



VALUE CHAIN INNOVATION

A PROGRAMME DELIVERED BY RURAL LEADERS



5 days value chain immersion

3+ value chains

! Multiple 'aha' moments



Innovating for our fast-changing value chains.

The **Value Chain Innovation Programme** delivers immersive learning, focused on strategic value chain analysis and design. It connects participants to NZ's key value chain influencers and accelerates their ability to adapt to a fast-changing environment.

The Programme comprises a facilitated, five-day immersion field trip along established, disruptive, and novel value chains, delivering a sector and pan-sector view.

The Value Chain Innovation Programme is truly one-of-a-kind, offering access to the people, places and learning, difficult to source any other way.

What will you get?

Participants expand their:

- entrepreneurial capability
- build advanced competencies
- develop a new mindset on Food and Fibre innovation in domestic and international markets
- deeper knowledge of value chains that may include: apples, kiwifruit, dairy, red meat, agri-tech.

Grow your know-how

- NZ's value chains and models
- learn how to generate and capture value
- meet key industry leaders and make connections
- learn from facilitators with deep knowledge of NZ and international value chains
- form a high-trust cohort of lifelong friends.

Fee

\$5500 +GST* (*2027 fee may increase to cover costs).

Ready to grow your business, understanding of value chains, and how New Zealand's Food and Fibre Sector works?

Facilitated by Prof. Hamish Gow, the next programme will run from 31 January (starts Napier) to 6 February 2027 (ends Hamilton).

To register your interest, or for more information [visit our site here.](#)

For any queries contact Programmes Manager, Dr Lyndsey Dance at email Lyndseydance@ruralleaders.co.nz

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