

John Burgess Releases “Life, Luck and Lessons Learned”, a Candid Memoir of Fortune and Finding Success Across the Globe



Tomah, Wisconsin Aug 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - Author John Burgess delivers a captivating memoir with “Life, Luck and Lessons Learned”, chronicling his remarkable journey from a family farm in Northland, New Zealand, to becoming one of Australia’s largest meat exporters. The book blends humor, hardship, and hard-won wisdom, offering readers a unique perspective on resilience, entrepreneurship, and the rewards of taking chances.

This latest release is a continuation of Burgess’s 2020 debut, “Life, Luck and Liaisons”, which recounted his formative years, schooling, and early sailing adventures in the Pacific and Asia. “Life, Luck and Lessons Learned” picks up the story as Burgess leaves New Zealand in 1965, seeking broader horizons in the United Kingdom and beyond.

Burgess’s journey takes him from meat trading in Liverpool and London to emigrating to Montreal, Canada, in 1970, where he mastered the intricacies of the North American meat market and even crossed paths with the Mafia. The knowledge and confidence gained abroad led him to Sydney, Australia, in 1971, where he launched his own meat export company. Under his leadership, it became one of the largest in the nation, with a turnover exceeding \$100 million a year.

The memoir is more than a business success story—it's a chronicle of personal determination, navigating life-threatening illnesses, and exploring cultures across Japan, China, Korea, Vietnam, the Philippines, and numerous European countries. Burgess recounts these experiences with honesty, warmth, and an eye for the human connections forged along the way.

About the Author

John Burgess was born and raised in rural New Zealand and initially set out to follow a farming path. His career took an unexpected turn, leading him to work in the UK, Canada, and eventually Australia, where he built one of the largest meat trading companies in the country. Alongside his entrepreneurial success, Burgess is a seasoned traveler with a wealth of cultural experiences that enrich his storytelling.

Inspiration Behind the Book

"My book is unique in that it involves incidents and experiences that belong only to me. Obviously, there were times when other people were also involved, but the actual story is mine alone. I was destined to be a farmer in New Zealand but through a series of unique circumstances, I ended up as a meat trader in Australia. After I left New Zealand in my mid-twenties, I worked in the UK for four years and Montreal, Canada, for one year, before going back to New Zealand. I quickly decided that the prospects for me to set up my own business were much better in Australia and I moved to Sydney in 1971.

My story incorporates farming experiences in rural New Zealand as well as establishing and developing a trading business with a turnover in excess of \$100 million a year. I overcame life-threatening illnesses. I visited and write about my time in Japan, China, Korea, Vietnam, the Philippines, and many of the countries across both Eastern and Western Europe. I felt that I had a story that could inspire others to test their abilities, meet their challenges, and succeed as models for their families and friends."

He has promoted his books through radio interviews with Emmy Award-winning host Kate Delaney, TV interviews with Logan Crawford on the American Spotlight Network, appearances at local and international book fairs, and through active engagement on social media.

<https://www.youtube.com/watch?v=H6SuPtNW92U>

"Life, Luck and Lessons Learned" is now available through major online retailers or you may click through this link

https://www.amazon.com.au/Life-Luck-Lessons-Learned-Burgess/dp/1835430376#detailBullets_feature_div



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