



# Graduate Spotlight: Jake Jarman

## *World wide opportunities - The future is bright!*

**Job Title:** Agricultural Sustainability Analyst

**Company:** Map of Agriculture

**Location:** Cumbria, Northwest England

Jake works as an Agricultural Sustainability Analyst at Map of Agriculture, a company that connects food and agriculture businesses with their farmer supply chains. His role focuses on helping farmers and food companies measure and reduce their environmental impact, particularly in terms of greenhouse gas emissions. He works with a variety of sectors, including dairy, beef, pork, and crops like wheat and potatoes.

Jake's day-to-day involves analysing agricultural data, preparing reports for clients, and advising on sustainability practices. He works closely with colleagues in project management, data analytics, and product development, and is constantly researching new industry trends and innovations. Jake loves the broad range of agricultural sectors he works with and the opportunity to help farmers become more sustainable while improving their financial outcomes.

Jake's career in agriculture began when he decided to study agriculture after high school. He gained a Bachelor of Commerce (Agriculture) from Lincoln University and a Master's of Agricultural Science from Massey University funded by DairyNZ, which laid the foundation for his current role. Along the way, he was mentored by teachers, industry professionals, and university professors. His network also played a key role in connecting him with job opportunities.



### *Jake's advice:*

- *Be curious and ask questions - connections and learning from others are key to success in this field.*
- *Attend industry events and connect with others. Whether it's through Young Farmers or Toastmasters, these communities help build your network and develop your skills.*



Growing up on a dairy farm and working on various farms during his university summers helped Jake gain practical, hands-on experience in agriculture. Being involved in Young Farmers and Toastmasters also helped him build a network of industry contacts and develop important communication skills.



### *Jake's advice:*

- *Get involved in clubs, volunteering, and internships. They are great ways to meet people, learn new things, and gain valuable work experience.*
- *Don't worry about having everything figured out right away - follow your interests and explore opportunities.*
- *If you are interested in agriculture and sustainability, this is a career that offers great potential for the future.*



Jake stresses the importance of connecting with others through industry groups, clubs, and events. Participating in career expos and speaking at events helped him build relationships and gain exposure to different career paths within agriculture.

As sustainability becomes more important, there will be a growing demand for data on farms, including how agriculture impacts the environment. New technology, like satellites, drones, and AI, will continue to shape the industry and create more job opportunities. Roles for young people will require knowledge of agriculture combined with skills in data analysis and IT, making this a great career path for students interested in both technology and the environment.

Jake enjoys the variety of his work and the opportunity to help farmers and food businesses make a real, positive impact on the environment. He finds it motivating to be part of an industry that's growing rapidly and offering plenty of opportunities for learning and career growth. Agriculture is an exciting and evolving industry with endless opportunities to make a difference - whether it's through sustainable farming practices, innovative technology, or helping businesses make better decisions.