



**Agritech Immersion Delegation  
to Ireland & the United Kingdom  
September 2023**

**Highlighting  
common ground:  
emissions reduction,  
soil conservation &  
environmental stewardship**

**POWERED BY PLACE**

**NEW ZEALAND AGRITECH**

## Introduction to the Agritech Immersion Delegation



**AgriTechNZ is leading a group of passionate individuals who have curiosity in collaborations on agritech solutions for the sustainable advancement of agriculture and the environment. The Agritech Immersion Delegation is seeking to engage with like-minded individuals actively and meaningfully in Ireland and the UK.**

The delegation is made up of senior leaders from NZ organisations that represent experience and interest in climate and environmental actions on farm. The 16 participating organisations represent an aligned ecosystem of innovators, researchers, investors and enablers of agricultural technologies.

The delegation will meet with decision makers and thought leaders who are interested in exploring different ways of doing things, common ground on important topics, shared learning and conditions for lasting collaborations.

This tour is happening in a backdrop of collaborations that include Free Trade Agreements with both the UK and the European Union, a Joint Cooperation Agreement and Joint Calls for Research Proposals from the Irish Department of Agriculture, Food and the Marine and the New Zealand Ministry for Primary Industries, and multiple deep and lasting relationships. The Agritech Immersion Delegation will build on these relationships for the development of further collaborations.

**POWERED BY PLACE**

**NEW ZEALAND AGRITECH**

## Initial Delegate Discussions

In addition to shared agendas being developed with hosts, some of the starting inquiry topics proposed by the delegation include:



**Investment and scaling** – through collaborating and pooling resources stakeholders can accelerate solutions to tackle agricultural emissions. Who are the investors and what are their themes? Who are the scale partners influencing farm level interventions? What experiences can people share on approaches to measuring, modelling, and reporting on farm level actions?



**Regulatory settings** – creating a stable and predictable business environment for agricultural producers, innovators and investors will speed uptake and reduce duplication. What are the considerations around farm level interventions and GHG reporting? What are future policy drivers? What does regulatory equivalence look like for such similar food producing nations?



**Science impact** – acceleration of the research, development, and commercialisation of tools and technology to help reduce agricultural emissions is vital. What are the research themes and focus areas? What funding and supports are being applied to enable impact through the pipeline of R&D and testing to ensure solutions make it through the innovation cycle at pace?



**Counter-seasonal collaborations** – they are often cited as being a powerful opportunity to accelerate progress, but rarely occur. What are the views in both countries about the potential to address barriers and support collaborations?

Other themes and topics are expected to emerge through engagement. The delegation is very keen to contribute as well as learn. Presentation and discussion requests are welcome.

**POWERED BY PLACE**

**NEW ZEALAND AGRITECH**

## Introduction to the delegation lead - AgriTech New Zealand

AgriTech New Zealand is an independent non-government organisation representing a diverse ecosystem of over 170 Member organisations. The membership includes innovators, researchers, investors, regulators and enablers.

We connect the New Zealand agritech ecosystem and enable system navigation and introductions. We promote the role of agritech solutions in addressing opportunities and challenges in global food systems. AgriTech New Zealand advances the ecosystem through advocacy, collaboration, innovation and growth through international connections and missions.

As the leading industry partner in the New Zealand government's Agritech Industry Transformation Plan, AgriTech New Zealand are delighted to host this Agritech Immersion Delegation to Ireland and the UK. We partner with government agencies Callaghan Innovation, New Zealand Trade and Enterprise and the Ministry for Primary Industries to deliver impactful experiences that support the growth of the agritech industry.



AgriTech New Zealand Executive Council L-R back row: Graeme Muller (NZTech), Brenna Townshend (Trev), Peter Barrowclough (Lincoln Agritech Limited), Sarah Adams (Gallagher), Mavis Mullins (Rangitāne Iwi), Matt Flowerday (Landkind), Simon Yarrow (Callaghan Innovation), Katherine Sandford (UBCO - Electric Adventure Vehicles), L-R Front Row: Kylie Horomia (AgriTechNZ), Brendan O'Connell (AgriTechNZ), Bridgit Hawkins (CropX Technologies), Blair Smith (Livestock Improvement Corporation (LIC)).

AgriTech New Zealand supports a range of activities to connect our members and the wider global industry. Examples include:

**The Agritech Industry Transformation Plan (ITP)** – AgriTech New Zealand have enabled industry engagement on the New Zealand Government’s plan to grow the industry to \$8billion by 2030. Read the [full ITP plan](#).

**Baseline of Digital Adoption in Primary Industries** - Launching the first ever baseline report on digital adoption in New Zealand agriculture. The purpose of the report was to understand the realities of digital adoption across New Zealand within five sectors: Dairy, Horticulture, Beef, Sheep and Arable. Read the [full report](#).

**Hosting Department of International Trade / Innovate UK delegations to New Zealand** – we host networking events around the country to give New Zealand companies the opportunity to meet with delegations from the United Kingdom. We look forward to welcoming the next Innovate UK delegation in November 2023.

**Supporting Māori Agritech Activities** – Māori play a significant role in the Primary Industries and encouraging involvement across the agritech ecosystem is a key consideration. We support event attendance and knowledge sharing through various projects.

#### **Global Webinars –**

- In partnership with AgTech Ireland we host the annual NZ / Ireland Online Summit next occurring October 31, [register here](#).
- We have hosted a series of webinars with UK Department of International Trade to connect the UK’s four centres of agritech excellence (AgriEPI, Agrimetrix, CIEL and CHAPs) recordings. View the [webinars here](#).
- Other webinars include topics like feedback on the World Agritech Summit held in San Francisco.



AgriTechNZ are grateful for the support of the Food and Agribusiness Team at professional services provider [ifac](#) in the design and execution of this immersive experience.

Ifac is Ireland’s farming, food, and agri-business specialist professional service firm.

---



**Nāu te rourou,  
nāku te rourou ka ora ai te iwi**

*– with your basket and my basket  
the people will thrive.*

**POWERED BY PLACE**

NEW ZEALAND AGRITECH

# We are similar but different

This immersive experience is based on the view that by exploring our differences all participants (including New Zealand and their hosts) will expand their understanding.



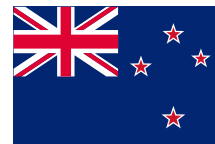
## UK & Northern Ireland

25m ha  
19m ha agri (71%)  
191,000 farms  
85 ha 'average farm size'  
Agri sector % of GDP 0.7%  
Agri-food as % Exports 30%



## Republic of Ireland

6.9m ha  
4.4m ha agri (64%)  
139,600 farms  
32.5 ha 'average farm size'  
Agri sector % of GDP 1.2%  
Agri-food as % Exports 9.5%



## New Zealand

26.5m ha  
13.9m ha agri (52%)  
55,263 farms  
252 ha 'average farm size'  
Agri sector % of GDP 5.7%  
Agri-food as % Exports 81.4%

*\*Figures are approximate at time of publishing.*

# THE ITINERARY

The delegation will be attending meetings and events throughout the two week Mission with key stakeholders.

## WEEK 1, IRELAND

## WEEK 2, UK

Date	Location
<b>Sunday 17th</b> September	Dublin
<b>Monday 18th</b> September	Dublin
<b>Tuesday 19th</b> September	The National Ploughing Championships, Ratheniska
<b>Wednesday 20th</b> September	Kilkenny
<b>Thursday 21st</b> September	Cork
<b>Friday 22nd</b> September	Tralee

Date	Location
<b>Sunday 24th</b> September	London
<b>Monday 25th</b> September	London
<b>Tuesday 26th</b> September	World Agritech Innovation Summit, London
<b>Wednesday 27th</b> September	World Agritech Innovation Summit, London
<b>Thursday 28th</b> September	London, or surrounds



# THE DELEGATES

**POWERED BY PLACE**

NEW ZEALAND AGRITECH

# THE HOSTS



## AgriTech New Zealand

**AgriTech New Zealand** is excited to be hosting a group of passionate individuals who have curiosity in collaborations with Irish and UK counterparts on shared inquiry across emissions reduction tools, soil conservation, and environmental stewardship.

The group includes senior leaders from New Zealand organisations that represent adjacent interests in climate and environmental actions on farm. Across the group there is wide ecosystem representation including research, investment, and commercial interests.



### Brendan O'Connell

Chief Executive Officer

Brendan has been involved in technical, commercial and leadership aspects of product innovation at a senior executive level for several international businesses. He has worked in various industries including bio-medical, telecoms, marine/consumer electronics and agritech. He has led product development teams in NZ, Australia, the UK, Europe and the US.

Over the last 17 years of work in the agritech industry, Brendan has developed a strong affinity with the sector: its people and its purpose. He is particularly interested in fostering smart ecosystems and collaborative practice.

He likes to open doors, connect businesses with the right people, and provide them with context and insights to identify opportunities they might not have considered themselves. He is leading this tour.




 [agritechnz.org.nz](https://agritechnz.org.nz)



 Brendan O'Connell



 Tour Contact:  
+64 21 369 740

### Kylie Horomia

Growth & Transformation Manager (Ngati Porou, Te Arawa)

Kylie has spent over 20 years as a communications specialist within the education sector and the last 10 years in the agriculture industry, most notably with growers T&G Global, automation experts Autogrow and digital technology specialists WayBeyond. Her current role at AgriTech New Zealand supports their membership growth efforts and fostering new transformational behaviours across the industry including storytelling and collaboration.

Kylie is on the Government's Agritech ITP (Industry Transformation Plan) Steering Committee, is the Chair of the Agritech ITP Maori Advisory Group and on the Executive Board of the NZ Guild of Agricultural Journalists and Communicators.



 [agritechnz.org.nz](https://agritechnz.org.nz)



 Kylie Horomia



# THE INNOVATORS



## AgriSea NZ Seaweed

AgriSea New Zealand is an award winning, Māori family owned seaweed company based in Paeroa. AgriSea uses fermentation technology to create Biostimulants from the bioactive, rich, New Zealand seaweed species, Ecklonia radiata.

Biostimulants are a fast growing solution that enables farmers and growers to create top quality food and fibre while reducing their environmental footprint and cost structure.

AgriSea has an export clientele across a number of its key markets including viticulture and apiculture in Europe, USA and Australia. With recent technology investments AgriSea see their future of exporting lies in exporting information and techniques in order to provide meaningful income for other remote coastal communities where seaweed is a resource. With a clear, long term R&D strategy in place, which includes the whole supply chain, novel macroalgae species and human nutrition, AgriSea is committed to providing innovative, proven and effective seaweed products that add value to people and the planet.



- ▶ A blue economy success story
- ▶ Science New Zealand Awards 2021
- ▶ How seaweed will shape our future

## Clare Bradley

Chief Executive Officer

Clare Bradley is the Chair of Aotearoa NZ Seaweed Association and CEO of AgriSea NZ Seaweed Ltd. Clare is committed to helping farmers and growers reach their sustainability and profitability goals through science and innovation. Her focus on providing increasing value through the entire supply chain has gained her recognition as the NZ Rural Business Women of the Year.



 [agrisea.co.nz](https://agrisea.co.nz)



 Clare Bradley



## Tane Bradley

Chief Innovations Officer (Ngāti Maniapoto, Waikato-Tainui)

Tane supports the internal teams, builds research relationships, engages with our farming communities and manages our raw resource across New Zealand. Tane readily grasps future opportunities in both the Seaweed Industry and Primary sectors in New Zealand. We have known the value seaweed has on our primary industries for decades and we are fortunate to do the work we do in supporting the growth, research and understanding by collaborative relationships with great like-minded people and companies.



 [agrisea.co.nz](https://agrisea.co.nz)



 Tane Bradley



# THE INNOVATORS



## CH4 Global

CH4 Global is a climate tech company focused on impact (giagtonne) at scale (before 2030) for ruminant methane mitigation.



CH4 Global is on an urgent mission to bend the climate curve and develops market-disruptive products to radically reduce GHG emissions. Partners use Methane Tamer™, the company's feed additives for ruminants, to take charge of animal emissions.

CH4 Global™ provides seaweed-based Asparagopsis products to farmers worldwide so they can dramatically reduce the methane emissions of their livestock and realize significant value in the process. By supplementing up to 1% of daily cattle food intake with Asparagopsis, methane production can be reduced up to 90%.

The company is headquartered in Henderson, NV, with current subsidiaries in Australia and New Zealand.

## Steve Meller

### Chief Executive Officer

Steve is a Silicon Valley-based entrepreneur, investor, innovator, founder, and board advisor and has had successful careers as a corporate executive and as a research professor.

Steve has created and scaled innovative disruptive product and capabilities that have made in excess of \$20B in bottom line profit. He has created and scaled sustainability solutions globally around waste, water, energy, and materials creating savings of > \$1B annually while reducing carbon impact.



 [ch4global.com](https://ch4global.com)



 [Steve Meller](#)



## David Lawson

### Chief Technology Officer

David Lawson leads R&D at CH4 Global, where he and his team are developing future generations of technology through a global network of partner universities and research institutions. David has devoted his entire career to research, product and business model innovation, and entrepreneurship. David holds a Ph.D. in Molecular Biology from the Max Planck Institute for Biology, a Master of Science degree in Tropical Medicine from the University of Tübingen, and a Bachelor of Science degree in Zoology—Protozoology, from the University of Glasgow.



 [ch4global.com](https://ch4global.com)



 [David Lawson](#)



# THE INNOVATORS



## Dragonfly Data Science

Dragonfly Data Science was founded in 2006, with the purpose of applying scientific expertise to real-world problems. With over twenty-five staff, including ten PhD-level and seven post-graduate researchers, Dragonfly has proven skills in ecological modelling, bioinformatics, statistical analysis, marine science, technical writing, software development, database management, design, and the deployment of interactive tools to interface with data.

We are passionate about applying our skills to challenging and innovative questions around handling, managing and modelling real-world data. We thrive to meet these challenges and to find solutions to complex research and data problems.



## Finlay Thompson


### Director Data Science

Finlay is Director Data Science at Dragonfly. As a mathematician, he brings an insightful rigour to solving analytical and technical problems. Finlay has extensive experience as a database and software developer. He leads the technical direction of Dragonfly's work and enjoys the challenge of making analytical solutions work in practice.



 [dragonfly.co.nz](https://dragonfly.co.nz)



 [Finlay Thompson](#)



# THE INNOVATORS



## Levno

Levno harnesses the power of IoT to deliver insights that improve food quality and safety, optimise supply chains, and prevent environmental waste. Customers include an extensive mix of large agribusinesses and thousands of farmers.

As an example, over 50% of New Zealand's milk supply is monitored by Levno technology to deliver better returns to both the processor and the farmer. Levno also has solutions for feed, water and fuel management, all of which deliver benefits on both sides of the farm gate.

Levno has established its European base in Dublin.

## Mark Simon

Chief Executive Officer

Mark is Levno's global CEO. His focus is on expanding Levno's international footprint by helping customers deliver sustainable productivity improvements.

Mark has over 20 years' experience successfully taking New Zealand tech companies offshore.



 [levno.com](https://levno.com)



 [Mark Simon](#)



## Matt Lynch

Country Manager UK & Ireland

Matt has recently relocated to Dublin to continue and accelerate Levno's expansion into European markets. He has experience working across all aspects of SaaS businesses and has spent the last 7 years with Levno in New Zealand. His role will see him working alongside large enterprise customers enabling them to deliver sustainable productivity improvements.



 [levno.com](https://levno.com)



 [Matt Lynch](#)



# THE INNOVATORS



## Livestock Improvement Corporation (LIC)

Livestock Improvement Corporation (LIC) is a farmer-owned co-operative and world leader in pasture-based genetics and technology that have helped to improve New Zealand dairy herds for over 100 years.

With origins dating back to 1909, LIC have a long history of developing innovations for the dairy sector and is one of the New Zealand agricultural sector's largest private investors in R&D and new product development.

Headquartered in Hamilton New Zealand, LIC employs more than 700 permanent staff, swelling to 2,000 during New Zealand's peak dairy mating and herd testing season through spring. LIC also has offices in the United Kingdom, Ireland and Australia.



## Emma Blott

### General Manager Commercial

Emma is responsible for LIC's active investment and divestment portfolio, the commercialisation of new ventures, as well as the identification and execution of new partnership and collaboration opportunities and running LIC's growing international businesses. Prior to joining LIC in 2020, she held various senior management roles with Fonterra over 14 years, with experience across strategy, business development, marketing, innovation, change management, R&D and commercial disciplines.



 [lic.co.nz](https://lic.co.nz)



 Emma Blott



# THE INNOVATORS



## Map of Ag

Map of Ag was founded by New Zealand farmer Forbes Elworthy as a spin-out from his agri portfolio investment business to meet a growing need for data-driven insights into farm performance.

Incorporated in 2015, we have since acquired a number of businesses (The Evidence Group and Precision Decisions in 2018 and Rezare Systems in 2020) and in 2022 we divested our market research division (National Farm Research Unit/Map of Ag Analytics Ltd).

Today we number around 80 people in the UK and NZ.



MAP OF AG

## Rob Burgess


Head of Product

Rob is the Chief Operating Officer for Map of Ag and has been with the company since 2014. Originally a beef and sheep farmers son from Warwickshire, UK, Rob completed an Agribusiness Management degree at Newcastle University, and since being at Map of Ag has had roles as Customer Account Manager and Head of Product.



 [mapof.ag](https://mapof.ag)



 [Rob Burgess](#)



## Anna Powell

Sales

Anna works in the commercial team at Map of Ag and has 15 years of experience in global agtech business development working with large FMCG brands and agri-food businesses. Anna joined the company in 2021 and works with a broad range of customers generating new business and strengthening existing relationships. Anna will be joining for week two in London.



 [mapof.ag](https://mapof.ag)



 [Anna Powell](#)





# THE INNOVATORS



## Overseer

OverseerFM is online software that connects farmers to information on their nutrient losses and greenhouse gasses, enabling sustainable farms. It's a globally unique tool that can model an individual farm using easily obtainable information and a science backed method. The model and award-winning user interface strike a sweet spot between simplicity and complexity, supporting fairness, trust, and with over 15,000 farms modelled it has proven scalability. This means New Zealand can set regulations to protect our environment while allowing farmers to decide how to meet them in the best way for their farm.



## Jill Gower

### Chief Executive Officer

Jill Gower is the CEO at Overseer Limited, a social enterprise representing a partnership between the New Zealand Government, Farmers and one of New Zealand's largest Crown Research Institutes.

Jill is a problem solver with 30 years of experience working across commercial, government and not for profit organisations, large and small. A connector of people and ideas, she is wildly optimistic about humanity's potential to solve wicked problems through collaboration and by leveraging evolving technologies.



 [overseer.org.nz](https://overseer.org.nz)



 [Jill Gower](#)



# THE RESEARCHERS



## AgResearch

AgResearch Ltd is one of New Zealand's largest Crown Research Institutes which leads pastoral research focused on emissions reductions, from understanding the whole life cycle of food production systems (LCA), positively managing soils to minimize carbon loss and nitrous oxide emissions, maintaining research to improve freshwater outcomes, understanding microbial communities in soil, plants and animals. We provide supportive research for researchers companies developing products for methane mitigation, alongside farm systems to and adaptive systems research. AgResearch is interested in finding solutions to environmental footprint of agriculture including exploration of forage genetic resources for methane mitigation and less use of chemicals such as fertilisers, herbicides and pesticides. We are determined to conserve soil's health and microbiome as part of our agricultural best practice.




## Rebecca Redmond

**Agritechnologies Sector Manager**

Rebecca Redmond has a strong technical and commercial background in the meat AgResearch Ltd is one of New Zealand's largest Crown Research Institutes which leads pastoral research focused on emissions reductions, from understanding the whole life cycle of food production systems (LCA), positively managing soils to minimize carbon loss and nitrous oxide emissions, maintaining research to improve freshwater outcomes, understanding microbial communities in soil, plants and animals. We provide supportive research for researchers companies developing products for methane mitigation, alongside farm systems to and adaptive systems research. AgResearch is interested in finding solutions to environmental footprint of agriculture including exploration of forage genetic resources for methane mitigation and less use of chemicals such as fertilisers, herbicides and pesticides. We are determined to conserve soil's health and microbiome as part of our agricultural best practice.



 [agresearch.co.nz](https://agresearch.co.nz)



 [Rebecca Redmond](#)




## Kioumars Ghamkhar


**Director of Margot Forde Forage Germplasm Centre**

Kioumars Ghamkhar is founder of Map&Zap, smart weed ID and non-chemical control, and the director of NZ's forage seedbank (AgResearch). He has 20 years of research experience using different technologies in agriculture including sensors and AI for non-destructive crop characterisation. In 2020, his plant phenomics team at AgResearch won the Science NZ team award.



 [agresearch.co.nz](https://agresearch.co.nz)



 [Kioumars Ghamkhar](#)



# THE RESEARCHERS



## Lincoln Agritech

Lincoln Agritech Ltd is a research and development company owned by Lincoln University in NZ. We deliver “Trusted Science and Technology for a better world”. We were formed in 1964 to add more engineering into agricultural research in NZ. We empower the primary sector and communities to thrive; while safeguarding our environment.



We are interested in international collaboration in:

- Climate change mitigation technologies.
- Mitigation of Environmental damage from agricultural production i.e. nitrates, nitrous oxide.
- Horizon Europe research collaborations.
- Precision Agriculture.
- Food security and productivity.
- Water quality.
- Sensing and robotics.
- Biotechnology - microbiome analyses and microbial biotechnologies for biocontrol to manage disease and to enhance plant growth systems.

## Peter Barrowclough


Chief Executive Officer

Peter Barrowclough is the CEO at Lincoln Agritech Ltd, a research and development company with 85 staff 100% owned by Lincoln University. He has more than 30 years of experience at the interface of science and business, with multiple management and governance roles in the private and public sectors.



 [lincolnagritech.co.nz](https://lincolnagritech.co.nz)



 Peter Barrowclough



# THE RESEARCHERS



## University of Otago

The University of Otago (Te Whare Wānanga o Ōtākou) is a collegiate university based in Dunedin. The University is ranked in the top 1% of universities in the world and has been actively involved in research, education, and collaboration with stakeholders to address pressing challenges in agriculture and environmental sustainability.



The University recently introduced an Agricultural Innovation programme for students that explores the innovative changes in agriculture required to mitigate the impact of extreme weather events, greenhouse gas emissions, and degradation of soil and water quality.

The University has research funded programmes that have identified new agents for at controlling greenhouse gas emissions (nitric oxide, methane) and the prevention of mastitis in dairy herds.

## Greg Walker

**Associate Professor and Head of the Bayer Centre for Dairy Animal Health**

Greg Walker has over 20 years research experience in drug delivery and formulation and is the head of the Animal Health Formulation Group, University of Otago. Greg is involved in research projects focused on improved animal welfare, reducing agriculture greenhouse emission (nitric oxide/methane) and the development, and spread of antimicrobial resistance.



 [otago.ac.nz](https://otago.ac.nz)



# THE INVESTORS



## Agnition Ventures

A subsidiary of the Ravensdown fertiliser co-operative, Agnition are a venture fund on a mission to help farmers get the most out of their soil and fertilizer inputs. Agnition finds, builds, and invests in high-potential opportunities to solve real world challenges in the ag sector. Our key focus areas are soil improvement and nutrient management, but we have a broad overall portfolio.

- We're bringing the best innovative new ideas to our large customer base (about 50% of the farms in NZ) through a farm pilot network of 100-200 farms within NZ a great opportunity for international organisations looking for a way to trial new technology on a diverse set of farms in a controlled environment.
- We're investing in new early-stage startups - we're interested in tapping into new pipelines of emerging technologies.
- We're building and spinning out our own startups from innovative ideas to solve real problems on farm.




## Elliot Mercer

### General Manager Innovation

Elliot has global experience driving business growth through innovation and investment for a range of businesses including startups and large corporates. He has held a diverse range of senior leadership positions at Fletcher Building Innovation and Sustainability, PwC NZ and Canada, and Kiewit Corp. He has a special interest in identifying and building innovative ideas into real world solutions.



 [agnition.ventures](https://agnition.ventures)



 [Elliot Mercer](#)



# THE INVESTORS



## AgriZeroNZ

AgriZeroNZ is a partnership between leading NZ agribusinesses and the NZ Ministry for Primary Industries. It is a catalyst and investment fund, with an ambition of accelerating the reduction of agricultural emissions - by 30% by 2030.



## David Macdonald

### Head of Ventures

David Macdonald is Head of Ventures at AgriZeroNZ. David has joined from Fonterra where he was the M&A Manager responsible for the full deal process on national and international brands and assets. A further key focus of his role was investments into new sustainability focused technologies.



 [agrizero.nz](https://agrizero.nz)



 [David Macdonald](#)



## Ruth Leary

### Head of Strategy and Engagement

Ruth is currently seconded to AgriZeroNZ as Head of Strategy & Engagement from Synlait. She has worked at Synlait Milk in several roles, most recently as Director of Strategic Projects.

Ruth has held several leadership roles in her career, including Regional Sales Manager in Asia Pacific at Lesaffre, and Sales Director at Archer Daniels Midland (ADM). Ruth has a Science degree (Food Science & Human Nutrition), an MBA from the University of Otago, and a Diploma in Brewing.

Ruth has been involved in various industry groups in the food, nutrition and beverage industry. She is passionate about helping New Zealand retain our place globally as a leader in the agricultural sector, and originally comes from a farm in Southland.



 [agrizero.nz](https://agrizero.nz)



 [Ruth Leary](#)



# THE ENABLERS



## Callaghan Innovation

Callaghan Innovation is New Zealand's innovation agency. It activates innovation and helps businesses grow faster for a better New Zealand. Established in 2013, the government agency partners with ambitious businesses of all sizes, delivering a range of innovation and research and development (R&D) services to suit each stage of their growth.

Its people – including more than 200 of New Zealand's leading scientists and engineers – empower innovators by connecting people, opportunities and networks, and providing tailored technical solutions, skills and capability development programmes, and R&D funding.

**CallaghanInnovation**  
New Zealand's Innovation Agency


## Shane Dooley

### Business Innovation Advisor

Shane works as a Business Innovation Advisor specialising in Agritech with Callaghan Innovation. He has worked extensively in tech product development management for export companies throughout his career. He specialises in Agritech, export, commercialisation, product management and global product launches.

Shane is passionate about helping NZ Agritech companies succeed and grow.



 [callaghaninnovation.govt.nz](https://callaghaninnovation.govt.nz)



 [Shane Dooley](#)



# THE ENABLERS



## Perrin Ag Consultants

Perrin Ag is a full-service agribusiness advisory and farm management consultancy firm, based in Rotorua, New Zealand. With a team of 23 personnel, Perrin Ag specialize in the design, analysis and implementation of profitable and sustainable farm systems, with a particular focus on water quality, biodiversity and emissions reductions. As well as working with individual and family-owned farm businesses, the Perrin Ag team also work with a wide range of government and industry agencies, primarily in the fields of environmental and agricultural economics, policy analysis, farm systems research and sustainable land use change.



## Lee Matheson

### Managing Director

Lee has been working in agribusiness advisory for over 17 years, specializing in Māori agribusiness, farm management systems, environmental economics and investment analysis. Lee is currently the Managing Director of Perrin Ag, where he leads a team of 23, and is a Registered Fellow of the New Zealand Institute of Primary Industry Management.



 [perrinag.net.nz](https://perrinag.net.nz)



 [Lee Matheson](#)





# THE ENABLERS



## PwC New Zealand

In New Zealand, PwC employs over 1,700 people and has offices in the Auckland, Waikato, Hawke's Bay, Wellington and Canterbury regions.

Over and above our traditional service offerings, PwC New Zealand also has a strong industry focus, with multi-discipline teams dedicated to key industry groups in both global and national markets. For our clients, this means the best local knowledge combined with the broadest global experience.

PwC now brings a strong focus on Food and Fibre and Sustainability and Climate Change supporting our clients to meet nature positive aspirations as well as changing consumer and regulatory expectations.

Our partners and staff are dedicated to solving the complex problems food and fibre sector businesses are facing in today's changing market place. Now, more than ever, we have the resources to meet these needs through our truly integrated global network.



## Ben Wakely

### Director

Ben is passionate about the future of New Zealand's primary sector and is a senior leader in the Food and Fibre practice. He is an experienced consulting professional with over 12 years' supporting public and private sector clients with transformation advisory and implementation support.

Recent areas of focus and experience include:

- Supporting food and fibre sector organisations in realising sustainability transformation across the value chain
- Working with public sector organisations designing and implementing regulatory system change to enable environmental outcomes
- Working alongside the agri-tech sector to implement and support innovative approaches and solutions in driving change.



 [pwc.co.nz](https://pwc.co.nz)



 Ben Wakely




**COMING SOON**

**Agritech** **THE**  
**Unleashed** **NEW ZEALAND**  
**SUMMIT**

---

**The New Zealand Summit**  
**13-14 August 2024**  
**Hamilton**

---



**Nāu te rourou,  
nāku te rourou ka ora ai te iwi**

*– with your basket and my basket  
the people will thrive.*



**AgriTech**  
NEW ZEALAND