming
111335	Tree Nut Farming
111336	Fruit and Tree Nut Combination Farming
111339	Other Noncitrus Fruit Farming
111411	Mushroom Production
111419	Other Food Crops Grown Under Cover
111421	Nursery and Tree Production
111422	Floriculture Production
111910	Tobacco Farming
111920	Cotton Farming
111930	Sugarcane Farming
111940	Hay Farming
111991	Sugar Beet Farming
111992	Peanut Farming
111998	All Other Miscellaneous Crop Farming
112000	Animal Production (Proprietors)
112111	Beef Cattle Ranching and Farming
112112	Cattle Feedlots
112120	Dairy Cattle and Milk Production
112130	Dual-Purpose Cattle Ranching and Farming
112210	Hog and Pig Farming
112310	Chicken Egg Production
112320	Broilers and Other Meat Type Chicken Production
112330	Turkey Production
112340	Poultry Hatcheries
112390	Other Poultry Production
112410	Sheep Farming
112420	Goat Farming
112511	Finfish Farming and Fish Hatcheries
112512	Shellfish Farming
112519	Other Aquaculture

**Agricultural (Chmura Cluster) is defined as the following NAICS industries:**

<b>Code</b>	<b>Description</b>
112910	Apiculture
112920	Horses and Other Equine Production
112930	Fur-Bearing Animal and Rabbit Production
112990	All Other Animal Production
114111	Finfish Fishing
114112	Shellfish Fishing
114119	Other Marine Fishing
114210	Hunting and Trapping
115111	Cotton Ginning
115112	Soil Preparation, Planting, and Cultivating
115113	Crop Harvesting, Primarily by Machine
115114	Postharvest Crop Activities (except Cotton Ginning)
115115	Farm Labor Contractors and Crew Leaders
115116	Farm Management Services
115210	Support Activities for Animal Production
115310	Support Activities for Forestry
311111	Dog and Cat Food Manufacturing
311119	Other Animal Food Manufacturing
311211	Flour Milling
311212	Rice Milling
311213	Malt Manufacturing
311221	Wet Corn Milling and Starch Manufacturing
311224	Soybean and Other Oilseed Processing
311225	Fats and Oils Refining and Blending
311230	Breakfast Cereal Manufacturing
325311	Nitrogenous Fertilizer Manufacturing
325312	Phosphatic Fertilizer Manufacturing
325314	Fertilizer (Mixing Only) Manufacturing
325315	Compost Manufacturing
325320	Pesticide and Other Agricultural Chemical Manufacturing

# Region Definition

**Reading, PA MSA is defined as the following counties:**

Berks County, Pennsylvania

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# FAQ

## What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.