**Researching an Agribusiness**

**Criteria:**

* Must be a New Zealand owned agribusiness
* Not a primary producer (not farm, orchard, forest etc.)
* Not a single person agribusiness

**Examples:**

* Food manufacturing / processing agribusiness (dairy factory, paper mill, meat works, fruit cooperative, vineyard etc.)
* Support industry (farm equipment, vet club, robotics, farm consultancy, transport firm, packaging company, Wrightson’s etc.)
* Research based (DairyNZ, Hill laboratories etc.)
* Selling food (supermarket chain, food shops etc.)

**Task 1**

**Research the following about your selected agribusiness**

1. How many people work in the agribusiness?
2. Are they an export business?
3. What resources/ materials do they need to import to keep their business going?
4. What kinds of jobs are in the business (list them)?
5. What other agribusinesses do they rely on? (both up and down the value chain)
6. Who do they sell to?
7. What do they sell?
8. How is the business run from a governance / management point of view? (Directors, Shareholders)
9. What is their annual turnover?

**Task 2**

Choose one of the scenarios below and answer the questions with respect to your chosen agribusiness.

***Scenario 1:***

Around the world non-renewable energies are in short supply and the cost of importing fuels continues to increase. What are the potential impacts on your chosen agribusiness of increased fuel costs and what could the company do to work towards future proofing itself in this regard.

***Scenario 2:***

Over the next few months economists are predicting that the NZ dollar will continue to fall in value with respect to the American dollar and other trading currencies. How will this affect your chosen agribusiness in terms of the cost of importing materials/resources and export revenues. How could the company look to future proof with respect to this economic influence?