

Soil to Sky: Careers in Agriculture and Food was created under the Human Resources Information Exchange Centre Project through the Innovation in Agribusiness Management Fund (IAMF), which was made possible through the Renewal Chapter of the Agricultural Policy Framework (APF), a Federal-Provincial-Territorial initiative. Soil to Sky is presented and managed by the Agriculture and Food Council. Since Renewal, IAMF continues to support this great site.



The Soil to Sky Update is Published three times per year and is an info tool for our partners and supporters, keeping you informed about the website and its progress.

Visitor Overview

Tracking site users over the autumn and winter of 2008, we've measured:

Average Hits Per Day: 3341
Peak Day of Week: Tuesday
Peak Month: November
Highest Recorded: 6952

Top Three Countries by Visit:

- Canada (76%)
- USA (12%)
- Vietnam (1.5%)

Top Three Front Page Clicks

- "Job Banks"
- "Scholarships"
- Within the Keyword Cloud

External Referrers: (after type-ins)

- www.google.ca (30%)
- www.live.com (11%)
- www.agfoodcouncil.com (7%)

These statistics are based on anonymously collected web-traffic and are not scientific.

In January 2009 we recorded our 900,000th hit. That means nearly one million pages of agriculture and food career information have been viewed by potential employees from across Alberta and around the world in the last couple years. If your company is not listed on our site – or your jobs are not profiled in our database – you might just be missing out on a great (and absolutely free) opportunity for promote your business, your organization, or yourself.

Soil to Sky: New User Guide

Choosing the right career can be a daunting process. Individuals interested in beginning or changing careers can struggle with choices from selecting a school to deciding on a field. Soil to Sky's extensive collection of resources and links to information about the agriculture and food industry can be an extremely helpful tool for assisting those unsure about their options in decision-making. But with all the information and options available, even the savviest user can find it intimidating to get started.

To help career and education seekers discover their options and navigate difficult choices, we've created a User Guide: the perfect companion tool for Soil to Sky. Beginning with information about career, education, or industry, this handheld booklet can guide individuals through the first steps of selecting training or schooling through to finding and keeping a career. Selected links and sample searches from Soil to Sky will help website users establish a place to start. The User Guide's interactive career planner, tips for job searching, and ample space for notes will make it easier for career seekers to decide what they're looking for and then to discover it.

If you're a recent graduate, thinking of attending post-secondary schooling, or considering a career change, the User Guide is a great way to help you plan your future. **Visit Soil to Sky booth at a career fair in spring 2009 to pick up your copy or download a PDF version from www.soiltosky.ca.**

The Soil to Sky promotions team will be on location at a number of career fairs and trade shows in the spring and summer of 2009. Come by the booth, say hi, and try out the website on one of our kiosk stations.

Getting Listed!

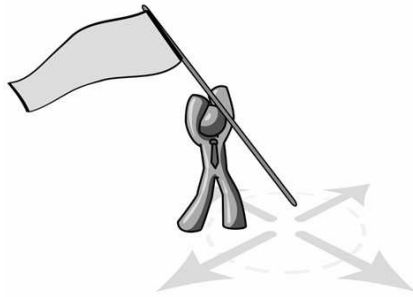
Remember, we list Canadian agriculture and food industry websites, programs, and career profiles on Soil to Sky. And it's absolutely free.

Visit www.soiltosky.ca and fill in the link submission form. We'll post your link within three business days.

If you have a job description that we could turn into a career profile (with credit and links to your site or job listings) let us know. We'll post it and visitors will go to your site for more!

Soil to Sky: Where To From Here?

Soil to Sky is on the road to a million hits by spring 2009! In fact, the website has already far surpassed its goals and reached 900,000 hits as of the beginning of February—the one year anniversary of our new look! However, the future of the website as it moves into its last year of funding remains undecided.



Soil to Sky's unprecedented success indicates an ongoing need for the services the website provides. As we move into the final year for the website, many questions about the future of the site will be addressed.

The end of funding as of March 31st, 2010 means that a variety of options are now possible: Soil to Sky could continue as a non-profit or even a profit site if picked up by another organization, the information compiled from the creation and maintenance of the site could be reviewed and made available for similar projects, or the format and content found on Soil to Sky could be used as a platform off of which other projects could expand or build.

Though the future path of Soil to Sky is currently undefined, it continues to be as promising as Soil to Sky's current success. Whatever happens, 2010 will mark another turning point for the rapidly growing website. Where do you want to see it go?

Send your feedback and ideas about the future of Soil to Sky to info@soiltosky.ca.

Attention Facebookers:

As a very small experiment in modern social networking, Soil to Sky has been running a Facebook group for users of the site to interact with each other and project staff. We're still a small group, but communicating with others in the agriculture and food industry in Alberta and across the country has been a rewarding experience for many of the members. Join us today. Just log into Facebook and search "soil to sky" – or click the link on our site.

Visit us Today! Tell a Friend!



Online Always @ www.soiltosky.ca

How to Reach Us...

Soil to Sky is managed by the Agriculture and Food Council. Brad Salomons (Project Manager) or Charlene Laplante (Project Coordinator) would be happy to answer any questions you may have about this or other similar projects.

Email: hrprojects@agfoodcouncil.com **Phone:** 780-955-3714 (extension 236) **Website:** www.soiltosky.ca

Aussi disponible en français.