

E / Equity growth focused young farmers present their experience

Young farmers with a belief in the opportunity to progress, building significant equity and achieving farm ownership in recent years.

Chaired by Trevor Gee, DairyNZ



Robert Ferris

Dairy Farmer

Robert is the GM of Piriaka Farms and a dairy farmer who is involved with a family dairy business. Robert studied at Victoria University in Wellington and graduated in 2006 with a Bachelor of Commerce and Administration.

Through a family partnership, Robert and his wife Jess have been able to increase shareholding and grow both personal and family equity through the farming business. Robert's family dairy business has grown to 3200 cows over the past ten years. Being part of a growing business and profitable industry were the key drivers to get involved with dairy farming.

A strong focus on profit and pasture, mixed with learnings through courses like the DairyNZ governance course, has helped grow the business over the past decade. Now with a young family, simple, robust and profitable systems are as important as ever to keep the business growing into the future.

Equity – reach out and grab it

The dairy industry can offer young New Zealanders what most other industries in New Zealand can't – a proven track record of generations of young people getting ahead and building their own little empire in the world.

The end goal has not changed – farm ownership.

The basic fundamentals of how we achieve it have not changed – pasture and profit.

What have changed though are the many different options available to us to reach the end goal. Hear from a young farmer who grew up on the family farm, left for the bright lights of the city and after achieving a degree in commerce from Victoria realised his greatest opportunity lay at his feet.