

# AN INDUSTRY OF OPPORTUNITY PASSIONATE ABOUT BEEF

writer **SARA CARBERY** // photographer **BEEF+LAMB NEW ZEALAND**

From her days growing up on a Hereford stud in Feilding, cattle have been a huge part of **HANNAH GIBB's** life. So, winning the Senior Beef Ambassador title last year was "a stand-out highlight".

Since winning the Future Beef title, the 21-year-old cattle breeder has been exposed to "a world of opportunities", which has included attending Beef Week Australia, a huge beef expo held every three years in Queensland.

While there, Hannah spent six weeks travelling around Australia, visiting Hereford studs.

"I have made valuable contacts and friends and gained an important insight into relevant topics and issues surrounding the global agriculture industry," Hannah says of her ambassadorship.

Hannah is passionate about encouraging other young people into the beef sector, and since returning from overseas she has resumed working for NZ Hereford Youth as a part-time coordinator.

"I love my job because it supports my passion for the Hereford breed and encouraging the next generation into the beef industry in New Zealand," she says. "It is my way of giving back to an industry that has provided me with so much and presented me with so many opportunities."

Hannah is now looking to advance her career into a role that will "contribute to growing, producing, marketing and exporting quality premium beef products – which is what I am passionate about".

In Year 13 at Feilding (Agricultural) High School, Hannah took Agriculture, English, Chemistry, Biology and Statistics. While all these subjects have been helpful in her study and career, she says Agriculture, Chemistry and English have been most useful.

After high school she went on to study a Bachelor of Agricultural Science at Massey University, with the support of scholarships from Beef+Lamb New Zealand, FMG, Farmlands and Horizons Regional Council.

"I LOVE MY JOB  
BECAUSE IT SUPPORTS  
MY PASSION FOR THE  
HEREFORD BREED AND  
ENCOURAGING THE  
NEXT GENERATION INTO  
THE BEEF INDUSTRY IN  
NEW ZEALAND."

HANNAH GIBB

"I knew I wanted to study a science-based degree more than a business one [like AgriCommerce] because I was more interested in studying things like animal production and soil and plant science," Hannah says. "In saying that, the AgSci degree

is designed really well in that it still allows you to have a taste of agribusiness and economics, with a focus on things like supply-chain management, global markets and trade."

Hannah was "honoured" to receive a Beef+Lamb scholarship for two years of her three-year degree.

"It significantly eased the financial burden associated with studying fulltime," she says. "Beef+Lamb also provided invaluable mentorship and support throughout my studies, networking opportunities with industry leaders and the opportunity to attend and partake in industry events."

She describes university as "truly one of the best times in your life!

"I loved being in an environment where you were constantly learning and exposed to opportunities that allowed you to build your knowledge and skillset.

"You meet the most amazing friends and future colleagues that you will have forever, and really discover a lot about yourself and what you want to achieve in life."



## KEY FACTS



- **HANNAH GIBB HAS A BACHELOR OF AGRICULTURAL SCIENCE FROM MASSEY UNIVERSITY.**
- **SHE WAS SUPPORTED IN HER STUDY BY SCHOLARSHIPS FROM BEEF+LAMB NEW ZEALAND, FMG, FARMLANDS AND HORIZONS REGIONAL COUNCIL.**
- **HANNAH WON FUTURE BEEF'S SENIOR BEEF AMBASSADOR TITLE IN 2017.**



For more information on studying **Agricultural Science** through **Massey University**, visit [www.massey.ac.nz](http://www.massey.ac.nz)

For more information on careers in **agriculture**, visit [www.getahead.co.nz](http://www.getahead.co.nz) and [www.growingnz.co.nz](http://www.growingnz.co.nz)

For more information about **New Zealand's sheep and beef industry** and **Beef+Lamb New Zealand**, visit [www.beeflambnz.com](http://www.beeflambnz.com)