

# FONTERRA TICKS ALL THE BOXES

## CAREERS IN THE RURAL HEARTLAND writer PETER WHITE photography JOHN DAVIDSON

Working for New Zealand's largest dairy company is something **ADAM WINTER** is extremely proud of. Adam (24) is the Fonterra co-operative services area manager for the Northern Central Canterbury region, based out of the Christchurch office.

He has risen quickly up the corporate ladder at Fonterra since he began working as an intern before his final year of a Bachelor of Management Studies (Hons) degree in Economics and Agribusiness at University of Waikato.

As an agribusiness graduate with Fonterra, Adam completed four six-month placements in 2022 and 2023, gaining both on-farm and off-farm experience to set himself up at the start of his career.

"I began in the service centre in the performance and insights team in Hamilton, then went to the on-farm excellence operations team," says Adam.

"I moved to the Canterbury sustainable dairying team before shifting to Auckland and into the commercial intelligence team.

"I rolled off the programme to be a farmer support advisor for Canterbury, Tasman and Marlborough, helping farmers with their compliance and digital journeys through a Fonterra lens.

"This prepared me very well to move into the co-operative services area manager role, where I am the main relationship manager for farms in Northern Central Canterbury and improving their engagement with Fonterra."

Adam has seen other graduate programmes but this one seems to be unrivalled in terms of the opportunity to move around and see the business.

"There is no company in the country that provides the breadth and depth of opportunity that Fonterra does.

"I was able to get out in a farmer-facing rotation, then into our markets' teams and head office – and everything in between – so I got so much breadth of how Fonterra and the industry works in a short time."

The most important part of Adam's role is building relationships with farmers and others in the rural community.

"The guys I am following in my role were a lot more experienced so for me walking out on farms

is quite different to what farmers are used to. The key things are relationships but also being approachable and doing what you say you are going to do.

"If you do that, then you can build a relationship very quickly and you are seen as reliable. At my age that is good as I don't have the depth of experience yet."

Adam went to Napier Boys' High School. He took Agriculture as one of his subjects from Years 9–12 – which began his interest in the primary industry – then Calculus, Chemistry, Biology, English and Economics in Year 13.

His advice for school leavers – no one expects you to be an expert coming out of uni, so try and learn as much as you can from any chance you get and never be afraid to ask questions and put yourself out there.

"Jobs are not going to find you, you have to go and hunt them out if you want to get what you want."



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**ADAM WINTER**

### KEY FACTS



- **ADAM** IS THE FONTERRA CO-OPERATIVE SERVICES AREA MANAGER FOR THE NORTHERN CENTRAL CANTERBURY REGION.
- HE HAS A **BACHELOR OF MANAGEMENT STUDIES (HONS) DEGREE IN ECONOMICS AND AGRIBUSINESS** FROM THE **UNIVERSITY OF WAIKATO**.
- **ADAM** TOOK **CALCULUS, CHEMISTRY, BIOLOGY, ART, ENGLISH AND ECONOMICS** IN **YEAR 13** AT **NAPIER BOYS' HIGH SCHOOL**. **AGRICULTURE** WAS ONE OF HIS SUBJECTS FROM **YEARS 9–12**.

### ONLINE



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