



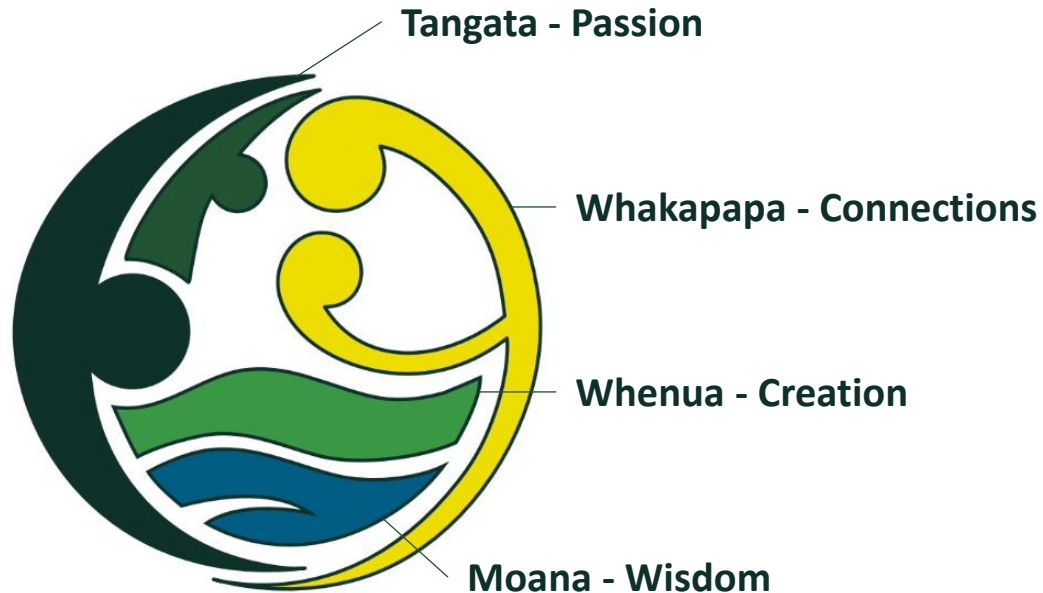
# THE FOOD & FIBRE YOUTH NETWORK

HE TĀTAI RANGAHUA

*Feeding the Future - attracting, retaining and  
inspiring Youth in the Food and Fibre Sector*



## Our Pillars



## Our Purpose

Building connections between leaders through a shared passion

Representing our food and fibre community, across regions and industries

Promoting ambitious ideas driven by a youth spirit; a conduit for impact and contribution

Continuously learning, passing on knowledge to future generations; creating change to last generations



# He Tātai Rangahua represents over 300 young people in the Food & Fibre industry

- The Network is a channel for youth voice to help shape the future of the F&F sector
- Managed through a Council of 8 industry representatives
- Facilitating opportunities for our 324 members to contribute to the industry



William Robertson  
Chair



Lincoln Roper  
Council Member



Sarah Crofoot  
Council Member



Alex Tomkins  
Council Member



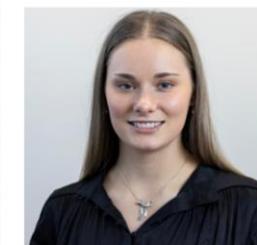
Jesse Brennan  
Council Member



Ben Pierce  
Council Member



Ben Purua  
Council Member



Ella Zwagerman  
Council Member

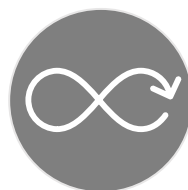


# There is a need to identify and promote the strengths of NZ's largest sector in order to:



## Attract

- Enhance the sector's attractiveness, highlighting strengths and opportunities



## Retain

- Understand what youth who are working in the F&F sector enjoy most



## Develop

- Target the areas that add the most value to talent

# Our process was driven organically



The idea began with a question from industry CEO's

The Council had a session with industry leaders – prompting us to ask *What's getting youth involved in the sector?*

Our process for creating the survey



**White Board Session**

Ideating how to leverage the network to create meaningful insights



**Question Development**

Questions developed based on a broad range of industries, roles and experiences



**Survey Logic**

Survey logic based on responses, providing more personalised insights



**Deployment and Promotion**

Promoted through the Food and Fibre Youth Network via email, LinkedIn, Instagram and direct networks



**Results Analysis**

Pulling together insights both against our hypotheses and beyond



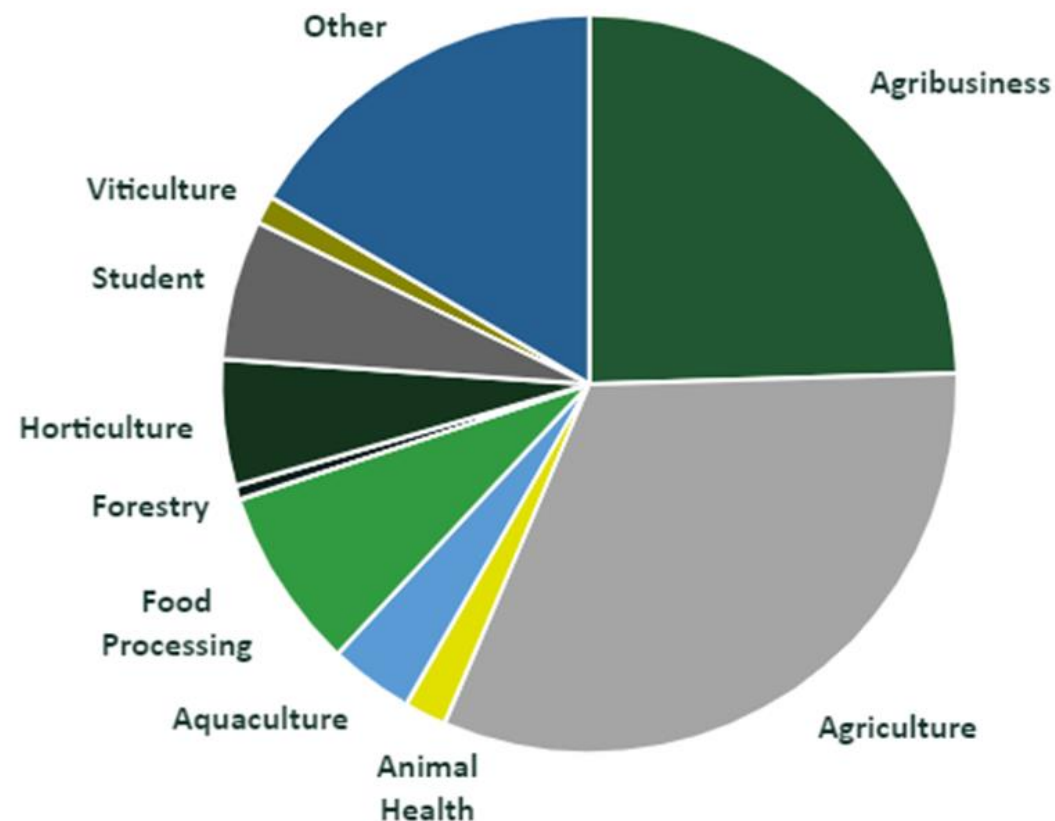
# The results...



# Youth are willing to contribute their thoughts, they just need a channel

161 responses from:

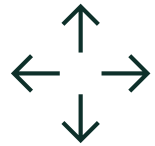
- A wide range of industries,
- Various roles and stages
- Across New Zealand



*Other included: Environmental Management, Fisheries, Government, Education, Venture Capital, Property and Legal*



# Drivers for career choice varied across industries. However, 3 factors were common:



Variety in day-to-day tasks



Good career opportunities



Passion for agriculture

## Factors Influencing Career Choices by Sector

Sector	Top Reasons for Career Choice	Percentage
Agribusiness	Passion for agriculture	94%
	Good career opportunities	71%
	Variety in day-to-day tasks in a changing environment	71%
Agriculture	Interest in food production	56%
	Passion for agriculture	92%
	Variety in day-to-day tasks in a changing environment	69%
Animal Health	Family tradition	55%
	Interest in food production	53%
	Passion for agriculture	100%
Aquaculture	Family tradition	67%
	Ability to engage with the community	67%
	Variety in day-to-day tasks in a changing environment	67%
Food Processing	Good career opportunities	75%
	Variety in day-to-day tasks in a changing environment	75%
	Interest in food production	70%
	Good career opportunities	70%
Food Processing	Variety in day-to-day tasks in a changing environment	60%
	Passion for agriculture	50%



# Reasons for getting out of bed focus on the individual, community and global impact



*What excites and motivates you most about a career in the Food and Fibre sector? What gets you out of bed in the morning?.*



## **Global Impact and Community Contribution:**

Making valuable contributions to New Zealand's global reputation, producing quality food and fibre, and positively impacting local communities.



## **Future Focused Contributions:**

Contributing to the future of farming in New Zealand, providing opportunities for future generations, and maintaining the sector's world-class reputation.



## **Team Collaboration and Challenging the 'norm':**

Respondents value teamwork, collaborating for common goals, and actively challenging norms to make a difference in the industry.



## **Outdoors and Sustainability**

Many respondents enjoy the outdoors, working on farms, boats or on orchards. Many also had an interest in harnessing sustainability and contributing to improving the environment

# What do youth in the sector value?



Youth in the sector are focused on developing their skills and creating high value careers, while the chance to be your own boss is their lowest priority

Rank the following from most important to least important (1 being the most important, 7 being the least important)

	Agri Business	Agriculture	Animal Health	Aquaculture	Food Processing	Forestry	Horticulture	Student	Viticulture	Other	Average
Growth and development opportunities	3.2	2.9	4.7	2.6	2.1	2.0	3.3	2.7	1.5	2.7	2.9
Salary	2.7	3.1	2.3	5.0	2.3	4.0	3.1	3.0	2.5	2.8	3.0
Flexible work hours/location	3.0	3.1	3.0	4.8	4.5	3.0	3.9	3.7	3.5	3.5	3.4
Sense of responsibility	3.0	4.1	4.0	3.0	2.5	1.0	3.1	4.3	2.5	3.9	3.5
Working within a team	4.5	5.2	5.3	4.2	5.3	6.0	4.5	3.7	5.5	4.2	4.8
Being able to work in a hands on role	6.0	4.3	3.0	3.6	4.9	5.0	5.3	6.0	6.0	5.2	5.0
The chance to be your own boss	5.5	5.2	5.7	4.8	6.5	7.0	4.9	4.7	6.5	5.7	5.4

## Diminishing interest in being the boss



Self-employment was ranked low across the survey, being either the lowest or second lowest priority. The 44 that rated the chance to be your own boss as a 7, also ranked salary as an average of 2.95, greater than the survey average. This could be due to the current cost of living crisis, debt repayments and potential interest in growing savings.

## Developing skills towards higher salaries



Those that ranked a hands-on role with a 6 or a 7 also ranked very highly on the growth and development opportunities, giving an average ranking of 2.42 while giving an average ranking on salary of 2.81 indicating that they may be focusing on skills and areas outside of manual labour that will help them achieve greater salaries.

## Responsibility disconnected from ownership



Respondents who ranked sense of responsibility as 1, 2, or 3 provided an average response of only 5.78 when asked about the opportunity to be their own boss. This average increased to 6.1 for those who ranked responsibility as 1 or 2 and increased further to 6.2 for those who prioritized responsibility most highly. Consequently, it appears that there is a significant number of individuals who value responsibility but are uninterested in pursuing business ownership.

## Driven individuals



Interestingly, the 6 respondents who ranked the chance to be your own boss with a 1 also ranked working within a team very low with an average score of 6.83. 5 out of these 6 also happen to work in the agriculture industry.

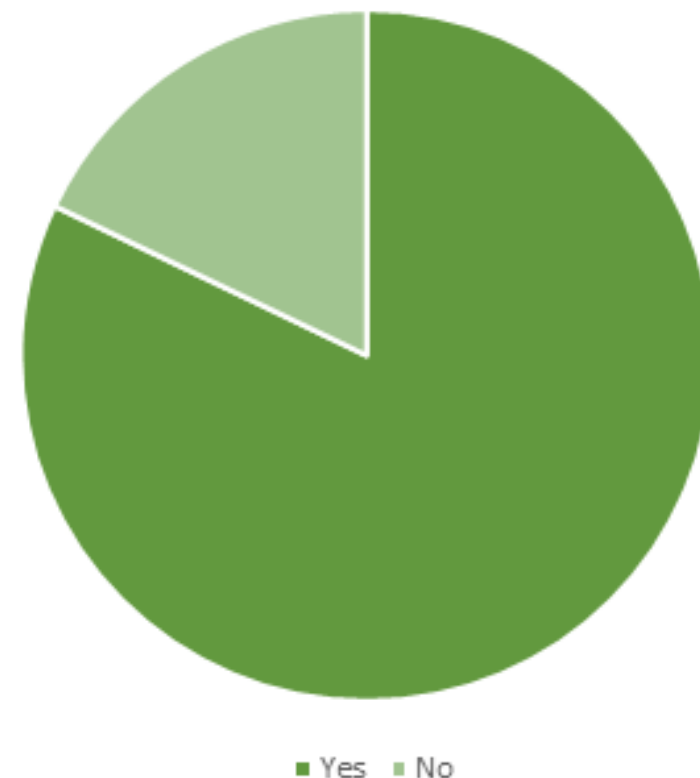


# 82% of participants indicated they had received development opportunities at work

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## Opportunities received included:

- Attending conferences
- Support to complete additional qualifications
- Completing Short Courses
- Kellogg Rural Leaders
- STAMP – Strategic Thinking Programme
- Graduate Programmes
- Scholarships



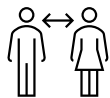
*Potential bias through the high performing nature of individuals engaged in the Food and Fibre Youth Network*



# However, respondents identified desire for additional development including:



- Build a broader understanding of the industry they work in, with connections across other teams within their organisations



- More Peer-to-peer learning across industries



- Formal mentorship and coaching/support in career decisions



- Greater exposure to different parts of the food system



- Observing decision making in by senior management



- Technical Upskilling in areas of growing importance (e.g. GHG emissions)



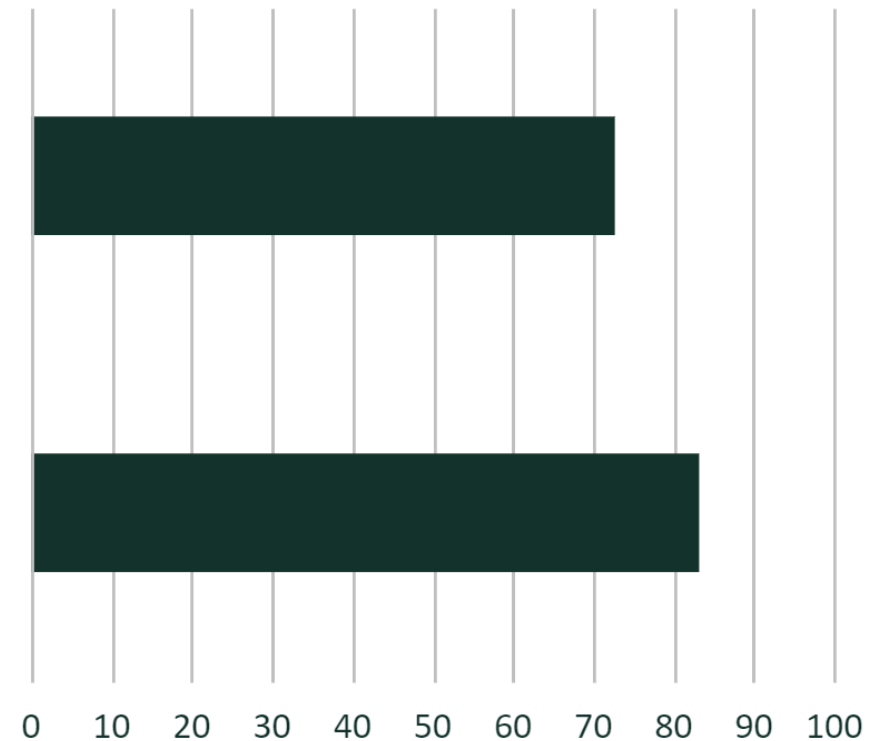
# Cross industry career movements should be expected

Average across all agri sectors

Retention

Looking ahead... - How likely do you think it is that you'll stay within the sector you are currently involved in?

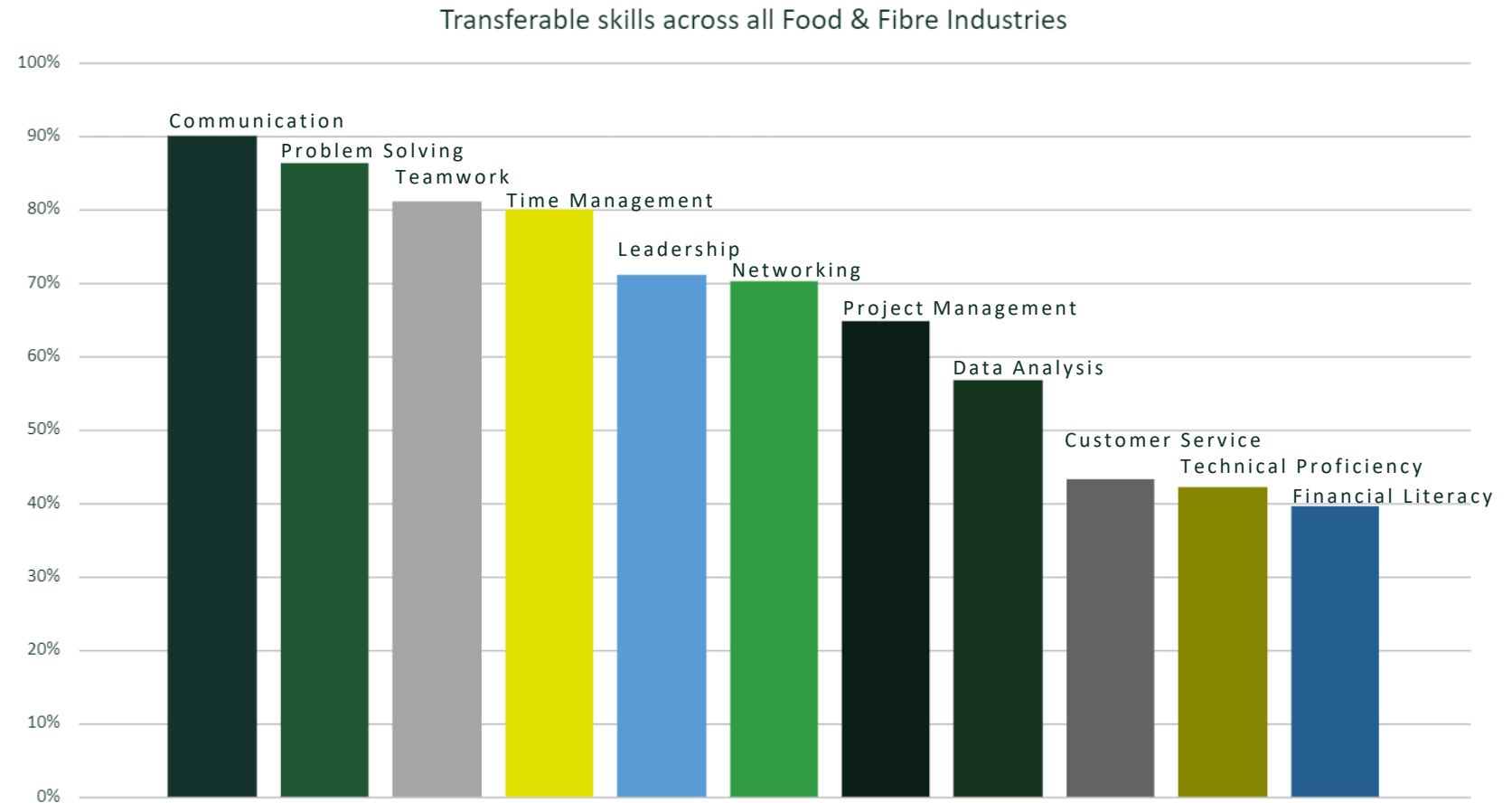
Looking ahead... - How likely do you think it is that you'll stay working within the Food and Fibre sector?





# Respondents understand the value of soft skills, they just need the chance to develop them

- Communication, Teamwork, Leadership and Networking are all difficult skills to develop on a small, rural farming system
- Though all were ranked as valuable skills to develop



# Some words from our members on why they love the industry



Being outside and involved in physical work - whether that's on a farm, boat, orchard - the views, fresh air, animals

Producing animals, food, and fibre that sustains people in NZ and consumers all over the world.

Making valuable contributions to NZ, people's livelihoods, and the community

Being part of the future of farming in New Zealand and providing opportunity for future generations

Contributing to and maintaining the world class reputation of the Food and Fibre sector

Caring for animals, the land, and the quality of products produced