

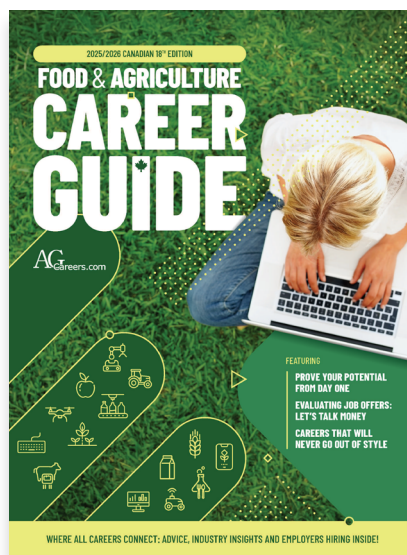
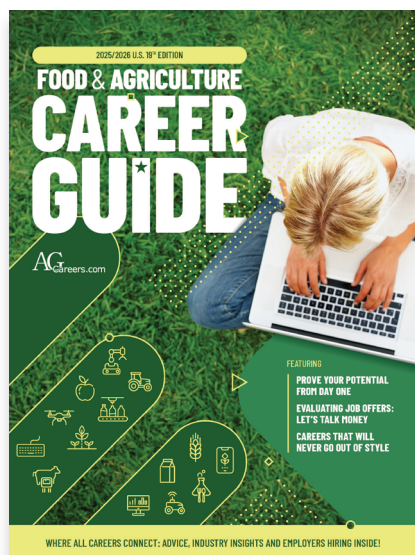
AGCareers.com

FOOD & AGRICULTURE CAREER GUIDE

2026 - 2027 MEDIA KIT

ABOUT

The Food and Agriculture Career Guide is a career resource for students and professionals across North America interested in careers within the industry. The guide provides branding recognition for elite organizations, a direct connection to students and professionals interested in food and agriculture careers, and educational content that engages and sustains readership.



DISTRIBUTION

The guide is published by AgCareers. Both U.S. and Canadian editions are available. The print edition reaches thousands across North America.



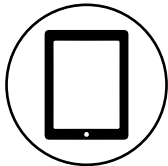
Distributed by nearly 350 unique university and college agriculture and food departments, career services offices, and faculty. Also distributed by other educational organizations such as FFA, AFA, 4-H, & MANRRS.



AgCareers distributes the Career Guide at career fairs and industry events in a variety of industry sectors and across North America.



Advertisers also receive copies for distribution at tradeshow and career fairs.



Extended reach from digital editions:

US Edition - <https://www.agcareers.com/ag-and-food-career-guide/2025/US/>

Canadian Edition - <https://www.agcareers.com/ag-and-food-career-guide/2025/CDN/>

Over 100,000 views per year and growing! Video pop-out included with full-page ad.*



Additional promotional exposure via social media to AgCareers growing network of over 135,000 followers.



Exclusive branding in our Career Success Kit, distributed to over 17,000 students and advisors across North America. Includes company logo and link to current job postings.



*Available with full-page ads only.

EDITORIAL CONTENT

The guide provides helpful career search advice with informational articles on resumes, interviews, and other hot topics.

This variety of editorial content extends the shelf-life of the piece, and truly helps the publication become a guide for students as they go about their career search. 2025 articles included:

- Leveling the Playing Field: How New Grads Can Stand Out
- Embrace Adaptability in the Evolving Job Market
- Unlocking the Door: Transforming your Internship into a Full-Time Career
- Evaluating Job Offers: Let's Talk Money
- AI Red Flags to Avoid
- The Power of Networking
- Why Choose a Career in Food and Beverage Processing?
- Cultivate a Career in Agriculture
- How to Follow Up After an Interview
- Speaking Up & Standing Out: Be Heard and Respected on the Job
- Wait — The Hiring Manager is Actually Checking my Social Media?!
- Fast Track Your Career

AgCareers frequently interviews employers for this content, and advertisers are given the first opportunity for input.

Special Feature: CAREER SUCCESS KIT

The AgCareers Career Success Kit is a free email subscription for students to enhance their career success! Featured in the Career Guide, the kit encourages students and young professionals to subscribe online.

Subscribers receive a monthly email during the school year with career advice and guidance through unique delivery methods, which include videos, infographics, tip sheets, and more.

Career Guide advertisers gain extra recognition in the Career Success Kit, including logo branding and links to active jobs and internships.



LEVELING THE PLAYING FIELD: HOW NEW GRADS CAN STAND OUT

BY BONNIE JOHNSON, MARKETING & COMMUNICATIONS MANAGER, AGCAREERS

One of the most common frustrations that AgCareers hears from students looking for their first job out of college is this: How do I get a job without experience? How do I get the experience needed to land a job?

Young professionals often lament that "All job postings require five years of experience!" This seems like a contradiction for an entry-level position. The job search process can be exasperating for students. Stick to the plan and you can compete and may even have an advantage over experienced professionals in some circumstances! Stand out and even meet to succeed!

Employers see the value in the innovative, resourceful ideas recent graduates bring to their organization. Many organizations have dedicated programs and departments for student internships and recruitment. More than 60 percent of U.S. agricultural and food employers plan to hire new graduates in the coming year. The main reason employers are recruiting recent grads is to remain competitive. Employers also consider new graduates' value as they plan career progression and future leadership. Agriculture and food organizations are preparing for business growth while also considering the retirement of current staff (AgCareers US HR Review).

To help you identify organizations actively recruiting students and new graduates, start by learning about employers that hire interns and on-campus students with development and career exploration programs. Additionally, all the employers advertising in this publication are dedicated to connecting with emerging talent and want to connect with students like you!

SELLING YOURSELF WITHOUT WORK EXPERIENCE. What advantages do YOU bring to the workplace? Top five to consider:

1. FRESH PERSPECTIVES & OPEN MIND

As a student or recent graduate, you may have limited internship and student work experience, but that also means that you do not have as many preconceived notions about how the workplace operates and how the new organization compares to prior employers.

"We've always done it this way." As a long-term employee, that's easy to get stuck in the mindset of "this is how we've done it" or "we've tried to do it this way." New graduates are often more open-minded and eager to try new things. They are not bound by the same mindset as those who have been in the industry for years. They are also more likely to think beyond the standard and bring new perspectives from the outside world.

Regarding Artificial Intelligence (AI) in the job search and workplace, several potential red flags and concerns warrant attention. Whether you're applying for a position or using AI in the workplace, it's essential to understand where it can be helpful and where it may fall short.

AI IN RESUMES AND COVER LETTERS

Job seekers are increasingly turning to AI tools to craft their resumes and cover letters. These tools can help refine formatting, improve clarity, and optimize your resume for Applicant Tracking Systems (ATS). However, without careful use, these tools can undermine your application.

RED FLAGS TO AVOID WHEN USING AI:

1. **Overuse of Buzzwords and Keywords:** AI tools often encourage candidates to incorporate industry-specific keywords into their resumes to help them pass the ATS. While this can be useful, overusing buzzwords may make your resume sound formulaic or robotic. For example, terms like "synergistic," "dynamic," or "results-oriented" can make your resume appear generic and not tailored to the specific job you're applying for.

2. TECH SAVVINESS

Has a parent or grandparent asked you to figure out an app on their cell phone? Have you introduced older friends and family members to social networking?

Most students and recent graduates today are members of Generation Z, born 1997-2012. Gen Z has always had internet access and is known as the most digitally fluent generation. Therefore, it's no surprise that technology is the most desired and often-misused tool.

3. LACK OF PERSONALIZATION

AI-generated resumes and cover letters might not fully capture your unique qualities and experiences. Automation might miss nuances such as the depth of your experience or your enthusiasm for a specific role, resulting in a less compelling application.

4. OVER-OPTIMIZATION FOR ATS

AI can help tailor resumes to get past ATS filters, but focusing too heavily on ATS-friendly language may result in a document that feels mechanical and lacks personality. It's important to strike a balance so that your resume is both ATS-compatible and engaging for a human recruiter.

5. UNREALISTIC CLAIMS

Some AI tools may suggest overly polished or inflated language, promising to make your resume stand out by using strong action verbs or exaggerated descriptions of your achievements. This language can be a red flag for your experience. Don't resort to these claims. Use your resume sounds natural and confident language, but ensure it accurately reflects your skills and accomplishments.

6. IGNORING SPECIFIC REQUIREMENTS

AI may suggest using a generic resume or cover letter that doesn't adequately address the specific requirements of a job listing. A generic approach can overlook opportunities to highlight the exact skills and experiences the employer is seeking.

7. TAILOR YOUR APPLICATION: Even if you use AI to draft your resume or cover letter, ensure you tailor it to the job you are applying for.

8. REVIEW IT YOURSELF: After using AI, go over the content yourself. Make sure it truly represents you, your values, and your achievements.

9. BALANCE ATS AND HUMAN Appeal: Strike a balance between refining for ATS systems and ensuring that your resume sounds natural and interesting to the human reader.

10. REAL-LIFE EXAMPLE: "Sam and Chad" P. to write his entire cover letter. It sounded great until the interviewer asked about a project he didn't even remember mentioning.

UNLOCKING THE DOOR: TRANSFORMING YOUR INTERNSHIP INTO A FULL-TIME CAREER

BY EYDIE HORN, DIGITAL COMMUNICATIONS & EVENTS COORDINATOR, FOODAGENTS

Internships and co-ops are more than just a box to check on your degree—they're genuine opportunities to launch your career. I learned this firsthand when I began my career as a valuable team member. Those are still days I treasure.

STAY IN TOUCH AND

GENUINITY

Actions speak louder than words. It's not just about what you say, but how you say it. It may seem like a small detail, but it can make a big difference in how your employer perceives you.

THE POWER OF NETWORKING:

Networking is not just about exchanging business cards. It's about building meaningful relationships that can support your career growth and open doors to unexpected opportunities.

WHY IT MATTERS

Networking is not just about exchanging business cards. It's about building meaningful relationships that can support your career growth and open doors to unexpected opportunities.

RETHINKING NETWORKING

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EVALUATING JOB OFFERS: LET'S TALK MONEY (AND MORE!)

BY MARY BARNETT, MANAGER OF HUMAN RESOURCES, AGCAREERS

Graduating and landing your first job offer is a huge milestone. Congratulations! But before you sign on the dotted line, it's worth taking a moment to pause and look beyond the salary figure. While salary matters, a job offer typically includes many other elements, such as benefits, time off, flexibility, and more.

PAID LEAVE AND WORK FLEXIBILITY

Paid leave policies vary widely. Some offer generous vacation, personal time, more limited. Make sure you understand how you accrue your leave and how you can use it.

THINK ABOUT THE INTANGIBLES

You can't measure some job benefits in dollars. With this role offer, remember that compensation is an ongoing conversation. Annual reviews and performance evaluations are opportunities to advocate for raises and promotions. Be respectful, realistic, and confident in your value.

LONG-TERM GROWTH AND RAISES

If the starting salary isn't quite what you hoped for, remember that compensation is an ongoing conversation. Annual reviews and performance evaluations are opportunities to advocate for raises and promotions. Be respectful, realistic, and confident in your value.

FINAL THOUGHTS:

Every job offer is unique, and so are your priorities. Take the time to assess the full value of what the potential employer is offering, including salary, benefits, time off, career growth opportunities, and a positive workplace culture. A thoughtful decision now can set the stage for a fulfilling and financially sound career.

HOW TO BUILD MEANINGFUL CONNECTIONS

BY BRADLEY COOK, CONTENT MARKETING MANAGER, AGRICULTURE FUTURE OF AMERICA

Whether you're a seasoned professional or a student just stepping into the industry, networking is more than a buzzword. It's a bridge builder. In agriculture, relationships drive everything from agribusiness partnerships to community development. Networking isn't just about exchanging business cards. It's about building meaningful relationships that can support your career growth and open doors to unexpected opportunities.

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AT ITS CORE, NETWORKING IS ABOUT:

Connection. Meeting people with shared passions, aligned values or complementary skills.

STRONG NETWORKS CAN HELP YOU:

- Discover new job opportunities or career paths
- Get advice from those with firsthand experience
- Stay informed on industry trends and best practices
- Find collaborators, co-founders or mentors

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ADVERTISEMENTS

The Food & Agriculture Career Guide is a resource for students and professionals highlighting the top businesses within the agricultural and food industries. It helps students better understand the breadth of career opportunities available.

Who should advertise?

Agriculture and food employers that are actively recruiting and hiring students and professionals for both internship and full-time positions.

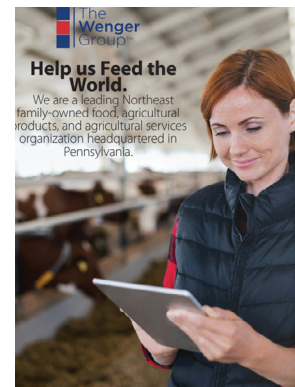
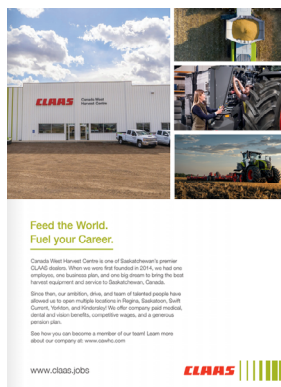
What should you advertise?

Organizations use their full-page ad to introduce their company to candidates, discuss their mission, inform readers about their internships, training programs and careers, tell candidates how to apply, and share contact information.

Online Reach for Added Exposure

As a thank you to our advertisers, we will additionally include the following:

- Company video pop-out windows included in online advertisement
- Career Guide Thank You banners on AgCareers homepage featuring logos of advertisers
- Advertisements shared on AgCareers social media channels
- Feature in the Classroom Implementation Kit, used by secondary student teachers.



SPECIAL OFFER! Internship Program Benchmark

Wonder what your interns really think about your program? The AgCareers Internship Program Benchmark will give you the candid responses you are looking for.

This two-part survey taken by your interns provides insights into their expectations heading into the internship and then their thoughts at the end. Conducted by third-party AgCareers, interns are more open and honest with feedback. Get your individual results as well as an anonymous benchmark to other employer participants to compare your program to others.

With your Career Guide purchase, TAKE \$100 OFF the Internship Program Benchmark!

**First-time Internship Program Benchmark customers only.*

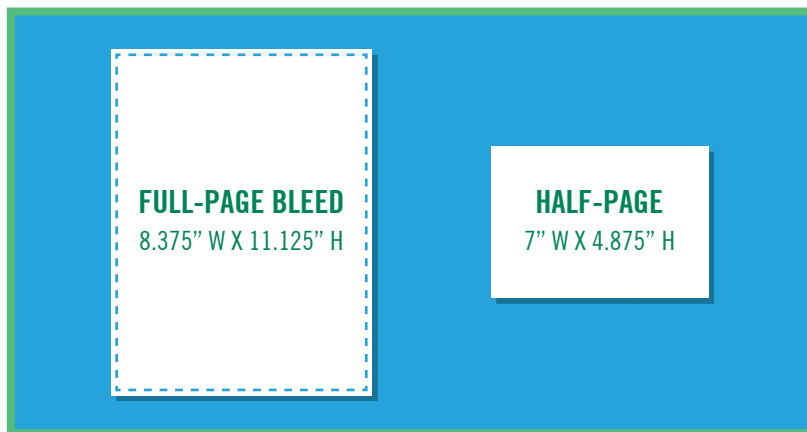
INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2026-2027 AgCareers Food and Agriculture Career Guide. Your investment per full-color, full-page ad:

Your investment per full-color, full-page ad:

U.S. Edition	\$2,500 full-page	\$1,700 half-page
Canadian Edition	\$1,900 full-page	\$1,250 half-page

\$1,000 deposit is required to hold your spot.
Space is available on a first come, first serve basis.



Advertising specs:

Bleed Page Size — 8.375" x 11.125"

* Trim Page Size — 8.125" x 10.875"

* Type Safe Area — 7" x 10"

Half-Page Size — 7" x 4.875"

All graphics and photos used in creating the ad should be 300 dpi, CMYK files. Final press-ready, high resolution PDFs should be submitted when the ad is completed.

Advertiser TIMELINE

MAY 1, 2026
Advertisement
commitment
required

MAY 31, 2026
Advertisement
artwork due

SEPTEMBER 2026
Guide is printed
& distributed

Ask About Our
Student Recruitment
Bundle!

RESERVE YOUR SPOT!

SPECIAL OFFER!

Reserve your spot in the 2026 Food & Agriculture Career Guide and get **\$100 off of your subscription to the AgCareers.com Internship Program Benchmark!**

Email agcareers@agcareers.com to take advantage of this offer.

**New Internship Program Benchmark customers only*

To reserve your spot, fill out the order form below, or contact:

AgCareers.com
agcareers@agcareers.com
800-929-8975

YES, reserve _____ page(s) for my organization to participate in the 2026 - 2027 Food and Agriculture Career Guide!

_____ US Edition _____ Canadian Edition _____ Both

Company Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

TAKE A LOOK AT LAST YEAR'S EDITIONS!

CANADIAN EDITION

US EDITION