



School sparks interest in agribusiness career

Joelle Gatenby considers herself fortunate that her school provided a strong agribusiness programme.

“I grew up on a dairy farm in Southland until I was eight, so farming has always been an interest,” says Joelle, an MIA Undergraduate Scholar.

“But school really sparked my interest in the business side. I went to Columba College in Dunedin, which has a very strong agribusiness programme. I loved it and decided to study for a Bachelor of Agribusiness and Food Marketing degree at Lincoln University.

“I’m really enjoying it. My first year was quite general in terms of introductory courses based around commerce, but I’m in my second year now, which is going to be more specialised, focusing on specific content such as the agribusiness environment and logistics management, so I’m looking forward to that.”

Joelle also studied Mandarin at school and hopes to also be able to use her language skills in a career in the red meat sector.

“I’m working on keeping my Chinese-speaking skills up in my spare time as I feel that would be useful, in terms of building relationships with customers in Asia.”

“I want to work in the red meat industry and I’m very interested in the marketing side, around developing a high-quality product and selling it overseas,” she says. “I have had summer jobs in an orchard and in food service, and my goal now is to get an internship in the red meat sector.”

The MIA awards six undergraduate scholarships annually providing \$5,000 a year for each year of study and four post-graduate scholarships of \$10,000 for each year of study. 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 will be so useful in paying a lot of my fees and relieving some of the pressures,” says Joelle. “But I am particularly excited about the mentoring and networking side of the scholarship. It’s a foot in the door of the industry I want to make my career in.”