

Academic Symposium

Training new generation agrifood specialists – Learning from the development of a specialist agribusiness and food marketing degree programme

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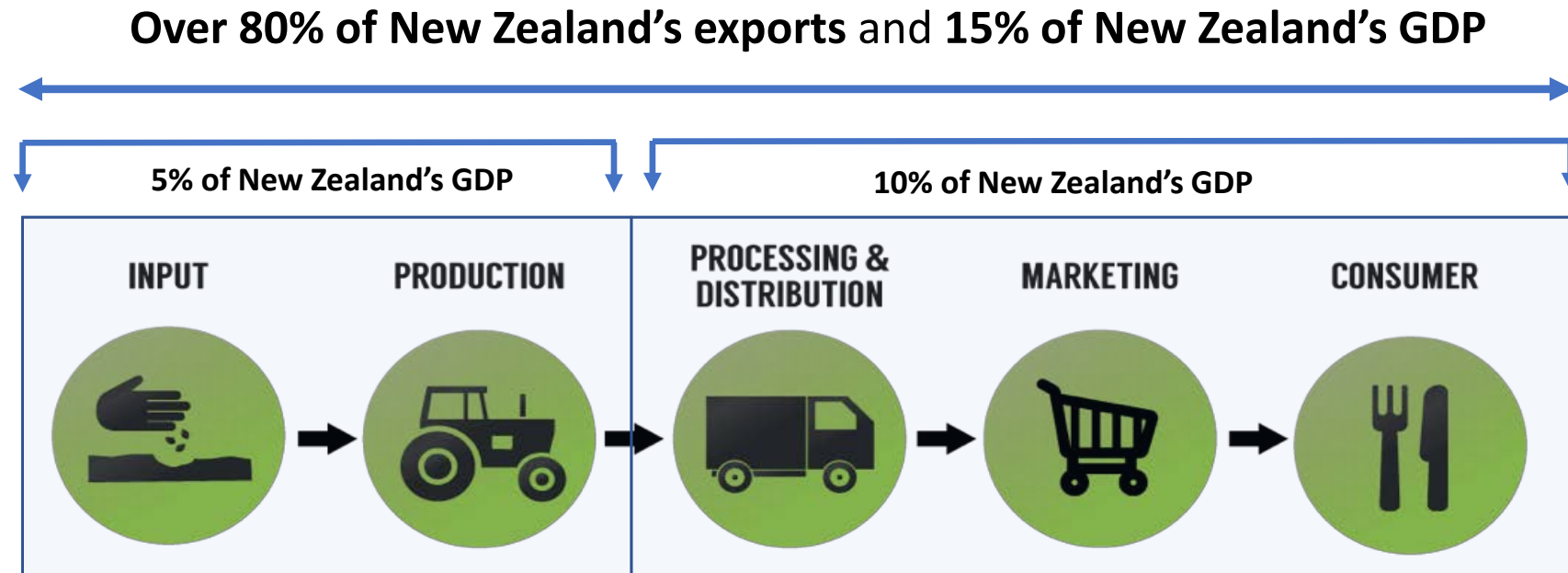
Aims of this presentation

- To share our experience to date;
- To gather feedback and suggestions on the way forward for future research from an agribusiness education perspective – **particularly in relation to educational theories, research methodologies and methods.**

Outline

- The degree – Bachelor of Agribusiness and Food Marketing
- The students
- The graduates
- The challenges
- The opportunities

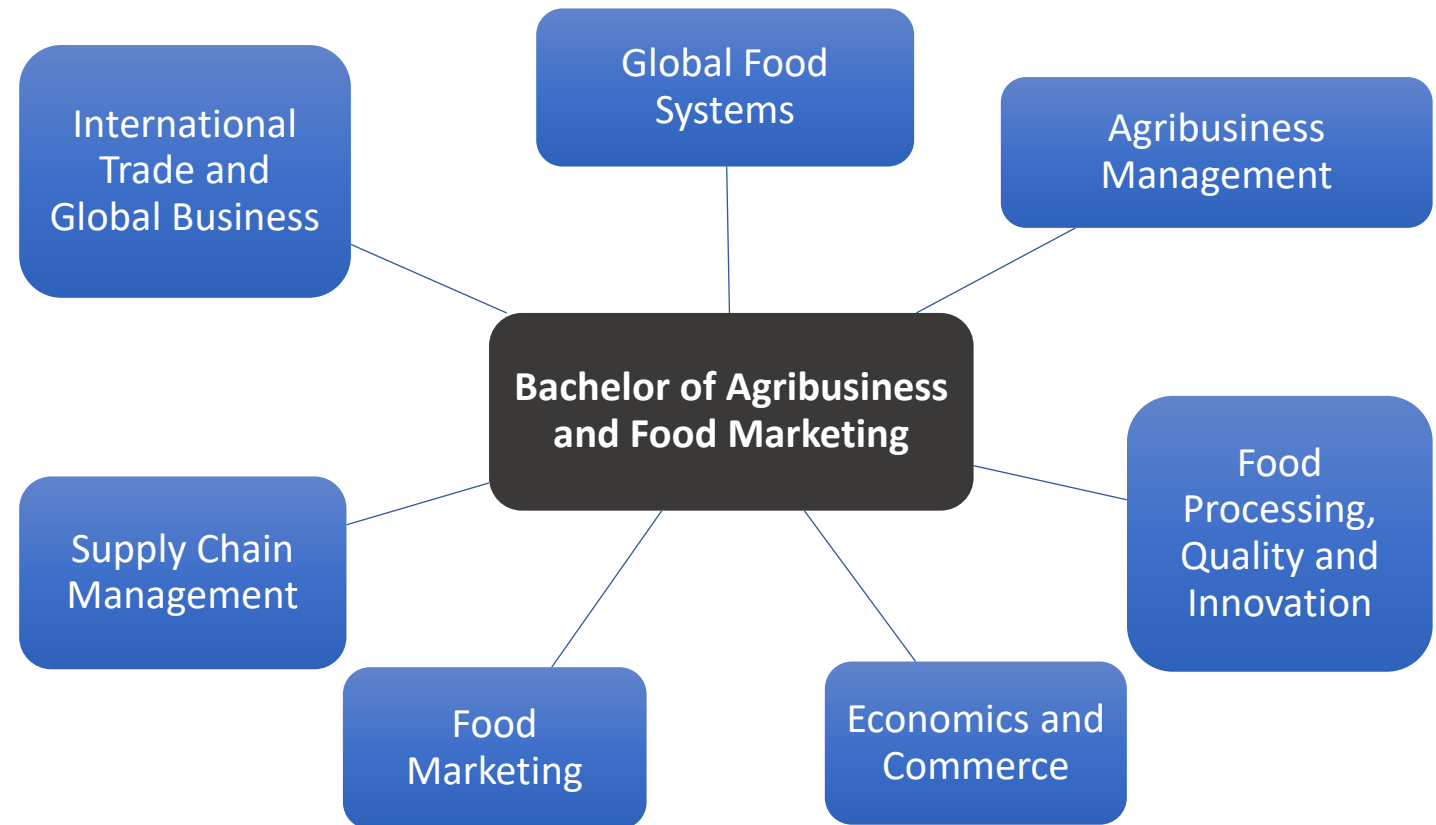
Bachelor of Agribusiness and Food Marketing Context



(Ministry for Primary industries, 2022)

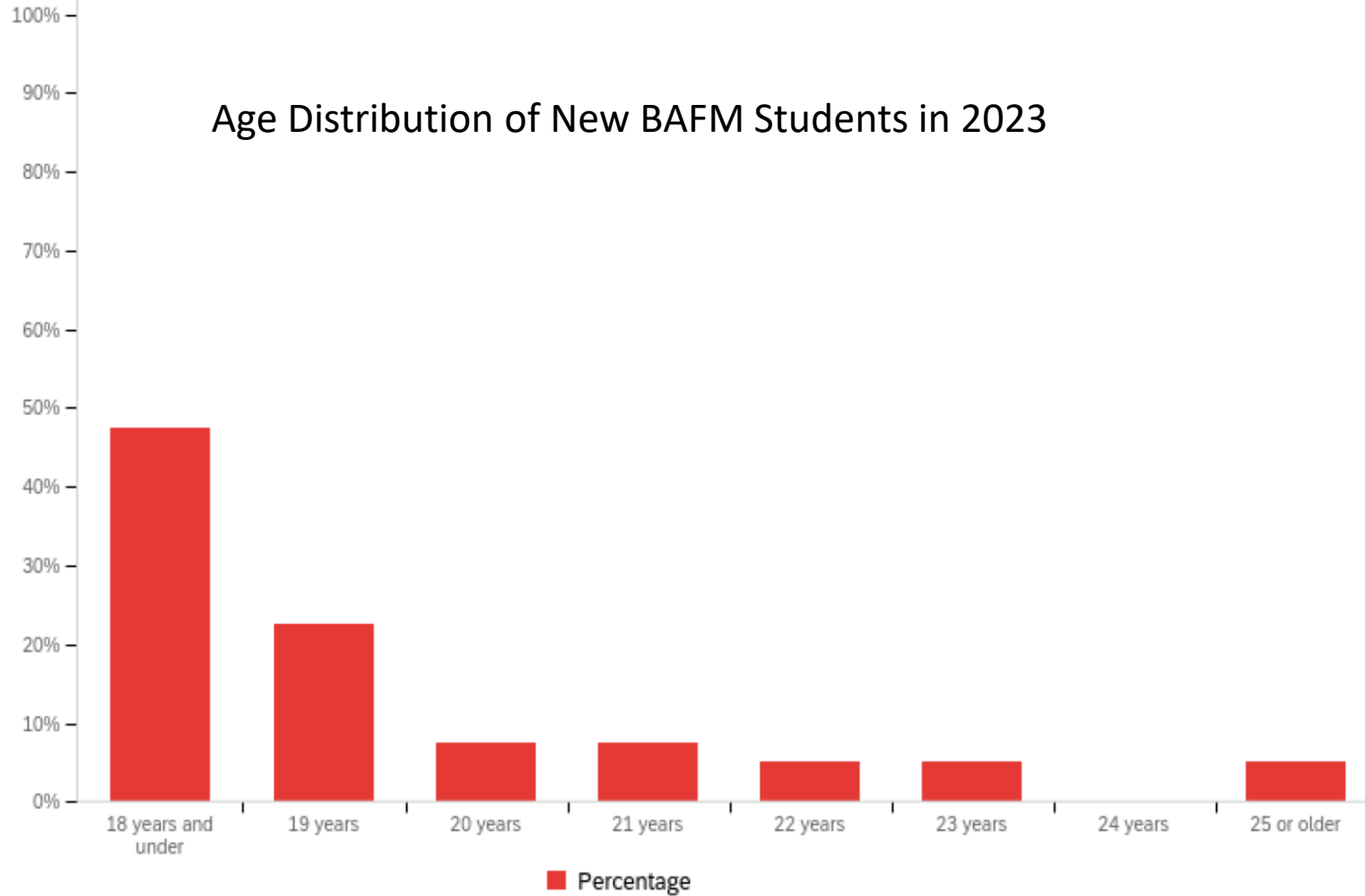
Bachelor of Agribusiness and Food Marketing Programme Structure

- First intake – 2014;
- Interdisciplinary and transdisciplinary;
- Integrating commerce and economics, food science, marketing, supply chain management and agribusiness;
- Case-studies in final year capstone course.
- 18 weeks of practical work requirement.

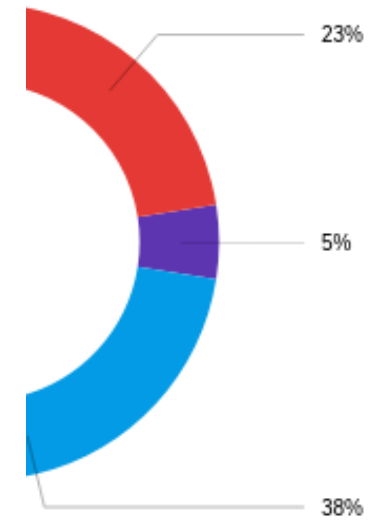


The students

Age Distribution of New BAFM Students in 2023



2023



From the country) other From a large town 20,000-100,000

The graduates

-
-
-



Emily Gray
Digital Sales Account Executive
Mars, New Zealand

Bachelor of Agribusiness



Matt Parker
Operations & Exceptions Manager
International Supply Chain
Kuehne + Nagel, Washington, USA

Bachelor of Agribusir



Libby Twiss
External Relations Advisor
Zespri International

Bachelor of Agribusiness and Food Marketing (2018)

Master of Management – Agribusiness (2020)



The challenges

- A wide distribution of academic performance among students;
- Higher expectation for online course delivery post-Covid despite the reputation of good learning outcomes through experiential learning;
- Ways to integrate 'soft skills' into the curriculum;
- Agribusiness remain 'dull' in the eyes of many urban people in New Zealand;
- How to set up systematic research programmes to conduct ongoing investigation and improvement in agribusiness education – what we have done to date was retrospective and potentially lacks theoretical underpinning.

The opportunities

- New Zealand is trying to reduce the environmental footprint of farming while increase the income from the agrifood sector – more value adding is needed – more ‘story-telling’ and hence the demand for our graduates;
- High demand globally as well – which is an attractive proposition for prospective students.
- Lincoln University is the only specialist land-based university in New Zealand. We have a critical mass of academics researching and teaching in agrifood topics, so are uniquely placed when it comes to agribusiness education research.

What next?

- A new, small research project – *What's in it for me? Perceptions of current students, recent graduates and employers of two tertiary agribusiness programmes in New Zealand*
 - Investigating both Bachelor of Agribusiness and Food Marketing & Master of Management in Agribusiness graduates and employers;
 - Mixed methods – surveys and interviews
- **More research...**

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Thank you!

Suggestions and advice are
welcomed and appreciated!

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