



The future of our
Agri-food and Fibre
sector might be a
lot closer than
you imagined.



ASB
MAGS FARM



Our vision

The Agri-food and Fibre sector is at the heart of New Zealand's national identity. It's also one of our biggest economic sectors, making up 67% of the value of exported goods.

But the industry faces three big challenges.

The first is a growing divide between urban and rural communities. Farmers feel misunderstood and under attack. Urban communities don't understand the drivers of the sector. Closing that gap, and creating common understanding, is critical for our nation's success.

Second, many New Zealanders don't realise the enormous contribution our food, fibre and timber producers make to our economy.

Third, too few young people are choosing a career in the agri-food sector. We need to inspire them with the diverse, high-tech and rewarding career opportunities it offers.

The renewal of the farm at Mount Albert Grammar School is a first step to resolve all three of these issues, and ensure a prosperous future for New Zealand's Agri-food and Fibre industry.

In 1932, ASB gifted a lease of 20 acres of land (8.1 hectares) to Mount Albert Grammar School (MAGS) to create a school farm. In 2012 ASB renewed that commitment for another 99 years. Now, we want to help transform the old school farm into a centre of excellence. It will give context and connection to our urban and rural communities, and inspire our youth to choose a career in the agri-food sector. It needs significant investment in cash and kind. But when it's in place, we'll see a new future for Agri-food and Fibre in New Zealand.

We'll engage the Auckland community with New Zealand's food story. We'll show overseas visitors our commitment to producing the best sustainable food and fibre in the world. And we'll inspire a new generation, who can learn new skills on the best technology and equipment in the industry.

Agri-Food and Fibre is an important cultural and economic taonga for New Zealand. We're acting now to grow a prosperous and sustainable future for this essential industry – and we need your help.

Industry talent gap

New Zealanders have traditionally had a connection to the rural industry through family or friends. As New Zealand has developed and grown, multi-generational urban families have often lost their connection to provinces and family farms. We're an increasingly multi-cultural society, and for many the history of our farming sector is unknown. Where we were once a nation of farmers, our new career options are more diverse and often focused on urban opportunities.

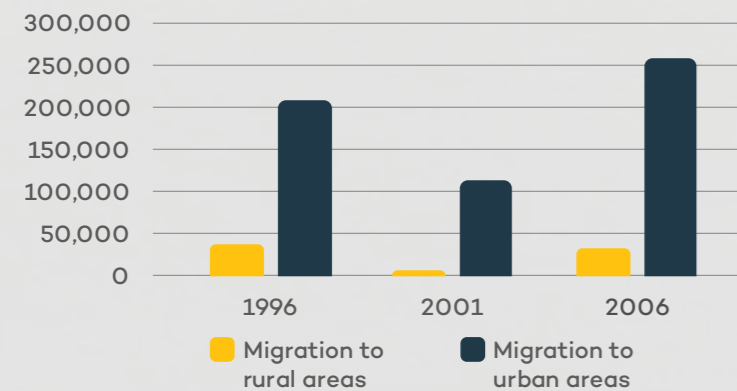
But agriculture accounts for 67% of New Zealand's export income and 12% of our GDP. The Government has set an ambitious

industry goal of doubling export earnings by 2025. To achieve this goal, we need 50,000 new people working in the industry.

At the current rate of study participation, we won't have enough young people to reach this goal. We're also competing with other growth industries for our nation's best young talent. They're lifting their game, and the Agri-food and Fibre sector can't risk falling behind.

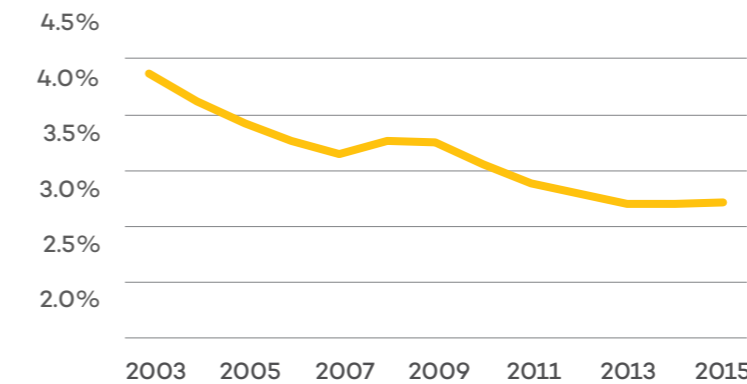
ASB MAGS Farm will be an important part of the solution. It will show our youth the wide range of rewarding careers in Agri-food and Fibre, create new connections with Auckland's urban communities, and build a pipeline of talent from New Zealand's largest urban centre.

Increasing urbanisation in New Zealand



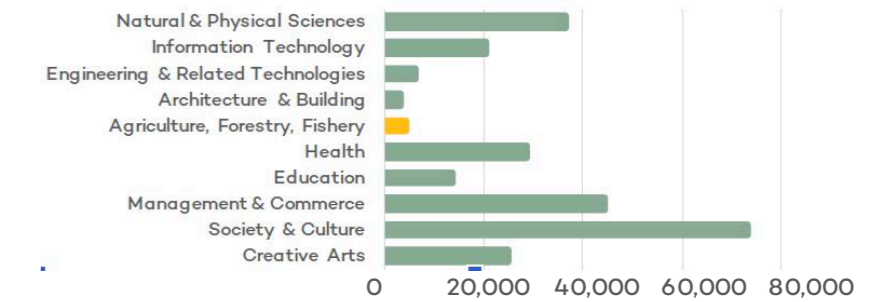
Statistics NZ, 2008

Secondary students studying agriculture



Department of Education, 2017

Fields of tertiary study, 2015



Department of Education, 2017

The Experience Centre



The new Experience Centre is the gateway and centrepiece of the ASB MAGS Farm. It's not just a classroom – it's an experience lab that will inspire and engage our best young people, from right across the Auckland region.



The Experience Centre will be interactive and educational, with a focus on the reality of modern, sustainable farming.

The Experience Centre will be the centrepiece of the Farm. It gives students and visitors a world-class experience and educational environment with classrooms, an exhibition space and a seminar area.

It will be flexible enough to host corporate and industry events, as well as visitors from schools throughout New Zealand.

The Experience Centre will inspire its visitors, through the examples and experiences of people working in the Agri-food and Fibre industry, and the future they see for themselves and for New Zealand. It will offer animal handling and practical

demonstrations of dairy and horticulture production, food preparation and science. Its unique immersive experiences of both technology and hand-on techniques will create new connections between our urban and rural communities, and show our young people the opportunities available to them.

As a supporter, you can help shape the nature of this showcase. You can show your business, industry and proposition in the best possible light to the decision-makers of tomorrow.



The Experience Centre will be a valuable resource for the Agri-food and Fibre industry. It will be both lab and showcase for farming equipment, techniques and technology. It will show all visitors – students, international trade delegates and industry stakeholders – the vitality and opportunities of New Zealand's agri-food sector.



How will it work?

ASB MAGS Farm will create a world-class educational facility and Experience Centre. It will help open the eyes of young people and their communities to agri-food, its opportunities and its value to our nation.

It will inspire and educate visitors with stories of New Zealand's Agri-food and Fibre industry, the purpose of the centre and demonstrations of New Zealand's farming practices.

The Experience Centre Manager will be hired before construction begins, and will work with its supporters to shape its nature and focus areas.

Farm operations and the horticulture block will be managed by a professional Farm Manager, who will work with the students and MAGS faculty.

The Experience Centre will give students a real taste of their potential future in Agri-food and Fibre – something no app can provide.

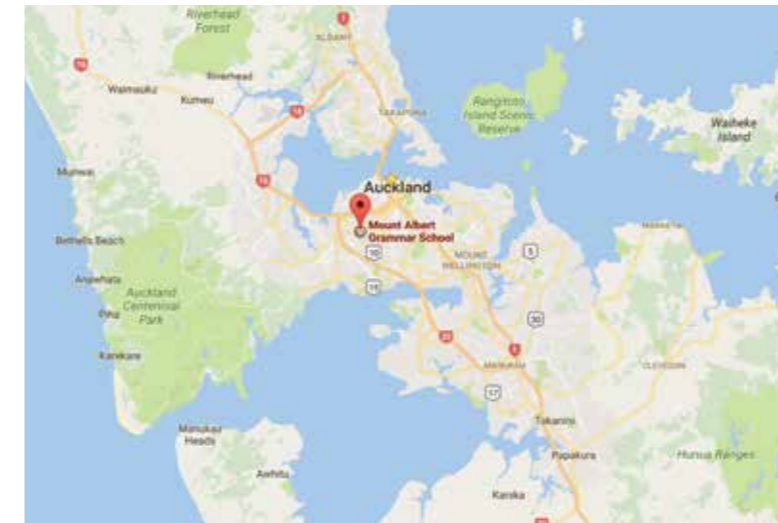
They'll use the latest technology and machines. They'll experience animal handling and the basics of husbandry. They will learn first-hand the importance of food and fibre to our economy, and take home the results of their immersive experience to share with their family and friends. This is an explorative, hands-on learning approach that few industries can offer – and the ASB MAGS Farm Experience Centre will be a key enabler in the heart of Auckland.

The new farm

The redeveloped ASB MAGS Farm will showcase the best technology, innovation and research from New Zealand and around the world. It will also operate using leading edge best practices.

The farm will run dairy, sheep and beef stock, and offer a range of horticultural activities. Our objective is to show students aspects of the entire Agri-food and Fibre value chain.

Thanks to the farm's location, in the heart of Auckland, we'll be able to inspire city kids and their families with the opportunities open to them in our industry.



Mt Albert Grammar School is in the heart of Auckland, with a diverse student population. It has a strong historical association with rural communities through both its farm and the school's Boarding Hostel, and is within a 45 minute drive of 90% of Auckland's population.



An opportunity to invest

This is an exciting opportunity for our partners to take part in shaping the future of New Zealand's agri-food sector.

As investors, you and other industry leaders will help shape the Experience Centre and its development, as well as the wider farm's operations and practices.

There will be opportunities for you to work directly with students, as well as use the Experience Centre for your own needs.

ASB MAGS Farm needs initial capital to develop the farm and construct the Experience Centre. It will then need ongoing funding to contribute to its operating costs. We seek funds for an endowment with sufficient returns to provide a strong financial footing to support the operations of the Experience Centre over time.

We would like your organisation to invest in ASB MAGS Farm. It creates an opportunity for you to demonstrate industry leadership and shape the future of New Zealand's next generation. It also gives you the chance to help define the nature of the Experience Centre, which can become an ongoing showcase for your business and a hosting venue for international guests and local customers.

But none of this can happen without funding, which is why we're asking for your funding commitment today.



ASB MAGS Farm gives you the opportunity to help realise the potential of our Agri-food and Fibre sector. ASB MAGS Farm lets you engage Auckland in our food story, create the opportunity for students to see a career in our food sector and realise our nation's potential prosperity.



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