



5 October 2020

## **Food & Fibre Discovery Challenge**

As part of Ag Fest, in Greymouth being held on the 13<sup>th</sup> & 14<sup>th</sup> of November 2020, Beef + Lamb NZ (B+LNZ) is to lead an initiative to help highlight the employment opportunities across the food and fibre sector.

This is a great opportunity with 12,000+ attendees to the event over the 2 days and 400+ exhibitors. The "Food & Fibre Discovery Challenge" is aimed for school pupils, leavers and career changers to participate in while attending the field days.

Participants will go around the different sites identifying different career pathways and opportunities, answering questions as they go and discovering new knowledge.

With clues and route information given to them at one of the starting pitstops on registration located around the field days with B+LNZ being the final pitstop for the day.

Like an amazing race platform there will be "detours" where decisions will need to be made, "roadblocks" where some tasks and fun will be had and some "U turns" where some backtracking and thinking will be required along with a few "Speed bumps".

We would like to encourage your school or institute to share the event information around your teachers and students along with your local communities to ensure everyone knows about the challenge and has a chance to be involved.

### **What you need to know:**

Free to Enter

- Primary Schools – Teams of 4 with teacher or parent accompany permitted.
- High School Students, Leavers, University students & Career Changes – Teams of 2.
- Register with Beef + Lamb NZ at site 553 in the Beef + Lamb NZ pavilion, on the day and return completed forms to site at conclusion of day
- Spot Prizes and Overall Winner Prizes up for grabs (over \$1000 value)

### **How will it work?**

- Students grab some mates and sign up & get starting packs
- Walk around field days following the clues & directions to discover careers and to answer questions about businesses
- Return your answer sheet to B+LNZ site and grab spot prizes along way
- Identify what career really interested you for chance to spend a day in that career
- Have fun & take your books home to keep discovering

If you would be able to let us know whether you intend to send students along on one of the days, it would be much appreciated.

Thanks for your time, we believe the next generation of farmers & industry employees are out there and we want to do our bit to ensure they are aware of the opportunities in our sector, we hope you can come on this journey with us!

Any questions please come back to us.

Kind Regards

**Beef +Lamb NZ Team**

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