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AHEAD
.co.nz

Get a future
in agriculture

Your guide
to a career in
AGRI-BUSINESS

***Your New Career
Starts Here***

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The wide world of agriculture

The agriculture industry is big - it employs thousands of people in a whole range of jobs, directly on farm and in support of its activities.

Agri-business careers include a range of skilled, professional services to farmers. These include vets, farm consultants, environmental engineers, fertiliser reps and bankers... the list goes on and on! More and more people are building great careers in the agriculture industry and become really successful.


An average farmer uses about 10 different advisors to help him or her run their farm.

As a trusted expert in your chosen field you will become a respected and valued advisor to many farm businesses. The relationships you develop in the rural community are often life-long.

At the same time you can enjoy a great lifestyle – one where you can use your skills on a daily basis, earn good money and, in time, can become your own boss with your own profitable business.

With determination and the investment of your time into achieving the right qualifications you can have a rewarding, versatile career.

This guide has been put together to help people like you, who are thinking about a career in the agriculture industry, but aren't sure what's involved or where to begin.

A large, stylized green cloud graphic is located in the bottom right area of the page. It has a soft, puffy appearance with a slight shadow. Inside the cloud, the text 'So come on, let's get started!' is written in a white, bold, sans-serif font. The cloud has several smaller, similar shapes trailing off to the right, giving it a sense of movement or a thought bubble.

***So come
on, let's get
started!***



Some agricultural facts

Agriculture is a significant employer and contributor to New Zealand's standard of living.

Some agricultural facts:

- In 2009/10 dairy companies processed 16.5 billion litres of milk
- In 2010 there were more than 4 million dairy cows, 33 million sheep and just under 4 million beef cattle
- NZ exports 90% of its sheep and beef meat and about 95% of its dairy products
- In 1990 the average dairy herd size was 160 cows, in 2010 it was 376
- Agriculture is New Zealand's largest export earner
- New Zealand is the largest exporter of sheep meat – contributing to 40% of the global exports
- 92% of New Zealand lamb, 82% of New Zealand beef and 95% of New Zealand venison is exported
- The first frozen meat export was in 1882 – the ship sailed to London
- There are 24,000 people employed in sheep, beef and deer farming
- The main market for venison is Germany.

What do you want?

Help yourself out a bit...find out if working in the agriculture industry is for you. The list below might help you sort out what you want in your career. We have put some things in...but you'll want to add more.

<i>"What I Want"</i>	<i>Not Really</i>	<i>Prefer It</i>	<i>Absolutely!</i>
I want to work away from a desk			
I want to work with other people			
I want to help others			
I want to challenge myself			
I want to continue to learn throughout my career			
I want to travel			
I want to be part of the agriculture industry			
I want to be in control of my life			
I want to earn good money			
I want to live in a small town or provincial city			
Add your own:			

If you have lots of ticks in the 'prefer it' and 'absolutely' columns then working in agri-business might be just what you're looking for.



What are employers looking for?

Farmers need people that they can trust to find the good ideas that will work on their farms.

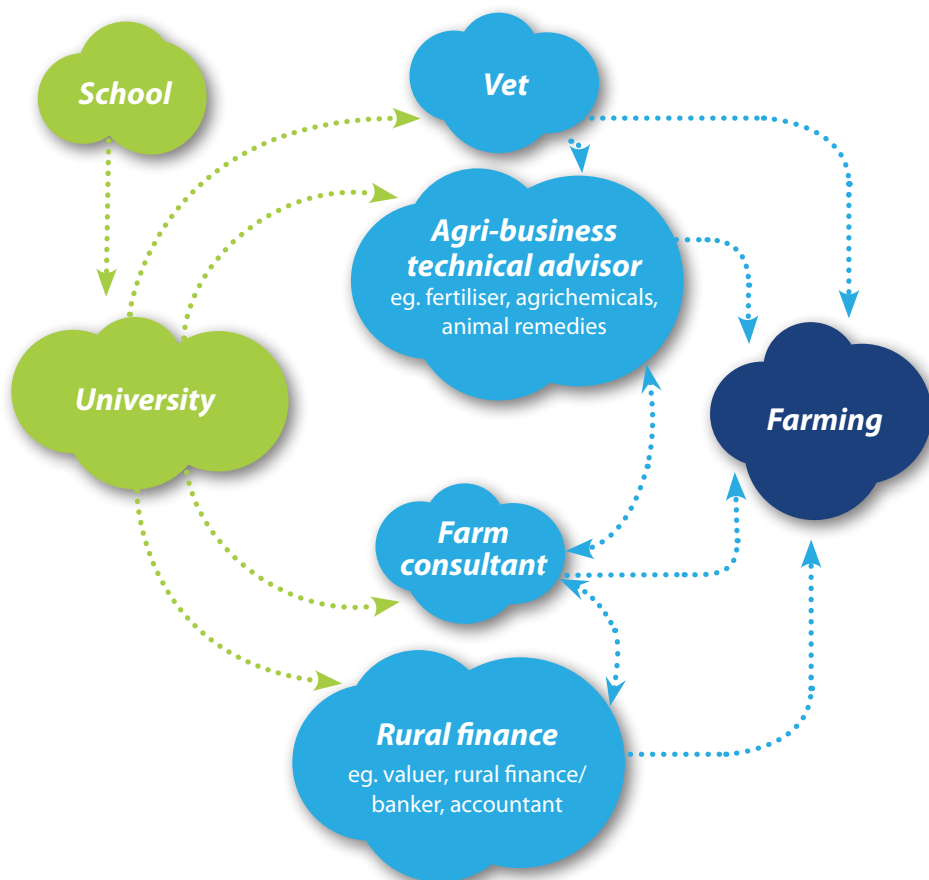
Farmers are busy people with big responsibilities; they run businesses that may be worth millions of dollars. More than ever, to be successful they have to keep up with scientific developments, information technology, animal health, business and people management.

- Being reliable – for example, never being late to an appointment
- Being trustworthy – you are in a position of trust and must always live up to that
- Being an expert – staying up to date with the latest information and trends is critical
- Being able to work on your own. Employers don't want to have to check on you all the time
- Being enthusiastic and interested in the farmer and their business
- Having the right attitude – employees don't employ qualifications; they employ the right people who have qualifications
- Being a people person who likes meeting and helping farmers to build their business.

Agri-business career pathways

Farmers need quality advice from their support team. As a result, many of the agri-business career options start with a degree.

Once you finish studying you have a range of options to choose from and a shortage of qualified people will mean your skills are in high demand.





Agri-business careers

An industry with variety

Farm consultant/advisor

You can support the agriculture industry and build a thriving career or business in a variety of ways.

Farm consultants help farmers develop their business and create wealth by providing a user-pays advisory service, often through one-on-one meetings, discussion groups and field days. They also assist farmers with developing their financial and business management skills to increase farm profitability and growth.

The role of the farm consultant would suit someone who enjoys interacting with and helping people and isn't looking to be office based.

Farm consultants should be professional, patient, friendly, confident, helpful, trustworthy and able to motivate people, as well as fit and healthy because their work involves visiting farms and can involve a lot of travel.



Alternative titles

- Agri-business consultant
- Consulting officer
- Field officer
- Farm advisor

Typical tasks

- Visit farmers regularly
- Give advice on financial and business planning and farm management
- Provide farmers with decision-making support
- Help farmers set business goals
- Advise on resource use
- Research information requested by farmers
- Run training and seminars on a variety of farm management topics
- Provide sound and unbiased advice
- Property supervision
- Staff management advice
- Farm management advice.

Recommended subjects to take at secondary school

English, Biology, Chemistry, Statistics and Modelling, Science, Maths with Calculus, Economics, Accounting.

How to become a farm consultant

To become a farm consultant it is preferred that you have a tertiary qualification in agriculture. Degrees can be obtained from either:

Massey University

Lincoln University.

Degree options

- Bachelor of Agricultural Science (BAgrScience)
- Bachelor of Science - Agriculture (BScAgriculture)
- Bachelor of Commerce (Agriculture)
- Bachelor of Business Studies (Agri-business)

Possible employers

Private farm consultant companies, DairyNZ, Beef+Lamb New Zealand or self-employed businesses.

Agri-business careers

Rural banking consultant

Rural banking consultants are the key link between farmers and the bank. They work one-on-one with farmers to assess financial situations and develop solutions; develop lending applications; facilitate meetings within farm business teams and work with farmers to best meet their financial needs.

While some desk work is required, a good proportion of a rural banking consultant's time is spent on-farm, either appraising the operation or over the kitchen table working with the farmer. Did we mention the job usually comes with a car?

If you like numbers, problem solving, and working with people to develop solutions the role of rural banking consultant might be the one for you.

Alternative titles

- Bank manager
- Rural manager
- Agri-business manager
- Agri-business analyst.

Typical tasks that a rural banking consultant would do

- Lending applications
- Visit farmers regularly
- Provide farmers with decision-making support
- Account analysis

- Farm business plans (mainly financial)
- Facilitate meetings
- Give financial advice
- Develop and monitor budgets
- Provide advice
- Travel to clients' farms.

Recommended subjects to take at secondary school

English, Biology, Chemistry, Statistics and Modelling, Economics/Accounting, Science, Geography.

How to become a rural banking consultant

To become a rural banking consultant you will need a tertiary qualification in agriculture, preferably with valuation papers. Degrees can be obtained at either:

Massey University
Lincoln University.

Degree options

- Bachelor of Agricultural Commerce (BAgrCommerce)
- Bachelor of Agricultural Science (BAgrScience)
- Bachelor of Commerce (Agriculture)
- Bachelor of Business Studies (Agri-business, Accounting).

Possible employers

Rural lenders such as ASB, The National Bank of New Zealand, ANZ, Westpac, BNZ and Rabobank.



Agri-business careers

Large animal veterinarian

Large animal vets help farmers to manage the health and fertility of their animals. This involves advising clients about animal care and feeding, disease prevention and enhancing fertility. Prevention is the name of the game but vets also play a vital role helping farmers to treat sick and injured animals.

As a vet your office will often be your ute as you travel to meet with your clients at their place, either over the kitchen table or on the farm. If you're extra nice you might even get invited to stay for lunch! Back at the office you will also have a team of other vets and technicians to support you.

Typical tasks that a large animal veterinarian would do

- Work closely with farmers to help them achieve their breeding and production goals
- Teach farmers practices to minimise health issues on-farm
- Work with farmers to treat animal problems and diseases

- Work with farmers to prevent animal problems and diseases
- Advise on animal nutrition and the care and welfare of animals.

Recommended subjects to take at secondary school

English, Biology, Chemistry, Calculus, Statistics, Physics, all level three Sciences.

How to become a large animal vet

To become a veterinarian you need to study Veterinary Science. The Bachelor of Veterinary Science (BVSc) is only available at:

Massey University.

Possible employers

Veterinary practices, large farming organisations, animal health product manufacturers, research organisations such as DairyNZ or AgResearch.



Agri-business careers

Environmental officer

An environmental officer is there to help make sure that our environment is not harmed. Many work for large companies, who by producing their products, are having an impact on the environment. The environmental officer's job is to ensure pollution is stopped or at least minimised by carrying out tests, monitoring performance and suggesting ways to improve systems.

Alternative titles

- Water quality officer
- Resource management consultant
- Consent officer
- Environmental officer
- Environmental analyst.

Typical tasks

- Study and assess sources of pollution and develop ways to control pollution
- Study and develop environmental policies and plans using ecological, mathematical or physical science data
- Provide technical advice to clients, members of the public, interest groups, local iwi, regulatory bodies or local government authorities
- Water monitoring for resource consent conditions
- Take part in projects to help better the environment.

Recommended subjects to take at secondary school

Statistics and Modelling, Geography, Chemistry, Biology, Geology, Agriculture, English.

How to become an environmental officer

To become an environmental monitoring officer in the agricultural industry you need a tertiary qualification. Degrees can be obtained from:

*Massey University
Lincoln University
University of Waikato
The University of Auckland.*

Degree options

- Bachelor of Science (with environmental papers)
- Bachelor of Environmental Management and Planning.

Possible employers

- Regional councils
- Ministry for the Environment
- Research organisations, such as AgResearch and Landcare Research
- NIWA
- Major companies that have an impact on the environment such as Fonterra or Genesis Energy.

Agri-business careers

Field services representative

Field services representatives may sell grain, seeds, fertiliser, chemicals, farming supplies and crops to farmers depending on who they work for. They may also advise farmers on farming issues, assist in harvesting and arrange the sale of farmers' produce.

Field services representatives work in offices, on farms and in stock and station firms, agencies or private practices. They spend much of their time travelling to farms, where they meet their clients.

Alternative titles

- Fertiliser representative
- Grain and seed agent
- Agriculture sales representative
- Technical advisor.

Typical tasks

- Advise farmers on the use of the product they represent, and how it will contribute to their business
- Provide technical support to farmers on their products
- Supply seeds, grain, sprays and fertilisers to farmers
- Advise farmers on pasture and crop varieties, the planning and rotation of crops, and how to plant and harvest crops
- Advise farmers on weed and pest control, and fertiliser use
- Organise the harvesting of crops
- Keep records of sales and orders and write reports

- Promote company services
- Talk to clients about products and update product information materials
- Keep in contact with clients and answer their enquiries
- Find and contact potential new customers
- Predict future market trends
- Attend trade shows and conferences.

Recommended subjects to take at secondary school

Biology, Mathematics with Calculus and/or Statistics and Modelling, and Accounting.

How to become a field sales representative

To become a sales representative in the agricultural industry it is preferred that you have a tertiary qualification. Degrees can be obtained from either:

Massey University
Lincoln University.

Degree options

- Bachelor of Science (Agriculture)
- Bachelor of Agriculture
- Bachelor of Commerce and Agriculture.

Possible employers

- Fertiliser companies e.g. Ballance, Ravensdown, Summit-Quinphos
- Seed companies e.g. Pioneer, AgriSeeds NZ
- Agri-chemical companies e.g. Nufarm
- Agri-business companies e.g. Gallagher.

Where to study

The University of Waikato

Twenty-five percent of all New Zealand scientists live and work in Hamilton. That's why The University of Waikato has the national Carbon Dating Unit and lots of specialist laboratories. Plus Waikato has an excellent business school.

- 📞 0800 WAIKATO
- 🌐 www.waikato.ac.nz
- ✉ info@waikato.ac.nz

Bachelor of Management Studies (Agri-business & Bio Systems):

Four years full-time

Bachelor of Science (Agri-business & Bio Systems):

Three years full-time

Bachelor of Science (Technology):

Three years full-time



Massey University

Massey Palmerston North is New Zealand's premiere and largest institution for the life sciences, agricultural, horticultural and veterinary teaching.

☎ 0800 MASSEY

☎ text 5222

🌐 www.massey.ac.nz

✉ contact@massey.ac.nz

Bachelor of AgriScience (Agriculture):

Three years full-time

Bachelor of Science (Agriculture Science):

Three years full-time

Bachelor of Science (Animal Science):

Three years full-time

Bachelor of Environmental Management:

Three years full-time

Bachelor of Agri Commerce:

Three years full-time

Bachelor of Business Studies (Agri-business):

Three years full-time

Bachelor of Veterinary Science:

Five years full-time

Bachelor of Veterinary Technology:

Three years full-time

Diploma in Agriculture:

One year full-time

Certificate in Agricultural Engineering:

One year full-time

Lincoln University

Lincoln University is one of New Zealand's oldest universities and has a strong focus on agriculture. Lincoln is based on the outskirts of Christchurch and has a relaxed campus surrounded by dairy farms.

Lincoln's size of approximately 4500 students provides many fantastic advantages. Students say that this means making friends easy, and the kinds of friends you make will last a lifetime!

☎ 0800 10 60 10

☎ text 8999

🌐 www.lincoln.ac.nz

✉ info@lincoln.ac.nz

Bachelor of Agriculture Science:

Four years full-time

Bachelor of Environmental Management:

Three years full-time

Bachelor of Commerce and Agriculture:

Three years full-time

Diploma in Agriculture:

One year full-time

Diploma in Farm Management:

One year full-time



Murray Perks

Farm consultant

Face-to-face with farmers

Murray Perks used to live on his uncle's farm in Taranaki, he went on to do a Bachelor of Agricultural Science at Lincoln University and is now helping other farmers as a consulting officer on the Hauraki Plains.

"Initially I wanted to go farming, but my uncle suggested I try something else first. This role allows me to develop heaps of contacts and get a good handle on the new research."

"In my job I help farmers gain access to the most up-to-date research and ensure they have all the tools to help them to run their business. This could be anything from a guide to improving herd fertility to an online budgeting tool."

"I visit them individually or arrange events where a group of farmers have the opportunity to talk through issues and come up with solutions. Experts on different topics present at these events and help farmers work through particular issues. For example in summer this could include tips on how to deal with a drought."

Murray is no stranger to farming himself.

"I worked on my uncle's farm during the weekends and school holidays. I even had a stint managing the farm, which was quite challenging because I had to manage people of my own age. I can't see myself in an office as I am an outdoors person."

Murray enjoyed his time at Lincoln University.

"It's really good. The degree covers a broad range of topics and you end up studying every facet of farming. The third and fourth years are especially interesting because you can choose the courses that best suit you."

Murray has some advice for others wanting to enter the agriculture industry.

"Definitely take chemistry, because it is one of the most challenging papers for those in agriculture science. Biology is helpful and so is physics. Stats is good when it comes to research. And try to get some practical experience on a farm."

Zoe Pow

Field services representative

Zoe Pow can honestly say she's had her share of stink jobs, including cleaning hotel rooms. Luckily Zoe graduated from uni and now loves her job as a fertiliser representative for dairy farmers in the Waikato.

Zoe grew up on a dairy farm in Northland. After helping her parents on the farm in her spare time she decided the dairy industry was the place to be. "I wanted to be in the dairy industry but I knew that I was never going to be very good at on-farm jobs, so I had to start searching to see what else was out there.

"Going to agriculture events such as the National Fielddays at Mystery Creek helped me see the bigger picture of the dairy industry and gave me the chance to talk to others in the industry."

Zoe's experience at Massey University has certainly helped her get to where she is today.

"Uni not only taught me all the technical theory and skills but it was an awesome experience and I learnt a lot about myself.

"I didn't know what I wanted to do once I had finished university, so I went to as many career days as possible at Massey. A fertiliser representative offered to take me out on the job with him for a day, and I have never looked back."

Zoe says being a fertiliser representative for Ravensdown is all about helping her clients improve their farm systems.

"On an average day I could be on-farm testing soils, putting together a nutrient budget for a farmer or suggesting basic animal health products for the farm."

Zoe is practically her own boss, out and about visiting clients all day as well as attending various field days and discussion groups with other rural professionals and farmers.

"You have to be pretty driven and organised working alone out in the field, but it is lots of fun."

Zoe says her favourite part of the job is how the dairy industry is constantly changing. "Whether it is genetics, different types of fertiliser, animal health care or technology, the industry is an exciting one. Plus I love working with farmers. They are so friendly and laid back – depending, of course, on the time of year."

"There is a real need for good quality fertiliser representatives – if you are confident and passionate, go for it!"

"You have to be pretty driven and organised working alone out in the field, but it is lots of fun."



Support for you

DairyNZ Scholarship

If you are interested in studying to get into dairy related fields and are passionate and motivated, the DairyNZ Scholarship Programme could be for you.

- At least 50 undergraduate scholarships annually at either Lincoln University or Massey University
- 3 gap year scholarships for school leavers (conditions apply)
- Scholarships tenable for up to 4 years
- Full, formal tuition fees of more than \$5000 per year
- Opportunities for networking with top industry leaders
- Support and mentoring for every recipient
- Personal development through assisting with career promotion activities
- Graduates gain employment on-farm, near-farm and in research.

To find out more or to apply visit

- 📍 www.dairynz.co.nz
www.getahead.co.nz
www.lincoln.ac.nz
www.massey.ac.nz
- ☎ 0800 4 DairyNZ
(0800 4 324 7969)

Beef + Lamb New Zealand Undergraduate Scholarships

For those keen to follow a path into the sheep and beef industries Beef + Lamb New Zealand offers a range of undergraduate scholarships.

- Up to 18 undergraduate scholarships annually at either Lincoln University or Massey University
- Scholarships tenable for up to 4 years
- Full, formal tuition fees up to a maximum of \$5000 per year
- Support and career guidance for every recipient
- Personal development through assisting with career promotion activities.

To find out more or to apply visit

- 📍 www.beeflambnz.com
www.lincoln.ac.nz
www.massey.ac.nz
- ☎ 0800 BEEF LAMB
(0800 233 352)

Starting-out checklist

Now that you know that the agriculture industry is right for you take your first steps:

Investigate your options

Have a good look at each of your training options. You may spend the next three to five years at university. Find out about the course as well as the campus, city life and lifestyle you can expect.

What next?

Find out:

- Application deadlines
- Course deadlines
- Hall of residence deadlines

And make sure you meet them.

Support is out there

The first year of tertiary study is scary. While it is really exciting, embracing all your new found freedom, sometimes you may wonder if you have anyone on your side. You do! Find help by:

Talking to student financial advisors

Make not very much go a long way. Organise your student loan early so that you are ready for your first day at university.

Helpful links

All bank websites
www.studylink.org.nz

Using careers advisors, liaison officers and recruitment services

They can give you advice on appropriate courses and scholarships, give advice on career paths and keep you focussed.

Getting a mentor

A mentor is someone already working or familiar in the career you choose and who you respect and can use as a sounding board for your ideas.

Work experience can make a big difference once you start to look for a job.

Don't stop here!

Find out more at:

Get Ahead

The agriculture industry can take you anywhere - from developing new vaccines for animals, to owning your own farm! It's an industry with huge potential and it's yours for the taking. Find out how.

📍 www.getahead.co.nz

Beef + Lamb New Zealand

Find out about what the beef and lamb industry has to offer and what work is being done to help farmers - you may be able to see yourself doing some of this work in years to come. Plus check out the details of their scholarship programme.

📍 www.beeflambnz.com

Go Dairy

The New Zealand dairy industry is looking for smart self starters who want to get into a rewarding career as a dairy farmer.

📍 www.GoDairy.co.nz

DairyNZ

Information about our comprehensive scholarships programmes and profiles of current scholarship recipients and graduates.

📍 www.dairynz.co.nz

Careers

Helping you make decisions about work and training in New Zealand. Use the interactive tools and information to make work and study decisions that fit in with the life you want to lead.

📍 www.careers.govt.nz

Study Link

A comprehensive guide to courses, scholarships and support services for New Zealand tertiary students.

📍 www.studylink.org.nz

Massey University

📍 www.massey.ac.nz

Lincoln University

📍 www.lincoln.ac.nz

The University of Waikato

📍 www.waikato.ac.nz

