



What is the HRvest?

Center for Growing Talent (CGT) presents HRvest, our strategic HR Maturity Model consisting of an industry-specific set of expert assessment and reference tools. Built in partnership with PricewaterhouseCoopers (PwC), HRvest helps companies like yours to develop strategic HR approaches that better align talent acquisition, development, and retention to critical business issues over the long-term.

What is Strategic Human Resources (HR) and what value can it provide?

Strategic HR is about understanding business needs, connecting with executive leaders to create real solutions, then helping your company develop talent programs for sustainable growth. Strategic HR is proactively managing, thinking of, and planning for smart, flexible, engaged talent that can adapt to new, tougher business challenges for the long-term.

While essential to every industry, the fresh produce and floral industry must consider strategic HR solutions to skillset challenges. HR functions within the industry must focus on ways to become more strategic and collaborate with the C-suite to realize long-term business goals.

How are we partnering with PricewaterhouseCoopers (PwC)?

HRvest was designed in collaboration with PricewaterhouseCooper's HR experts. PwC is a worldwide leader in people strategy and have years of research and benchmarking experience.

Who should take the HRvest Assessment Tool?

To get the absolute best results, we strongly recommend that two perspectives are included (each person should take the assessment individually). The most senior person in Human Resources and the CEO (or another executive) are recommended.

Is this assessment tool confidential?

The assessment tool is confidential; your anonymous results will be aggregated and can be used to populate industry-specific data that will help inform decisions on solutions and action plans that are capable of providing competitive advantages.

How will this help my company?

With assessment outcomes and on-line reference tools, companies will be able to design and construct strategic HR approaches that align with long-term business goals, providing direction into talent needs to help realize business value and growth.



What will the results tell me?

The convenient, downloadable results and reports will have filtering capabilities that can configure data in logical, meaningful categories to help you assess competitiveness, and evaluate your HR programs.

How can I enroll to take the assessment tool?

To take the HRvest Assessment Tool, simply fill out this [short web form](#) at [centerforgrowingtalent.org](#). We'll get in touch and give you the next steps on how to participate.

What's the business case to get my company to do this?

The CGT HRvest Strategic HR Maturity Model gives the fresh produce and floral industry, actionable, data-based information to assess current HR practices – and create actionable strategies for long-term success.

HRvest returns value to your business.

- *Assess*: complete the proprietary HR Maturity Assessment to gain insights into potential gaps and opportunities.
- *Align*: use aggregated survey results to compare your practices to peers.
- *Achieve*: build action plans to gain value and competitive advantages.

Do I have to be a PMA member?

No! We believe that shared success for the entire produce and floral industry helps all of us. This assessment was brought to you through contributions to the Industry Talent Fund made by produce and floral companies that share CGT's commitment to talent. Interested companies can choose to donate to the Industry Talent Fund by [clicking here](#) or visiting [centerforgrowingtalent.org](#).

How much does this cost?

It's **Free!** Contributions to the Industry Talent Fund from companies around industry have made the development and distribution of this assessment possible. This is a unique opportunity to be able to take an advanced assessment such as this one at no cost, and we strongly urge you to take advantage.

How much time will the assessment tool this take?

The assessment should take only about 15-20 minutes for an individual to complete.



What if I don't have an HR department?

Not everyone has an HR department—and that's okay! But you still can have a strategy for attracting, engaging and retaining your best talent.

How large of a company do I have to be to take part in this?

All company sizes are encouraged to participate. You'll also see where you (anonymously) stack up against other companies that are similar in size.

How long will it take until I get my results?

It takes an average of 2-4 weeks after taking the HRvest Assessment Tool to compile the data and give you access to your customized results.

What will the aggregate data from the industry tell me?

The aggregate data will let you know where you stand compared to others who you might be competing against for talent. It will show where you might have something special happening and where you may want to do a little research or model peer companies to shore up your HR capabilities and employee experience. You'll be able to get aggregated data for companies your size, in your region and supply chain segment.

What will CGT do with this info?

CGT will not see any individual company results, but the overall results of the assessment will be used to provide a 'big picture' that allows CGT to see where our industry stands as whole. We will use the results to create smart programming and resources where it makes the most sense.

For more information, contact HRvest@CenterForGrowingTalent.org.