

ELLIE CRANSWICK - NZIPIM EMERGING RURAL PROFESSIONAL OF THE YEAR

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BakerAg sheep and beef consultant Ellie Cranswick from Masterton is the New Zealand Institute of Primary Industry Management's (NZIPIM) Emerging Rural Professional of the Year award winner.

The judges said 27-year-old Cranswick, who moved to New Zealand in 2011 from England, "had clearly made a very positive contribution to the industry in her time here".

Cranswick was applauded for her work ethic and dedication to the rural clients she works with, as well for her community involvement. She is co-founder of the Wairarapa Rural Women's Initiative, a networking and educational group which has grown in membership. Her nominator said that Cranswick was "a great role model for aspiring young people in the agricultural industry."

The judges said: "we were really impressed with the work she has done forming the Wairarapa Rural Woman's Initiative. Clearly there is a wider pool benefitting from her knowledge and presence in the industry."

Cranswick's "innovative and unique" research project impressed the judges. She intends to research the opportunities for enhanced learning and development at early childhood level and how that impacts the perception of agriculture as a career.

The other three finalists in the category were AgriMagic farm environment consultant Anna McLachlan from Christchurch, ANZ's equity partnership expert Marcus Bousfield from Hawkes Bay and Ravensdown farm environment consultant for Feilding, the Central North Island and Eastern North Island, Chris Tidey.