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Other Sessions

1. SPECIAL INTEREST SESSIONS

- a. Farm Management and Agricultural Policy
C. Baillet (Belgium).
- b. The Belgian Beorendbond—Dr. A. van Hulle
(Belgium).
- c. Management Training—M. Atkinson (United
Kingdom).
- d. New Zealand Sheep Farming—M. Cameron
(New Zealand).
- e. Medium to Long-term Development —
S. C. Thompson (United Kingdom).
- f. Management Based on Targets in the Big
Rumanian Social Enterprises—D. Dimitru
(Rumania).
- g. CANFARM (Canadian Farm Management
Data System)—Dr. J. B. Britney (Canada).
- h. Shell-Mex Films.
- i. Visit to Massey-Ferguson School of Farm
Mechanisation, Stareton, Warwickshire.

2. VISITS

- a. National Vegetable Research Station, Welles-
bourne, Warwickshire.
- b. Western Farms, Little Walford, Shipston-on-
Stour, Warwickshire.
- c. BOCM—Silcock, Knaptoft Dairy Centre,
Husbands Bosworth, Rugby.

- d. O. H. Colborn, Crickley Barrow, Chelten-
ham, Gloucestershire.
- e. Drayton Experimental Husbandry Farm,
Stratford-on-Avon, Warwickshire.
- f. Ragley Hall Estate, Alcester, Warwickshire.
- g. Hague Bros., Cryfield Grange, Coventry.
- h. H. Low & Sons, Tib Hall Farm, Atherstone,
Warwickshire.

3. POST CONGRESS TOURS

- a. ICI, Dairy House Farm, Middlewich,
Cheshire.
- b. W. Goode, Boothbed Lane, Allostock,
Knutsford, Cheshire.
- c. C. Nicholson, Willoughton Manor, Gains-
borough, Lincolnshire.
- d. F. A. Arden, Glentworth, Gainsborough,
Lincolnshire.

4. LADIES PROGRAMME (TOURS)

- a. Worcester, including Royal Worcester Por-
celain Factory.
- b. Coventry Cathedral, the Lord Leycester
Hospital and Warwick Castle.
- c. The Cotswolds.
- d. Stratford-on-Avon.

Britain's farm leader has a welcome and a warning on Farm Management

SPEAKING at the final session of the first International Farm Management Congress at Warwick University on Saturday, 2nd July, 1971, the President of the National Farmers' Union, Mr. Henry Plumb, welcomed the initiative shown by the Farm Management Association and paid tribute to the speakers for what he described as a "notable contribution to agriculture in these changing and challenging times", but he also sounded a word of caution.

"Dr. G. R. Dickson, Principal-elect of the Royal Agricultural College, in his paper yesterday, has rightly said that the continuing escalation of costs and declining Government support suggest that future success will increasingly depend on the managerial and commercial expertise of farmers, but I would add a word of caution. However far we advance in the science and practice of farming, however good we might be in adapting or adopting new ideas in management, we must still abide by the rules of good husbandry. First and foremost the manager must be a good farmer.

"This congress has been workmanlike in its approach to a comparatively new science in primary production, and I am confident that nothing but good can emerge from a world-wide gathering of this nature in the exchange of knowledge and understanding of how best to manage a changing agriculture in these critical times.

"I have," said Mr. Plumb, "studied carefully the papers that have been presented. We all have different opinions about certain issues—that is only natural, and we have the right to differ—but I am encouraged by the theme that seems to run through all the contributions, that, on basic principles, your kind of vision is the farmer's vision."

Mr. Plumb had this to say about land-use and leisure, a subject frequently referred to in the Congress "Whatever attitude we may take on subjects

like land-use and leisure facilities, I think the farmer must abide by the fact that he is in every sense a trustee of the land, and that by good farming and good management he must produce more and more food for an ever-increasing population without harming, but rather, as is his practice, enhancing the potential of the land he farms.

"A great deal has been said about the growing pressures on land for leisure purposes and urban demands, and the urban dweller's concern for the environment. These are not problems or needs that cannot properly be solved, but it will certainly be the concern of the farm business management consultant to give advice, and while there will be areas in this field that may even be a supplementary source of income to the farmer, however small, again we must emphasise the true function of farming, and that is to produce food.

"Farming", said the President, "must not be fitted-in to a great new leisure industry, but the latter must be fitted into farming.

"I have been interested in what has been said on marketing, and what Mr. Butterwick said on the subject we have been saying for some time. We need to improve our marketing, and I think Mr. Pickard was right when he said that opportunities exist for integrators simply because we are not doing it ourselves.

"We have set ourselves the task of creating, within the framework of our present marketing and co-operative structure, the sort of central capability which will provide us with the market intelligence so badly needed in these days when we must match the efficiency we have in the field with like efficiency in distribution, and consequent better returns to the industry you and I serve, and to which this Congress has made a valuable contribution at its first international meeting."