



### **Jack's early start in the red meat sector**

Growing up on a lifestyle block, with parents who run a poultry farm, led to Jack Coakley developing a strong interest in “the numbers side of a farm business”.

“Livestock, the red meat sector and the whole side of making money from a farm business has always fascinated me,” says Jack, an MIA Undergraduate Scholar. “This starting with me raising my own lambs at home.”

Now in his first year of a B.Com (accounting and finance) degree at The University of Otago, Jack has his sights firmly set on working in the red meat export sector.

“I’m considering majoring in marketing because that is such a critical part of the sector,” he says. “New Zealand is so export-reliant, it’s important to achieve premium prices to maximise profits.”

Jack has had summer jobs working on the production lines for Hellers and Brinks and is keen to get experience in the red meat industry.

The MIA awards six undergraduate scholarships providing \$5,000 a year for each year of study and four post-graduate scholarships of \$10,000 for each year of study annually. They are aimed at students considering a future in New Zealand’s red meat sector. The MIA also runs a mentoring programme for its scholars, including a networking and educational event each year in Wellington.

“The funding is going to be very helpful to assist with the cost of university and allow me to focus on getting good grades,” he says. “But the networking and mentoring aspect of the scholarship is huge for me. I am really looking forward to the opportunity of learnings and connections that will help set me on my path into a career in the red meat sector.”