

# our people our talent



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By farmers. For farmers.

## Welcome to the first edition of Our People—Our Talent.

Our quarterly newsletter informs and promotes the many wonderful people and development activities Beef + Lamb New Zealand is supporting on farms, in schools and other educational institutions.

The evolution of our sector is totally dependent on building people capability. Whether they are farm managers, sector leaders, shepherds or in the many supply-chain and sector-support roles; increased skills, knowledge and passion are required to allow our red meat industry to thrive in an ever-changing world.

We also need to harness the power of the team; especially when partners are both fully involved in farm decision-making and planning.

Within high schools, the tide appears to be turning with more and more interest in agricultural careers. We have recently seen the development of a specialised agricultural business curriculum thanks to industry funding.

It is my absolute pleasure to bring you this first edition of “Our People—Our Talent”. I hope you enjoy reading the stories about the people and activities that are building our sectors’ capability and ensuring the future of the sheep and beef sector is in safe hands.

Here is a broad overview of the current activities and investments.



**Doug Macredie**  
Project Manager  
Sector Capability

- 3000 students participate in our [Young Farmers lead, Get Ahead and Teenag programmes](#)—introducing them to the opportunities in farming.
- We had 700 [Primary ITO](#) trainees undertaking training in farm skills and safety, pasture management, husbandry and farm management.
- 500 women supported through [Agri-womens Development Trust](#) empowerment and leadership programmes.
- We had 150 students trialing the new [St Paul's Collegiate agricultural business curriculum](#). More than 50 partner schools are now adopting the curriculum.
- We've supported 40 people through the Kellogg's Rural Leadership programme and the three sheep and beef sector people selected for the year-long [Nuffield Overseas Research scholarship](#).
- We have 30 Beef + Lamb New Zealand scholars across Massey, Lincoln, Canterbury and Waikato universities

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- We have provided scholarships and support for [Waipaoa](#), Otiwhiti, [Whenua Kura](#), Taratahi and Telford Agricultural training institutions
- Fourteen people have been through our Farmer Council development program
- Six young farmers have participated in the [International Beef Alliance](#), [Tri-lamb](#), or received young shepherd's scholarships
- Over 34,500 high school students visited the four national career expos which included our newly-sponsored Growing New Zealand Primary Sector stand developed by the Primary Industry Capability Alliance (PICA)
- A total 4441 people are better equipped to be part of our industry's exciting future. See [www.growingnz.org](http://www.growingnz.org).

Giving 78 South Auckland school students insight into the opportunities within the primary sector was one of the stand-outs in this year's Young Farmers' Get Ahead programme.

Christel Chapman, who runs the 10 Get Ahead days across the country, says it was the first-time Young Farmers had held the event in South Auckland, and they were rewarded by the enthusiasm and engagement of the 78 students who attended.

Coming from an urban area, these students from nine South and East Auckland secondary schools, have typically had no exposure to farming or primary industries, but Christel says this only appeared to fuel their interest in a sector of the economy they knew little about.

The day included presentations from Horticulture and PipFruit NZ, the Ministry for Primary Industries who talked about biosecurity, Claas Harvest Centre, Beef + Lamb New Zealand, DairyNZ and PGG Wrightson. Many of these presentations included the opportunities for students to try their hand at industry-related activities such as measuring the sugar levels in apples and administering animal health remedies.

The students also heard from several young people working within the primary sector. One that particularly impressed was a 30-something produce



broker. Originally from a South Auckland background, he is charged with negotiating prices between growers and supermarkets. Despite having a colourful background and no formal tertiary education, he is now earning a six-figure salary, owns a home, drives a company car and has a career he enjoys and is good at.

The tone for the day was set by a gourmet hamburger chef who has made a point of meeting all the farmers and growers who produce the ingredients for his hamburgers. He stressed the importance of sourcing quality produce and knowing where your food comes from.



As Christel says, teenagers might not understand farming—but they all understand food, and this presentation gave them insight into the value chain. The chef also gave them a particularly delicious lunch.

Young Farmers held two Get Ahead days in Auckland this year, the second on the North Shore. Christel says this focus reflects the fact that 30% of this country's secondary schools lie within the Auckland urban area.

"As we are trying to reach as many young people as possible we realistically knew we needed to be doing more in the Auckland region."

The 10 Get Ahead days were attended by 918 students from 111 secondary schools across the country.

While difficult to measure the success of these days, Christel says they asked the students in an exit questionnaire whether they felt better able to make choices about learning and work opportunities after having attended Get Ahead. Over 80% agreed or strongly agreed—which was a pleasing result for the organisers.



## St Paul's students win Young Inventor of the Year



An ingenious tool for removing old gate-latch staples won a group of St Paul's Collegiate School Agribusiness students the "Young Inventor of the Year" prize at this year's Fieldays.

Year 13 students George Dyer, Robert Morbey, James Mitchell and William Eyre are the brains behind "De-Fence" which removes old gate-latch staples from posts quickly and easily, saving farmers time, money and physical exertion.

The young innovators developed the product in one of their Agribusiness classes.

They weren't the only St Paul's students to enter the Innovation Awards at Fieldays. One group designed "Ride Safe", a quad bike helmet that does not allow the vehicle to start without the helmet being secured. Another developed "Flash Inc." a LED strobe light which fits under a tractor bonnet to stop birds nesting in the engine.

The Agribusiness programme was created by St Paul's, DairyNZ, Beef + Lamb New Zealand and 11 other Agricultural business partners to inspire secondary school students to consider a career in the primary sector.



## Business course proves a springboard for growth

When Tracy Paterson was asked to use one word to describe how she felt at the completion of her Understanding Your Farm Business course she replied “enthusiastic”.

But this only part-way to describing her experience which she said wildly exceeded all her expectations.

“It was amazing- totally amazing.”

Tracy and her husband Andrew farm Matakanui Station near Omakau in Central Otago. While Tracy says she has always been very involved in the business, participating in the Agri-women's Development Trust's Understanding Your Farm Business (UYFB) course has taken this involvement to a whole new level.

It has given her the confidence to ask questions, challenge the status-quo and take a more active role around formalised business planning. But most importantly it has opened her eyes to how much more value she could add to the business.

Amongst the highlights were presentations from a farm advisor about budgeting—feed, financial and stock, an accountant who took understanding financial management to a whole new level and a session on business planning.

“There were a few lightbulbs that went on during that session.”

As UYFB is for women only, Tracy says it made for a really supportive learning environment, one that encouraged and built confidence.

She says her fellow participants represented a wide range of ages, backgrounds and farm-business structures which meant there was a wealth of knowledge and experience just amongst the group.

They have created a Facebook page and intend to keep the group together and learning in an informal way.

Tracy says Andrew has been very supportive of her doing the UYFB course and encouraging of the skills she can now bring to the business.

The UYFB is the second AWDT course Tracy has completed- the first was the “Protecting Your Team” a one-day course which she credits for giving her the tools to help change the health and safety culture amongst their farm staff.

She is now eyeing up future courses within the Beef + Lamb New Zealand-supported AWDT programme.



For a Lincoln student from the Wairarapa, Indonesia was always going to be a cultural shock.

But agricultural commerce graduate Josh McKay saw the opportunities for New Zealand's primary produce in a country of 250 million people with a hunger for safe, high-quality food and a lifestyle this food represents.

Josh, who completed his Lincoln University degree with the help of a Beef + Lamb New Zealand scholarship, went to Indonesia last October as part of the Prime Minister's Scholarship for Asia.

Along with 20 other Lincoln University students, Josh attended two universities; Brawijaya University in Malang and Bogor University near Jakarta, completing a six-week summer course in agri-innovation and agri-business. The students were asked to identify and analyse NZ's agricultural export opportunities in Indonesia, with a particular focus on beef, wool, dairy and Manuka honey.

Josh says like NZ, Indonesia has a blended population, made up of people from different cultural backgrounds—with strong connections to the land.

NZ's multi-cultural history, he believes, would resonate with Indonesians and could be part of marketing story underpinned by product attributes of health and safety.

“The Indonesians value their blended community and this creates a good opportunity to tell our story of our history, our landscapes and our blended communities.”

Josh stresses the need to sell the “why” in any marketing story.

“People don't buy what you do—they buy why you do it.”

He believes there are plenty of reasons why Indonesians should favour NZ's produce, these include NZ's family-based farming systems, its relatively clean, green environment, impeccable food safety record and traceability.

“The health attributes of the food produced in this country should be entwined in a compelling marketing story from New Zealand's primary sector.”

Despite the per capita GDP being just NZ\$3,500—and over 50 million people not having access to electricity—the Indonesians are an extremely connected society. Data and cell phones are cheap and plentiful and are they consequently big users of social media. This gives the population insight into the affluent lifestyles they aspire to.

This “lifestyle” is encapsulated in the products and food they buy and Josh believes there is great opportunity for NZ beef, dairy, wool and Manuka honey to be differentiated in the Indonesian marketplace.

“We just have to sell our “why”.”

Josh has completed his degree and is now based in Masterton and working in the finance sector.



## Agribusiness course developed for secondary schools



*Peter Hampton  
Deputy Principal St Paul's*

The launch of new academic, achievement standard-based courses in agribusiness aims at attracting bright young students into the primary sector.

The initiative of St Paul's school in Hamilton, the NCEA level 2 and 3 agribusiness course is aimed at more academically capable students. Filling a void in primary industry studies at secondary school level, it brings together the disciplines of science and business and is designed to help springboard secondary school students into agribusiness-related tertiary education.

Peter Hampton is deputy principal and director of agribusiness at St Paul's. He is hugely enthusiastic about the agribusiness curriculum which his school was instrumental in developing.

He says it was parents who identified the gap in the curriculum after the school played host to a regional Young Farmer of the Year competition.

In what has been a private/public partnership with St Paul's, Beef + Lamb New Zealand, DairyNZ and 11 other agribusiness partners—including Fieldays—has committed over \$2 million to developing and rolling out the agribusiness achievements standards.

This year it is being trialled by NZQA with 350 students involved across 10 schools throughout the country. If successful, the course will be rolled out to other schools giving thousands of teenagers the opportunity to study agribusiness at secondary school level.

Peter says the new agribusiness standards, which is aimed at attracting students from both urban and rural backgrounds, will go some way to helping address the skill-shortage in the primary sector.

The curriculum includes agri-science, agri-innovation and agri-finance and marketing. It encompasses, for example, the use

of technology beyond the farm gate, adding value to primary produce, cash-flow forecasting and future proofing a business.

The newly developed course was the focus of a recent two-day conference at St Paul's which attracted representatives from 56 secondary schools. Peter says there has been much interest in the course from both the education and agricultural sectors.

"For me, it's the best thing I have ever done in terms of education."



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# *Massey University scholars* 2017



*Georgia Gavin*  
STRATFORD



*Ariana Hadfield*  
WAIROA



*Shaun Rowe*  
STRATFORD



*Hannah Gibb*  
FEILDING



*Emily Maclean*  
RAMARAMA



*Sam Pike*  
BULLS



*Hugh Jackson*  
NGARUAWAHIA



*Lucy Stratton*  
EKETAHUNA



*Grace van Tilborg*  
WARKWORTH