

**RURAL  
LEADERS**

GROWING WORLD-CLASS  
LEADERS FOR OUR COUNTRY

# Future Food and Fibre Leaders Pulse Check



**Kellogg Cohort 54  
2025**

# Purpose

The Kellogg Rural Leadership Programme, delivered by New Zealand Rural Leaders, is highly regarded for its role in cultivating leadership pathways across the food and fibre sector.

Recognising the importance of amplifying the perspectives of emerging leaders, PwC and Rural Leaders work with each Kellogg cohort to develop a 'pulse check' of key messages. This process empowers Kellogg participants to express the issues that matter most to them and provide insight into potential solutions. Through a tailored workshop with the cohort, five key messages were captured and prepared for sharing across the food and fibre sector.

PwC and Rural Leaders thank Cohort 54 of the Kellogg Programme for their contribution to this second 'pulse check'. We remain committed to refining the process and welcome feedback to help enhance its impact for future cohorts.

“ To understand and amplify what is top of mind for emerging food and fibre leaders

# Process



## 1. Disruptors

The Kellogg Cohort conducted a brainstorming exercise to identify the main disruptors in the food and fibre industry.

## 2. Target audience

The cohort chose to target young (30 and under) future leaders in the food and fibre sector and those who support them.

## 3. Key messages

Key messages were developed with the target audience in mind. Participants then identified their top five priorities and expanded these with supporting ideas.



The following presents the 5 key messages that the cohort want young emerging leaders to know...

# We want young food and fibre leaders to...

## 1 Access intergenerational knowledge



### Reduce risk

Accessing intergenerational knowledge gives young leaders the benefit of experience to guide fresh ideas and strengthen resilience. By learning from past successes and failures, young leaders can avoid repeating mistakes and make more informed decisions in a rapidly changing sector.

### Provide mentorship

Mentorship programmes create mutually beneficial relationships where emerging leaders gain guidance and confidence, while mentors gain fresh perspectives and renewed purpose. This exchange not only supports individual growth but also drives innovation and resilience across the food and fibre sector.

### Potential solutions could include...

1. Identifying knowledge that holds long-term value
2. Establishing structured mentorship programmes to facilitate knowledge exchange

## 2 Adapt and lead through changing times



### Embrace technology

Developing young leaders who are adept at managing change is critical to strengthening resilience and productivity in the food and fibre sector. As technology becomes increasingly embedded, those who harness it as a tool will remain competitive.

### Be agile in a competitive world

Remaining nationally and globally competitive requires young leaders to balance agility with strategic foresight. In a rapidly evolving world, competitiveness is not only about efficiency but also about the ability to anticipate trends, embrace innovation, and respond to disruption.



# We want young food and fibre leaders to...

## 3 Be empowered to redefine success

**Young leaders** should aim to be prepared to think critically and engage with mentors and peer groups to identify technologies that enhance efficiency and productivity.

**Government** should adopt forward-looking strategies that ease regulatory barriers and create an enabling environment for technology uptake and foreign investment.

“ the successful models of the past may not be successful in the future



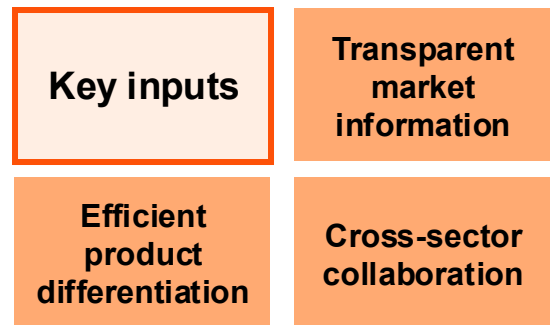
# We want young food and fibre leaders to...

## 4 Produce with purpose, ensure local nourishment, elevate global value

- Food insecurity persists despite abundance
- Nutritious food cuts social costs and boosts health

### Potential solutions could include...

1. Cross-sector collaboration for sustainable food systems
2. Clearer differentiation between export and domestic supply



**New Zealand producers work to meet trending demands**

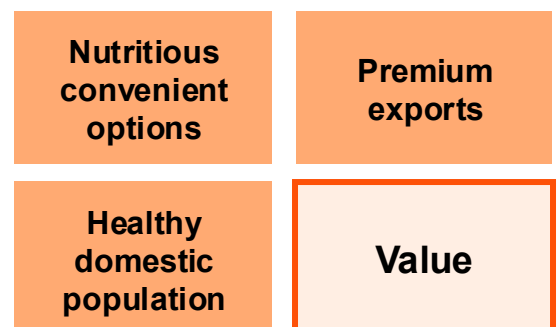


## 5 Provide nutrition to support modern and optimal living

- Nutrition linked to longevity is front of mind
- Growing demand for convenience foods – 35% of all food and beverage purchases are made at restaurants and fast-food options

### Potential solutions could include...

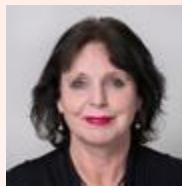
1. Transparent, dynamic market info for the sector
2. Seizing new market opportunities



<sup>1</sup> Stats NZ. (2025). Retail trade survey: March 2025 quarter [Data file]. Stats NZ.



# Let us know what you think



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