



**MEDIA RELEASE**  
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## Manawatu student's passion for agriculture rewarded

A passion for sustainable farming and the red meat sector has seen Massey University student Hannah Gibb rewarded with a \$2,500 scholarship from Agcarm.

Born and bred on a sheep and beef farm in Feilding, the 20-year-old grew up with a love of the land and the animals farmed on them. Having always been certain of her career path, she says she dreamt of studying agriculture at university and moving into an industry role.

"I've always been dead keen on agriculture and farming," says Gibb. "I don't consider myself a townie at all."

The dedicated student is now in her third year of the agricultural science degree at Massey University and manages to combine studying with working on the family farm in Awahuri.

Combining study with farming is "challenging", she says, but achieves it due to amazingly supportive friends and family. "We share responsibilities and communicate all the time." She's had a fast and furious education in time management and being organised.

"There have been a lot of late nights, feeding out in the dark," she says.

The red meat sector and sustainability in farming motivate her. Gibb says that the decisions and actions made by our farmers affects production and influences our international reputation.

“Personally I see it as critical to ensure New Zealand can continue to supply wholesome, nutritious and affordable products, while reducing our environmental impacts and improving sustainability.”

Gibb also works for the NZ Hereford Association, co-ordinating the Hereford Youth Ambassador programme. She is also involved in the Massey Young Farmers Club committee and has won several accolades. In 2013 she won the NZ Hereford Association Herdperson of the year and the Future Beef NZ Intermediate Ambassador – and this year won the senior award.

She intends to spend her winnings on the cost of continuing her studies.

Agcarm chief executive Mark Ross says the association is pleased to help such a hard-working, enthusiastic and motivated student to reach her goals.

“We were impressed with her work ethic and commitment to farming and agriculture,” says Ross.

Agcarm has two scholarships to support education and raise awareness about careers in Agcarm-related industries. The winner of the veterinary science scholarship is Paul Blondell.

### **About Agcarm**

Agcarm is an industry association of companies which manufacture, distribute and sell products that keep animals healthy and crops thriving. Industry initiatives led by Agcarm include providing safe and sustainable animal health and crop protection technology for the future of New Zealand, and educating the community about the industry’s contribution.

### **ENDS**

**For more information please contact:** [Mark Ross](#) 04 499 4225 or 027 442 9965

### **Pictures**



Hannah Gibb on her family farm with her own stud Hereford cattle in the background.



Hannah with black and coloured Romney stud lambs on the family farm (brother and cousin in background).