

# Cultivating a New Crop

## What is Agribusiness?

Agribusiness is an integrated subject at Year 12 and 13 that provides an understanding of New Zealand's primary products throughout the entire value chain, predominantly beyond the farm gate. It is taught across all primary industry sector contexts with concepts from business, technology and science, such as innovation, value added, sustainability, management and finance, and future proofing.



## What is the Agribusiness in Schools Programme?

The Agribusiness in Schools programme provides a support service to schools, teachers, and students, to enable Agribusiness to be taught in every school in the country.

## Agribusiness in Schools aims to:

- ✓ Provide a better understanding of what the primary sector is.
- ✓ Change the image of agriculture – that it is exciting, dynamic and a “passport to the world”
- ✓ Better engagement with the urban sector.
- ✓ Highlight the career opportunities that the primary sector provides.
- ✓ Meet the needs of the primary sector now and in the future.
- ✓ Address economic growth and employment in a dynamic, evolving global environment.
- ✓ Get students at secondary school level to be moving into the tertiary agriculture education.
- ✓ Improve secondary – tertiary sector links.

## Achievements to Date

**125**  
SCHOOLS

In 2024, there were 125 schools offering Agribusiness to over 3,000 students in Year 12 and 13.

### Agribusiness in Schools students are;

- 3.6 times more likely to be enrolled in related tertiary training than non-agribusiness students
- 3 times more likely to be employed in the primary sector than non-agribusiness students.

- Agribusiness in Schools shows the success of providing early exposure to students for agriculture as a training or career pathway
- Agribusiness in Schools has effectively extended its reach beyond traditional rural communities, engaging students who previously had minimal exposure to the agricultural sector, demonstrating its success in making agriculture accessible and appealing to a broader audience.
- 64% rural schools and 36% urban schools.

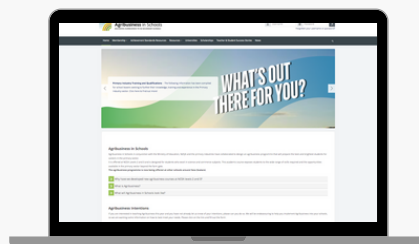
## Where to from here?

- ✓ Get more students, teachers and schools to uptake Agribusiness.
- ✓ Ensure the Agribusiness programme is collaborative and a reflection of the primary industry needs.
- ✓ Support individual schools to implement Agribusiness.
- ✓ Improve public perception of primary industry careers.
- ✓ Continue to develop resource material for schools to use.
- ✓ Highlight to urban students the potential for stimulating careers.
- ✓ Encourage new teacher trainees into Agribusiness.

## Have a question? Get in touch!

For more information about the Agribusiness in Schools programme contact: Melanie Simmons, Agribusiness Advisor.  
**027 423 9778 [m.simmons@stpauls.school.nz](mailto:m.simmons@stpauls.school.nz)**

Visit our website: [agribusiness.school.nz](http://agribusiness.school.nz) →



## The Challenges to Achieving our Goal

### Teacher Capacity

- Lack of primary sector trained teachers.
- Attracting teachers to the profession.
- Lack of teacher education scholarships for career-changers.

### Resources

- Limited funding for implementation in schools.
- More specialist advisors to help teachers and schools to deliver the subject.
- More links with industry groups for guest speakers, visits, educational opportunities, and contacts.

### Perception

- Lack of perceived need by schools.
- Lack of recognition as a valuable subject in our secondary schools.



## What can farmers and growers do?

- ✓ Recognise Agribusiness or Agricultural and Horticultural Science as valuable subjects in our secondary schools.
- ✓ Encourage students to take Agribusiness or Agricultural and Horticultural Science.
- ✓ Lobby schools to offer primary sector education
- ✓ Encourage people to train to become primary sector educators.
- ✓ Make contact with the schools to offer help and support.
- ✓ Encourage schools and students to visit your farms, orchards and crops.
- ✓ Offer to be a guest speaker, subject expert or mentor for a school or students
- ✓ Help with resources such as equipment.