



Agribusiness in Schools

DELIVERING AGRIBUSINESS TO NZ SECONDARY SCHOOLS

Industry Spotlight: Rose Young



Nurturing Innovation: The Role of Agri-Education in Modern Farming

AgriTech is transforming one of New Zealand's key industries by integrating modern technology with traditional agriculture, opening up limitless possibilities for innovation while ensuring the sustainability of our vital food supply.

At just 22 years old, Rose Young embraces this evolving field with passion and dedication, now working at Halter as a Virtual Fencing Support Specialist, where she helps farmers adopt more efficient ways to manage their livestock.

Fueled by a strong academic background in Agricultural and Horticultural Science and Agribusiness from Mount Albert Grammar School, Rose understands the vital role that agri-education plays in shaping the future of farming. Her deep-rooted passion for agriculture is evident in her work today, but it first took shape in the classroom.

“Being able to study those subjects within an urban environment was something incredibly special because I suppose not many people would expect to, or have the knowledge and experience to go down those career paths from the city. Studying ag science and agribusiness at school grew my passion to go into the industry. I owe a lot to the connections and skills gained in those classrooms.”



Rose acknowledges that her studies in Agriculture has been instrumental in shaping her career, particularly through the invaluable networking opportunities it provided throughout her

secondary and tertiary education. She engaged with a diverse scope of knowledgeable individuals, from passionate peers to experienced professionals and educators.

These connections enriched her academic journey, fostering collaboration, mentorship, and professional growth, culminating in her role at Halter, a global leader in pasture control.

At the forefront of agricultural innovation, Halter is a New Zealand founded company transforming how farmers manage livestock. Utilising smart cow collars and replacing traditional fencing by using virtual boundaries controlled through an user-friendly app.

Each collar carries a unique command ID, allowing farmers to keep their cows safely within invisible fences. Rose contributes as a Virtual Fencing Support Specialist, guiding farmers to successfully implement and maximize this technology. She is part of a team that are advancing sustainable farming through efficient tech-driven solutions.

Rose's dedication to her role at Halter mirrors her long-standing passion for agriculture. She speaks enthusiastically about the variety her job brings. Each day presents new challenges and opportunities, from collaborating with a diverse team to supporting farmers with effective stock management solutions.



“Every single day is incredibly different. An ordinary day can consist of working with the customer support team to address any issues farmers might be having, reviewing our product in a live setting, validating firmwares and then getting to work in our super cool office which happens to be a converted calf shed. And I think what's really special is that we're such a big team, and there's so many different sort of subteams working on different parts of the product that all come together for the good of what we're creating, and in turn, the good of our farmers.”



Throughout her studies and early career, Rose had been deeply influenced by the connections she's built along the way. She credits The Dairy Women's Network, whom provided valuable support and encouragement that inspired her to continue her studies in agriculture.

Being part of a community of passionate and experienced women gave Rose both confidence and motivation, reinforcing her commitment to the industry and helping her pursue meaningful opportunities in the primary sector.



“I was privileged to receive an internship with Dairy Women's Network. I learned so much. I progressed within my career, I met so many incredible people that I'm so proud to call colleagues and friends. The three years I spent with them were some of the most formative of my life.”



Driven by her passion for agriculture and a desire to make a meaningful impact in the industry, Rose pursued her studies at Massey University, graduating with a Bachelor of Agribusiness, majoring in International Agribusiness, while also working with the Dairy Womens Network. Balancing study and work, she gained valuable industry experience and built strong connections that supported her academic and professional journey.

Rose is particularly proud of her decision to remain true to her passion for agriculture, consistently pursuing a path aligned with her interests and values, despite external pressures to consider alternative directions.

This steadfast commitment has not only shaped her own success but also reinforced her belief in the importance of the industry. Looking to the future, Rose recognises significant potential for the next generation of industry leaders to make their mark in what is arguably one of New Zealand's most critical and enduring sectors.



“Agriculture is New Zealand's biggest and dare, I say, most important industry, which is why there was such an uproar with the removal of Agricultural and Horticultural Science and Agribusiness as standalone subjects in secondary schools. Without them, I wouldn't be where I am today and I can't fathom that. I can't imagine a world where I'm not working in ag or involved in ag in some capacity. I'm passionate about inspiring young people to pursue a career in the sector regardless of whether they're from a farming background or not. They can do it.”

