

My Neighbors



"I'm sorry, Mrs. Whistler, you have the wrong extension."

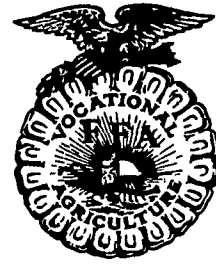
From Local Ag Teachers:



Farm Management: An Attitude

Good farm management is a matter of attitude. How you view your position can determine your success as a manager. When you make a decision to borrow

Thoughts in Passing



money, how do you approach the banker? Do you approach him with the attitude of wishful thinking or do you tell him exactly what he needs to know in order to approve your loan?

Do you gather up last year's tax records and a rough sketch of the new addition you plan to build or do you come in prepared with a cash flow statement and unit budgets showing what effects on your business the use of the additional capital will have? This will be answered mostly by your attitude. Do you want to be a businessman or a farm worker?

Attitude is one of the big reasons for decreasing farmland.



Donald Robinson

A farm manager may look at an offer to double his investment by selling out for building lots instead of realizing that he might be able to triple his investment with better management and still keep the farm.

You have all read many "success" stories in farm magazines. What do all successful men have in common?

They all seem to want to talk about efficiency of production, quality, cost per unit, or profit per unit. As I visit farms each day, so many managers want to talk about how much they "saved" by cutting corners, rather than how much they made by investing in a production boosting practice. This reflects attitude.

Do you as a manager realize what aspect of your business returns you the most for your

time and investment? Do you know how much it really costs you to produce a CWT of beef or milk, or a dozen eggs, or to raise a feeder pig, or an acre of corn or tobacco?

Knowing costs will help place appropriate priorities. For example, most farm managers will let corn planting take priority over haymaking, yet when both are properly managed, hay may return more dollar value per acre than corn.

Where a manager places his priorities reflects his attitude. Many a dairyman will brag about how fast he can finish his milking and how much field work he can do. A look at his field equipment may reveal large, new, machines, but a look in the barn may show old, used, inadequate milking equipment and housing facilities. How many dairymen realize everything they do on the farm all year is done for those few precious moments with each cow each day?

But the farmer's attitude toward records probably reflects more about him as a manager than any other aspect of his program. The records he keeps, the use he makes of them, and his attitude toward keeping them are the keys to his success because all of his major decisions should be based on his records.

No article can tell you how to develop attitude. This is a personal matter for each of us. You must evaluate what you want as a farm manager. It is my belief that the manager who is solving tomorrow's problems today has few problems today and knows where he is going instead of worrying about where he is.

Donald M. Robinson
Adult Farmer Advisor
Eastern Lancaster County School Dist.

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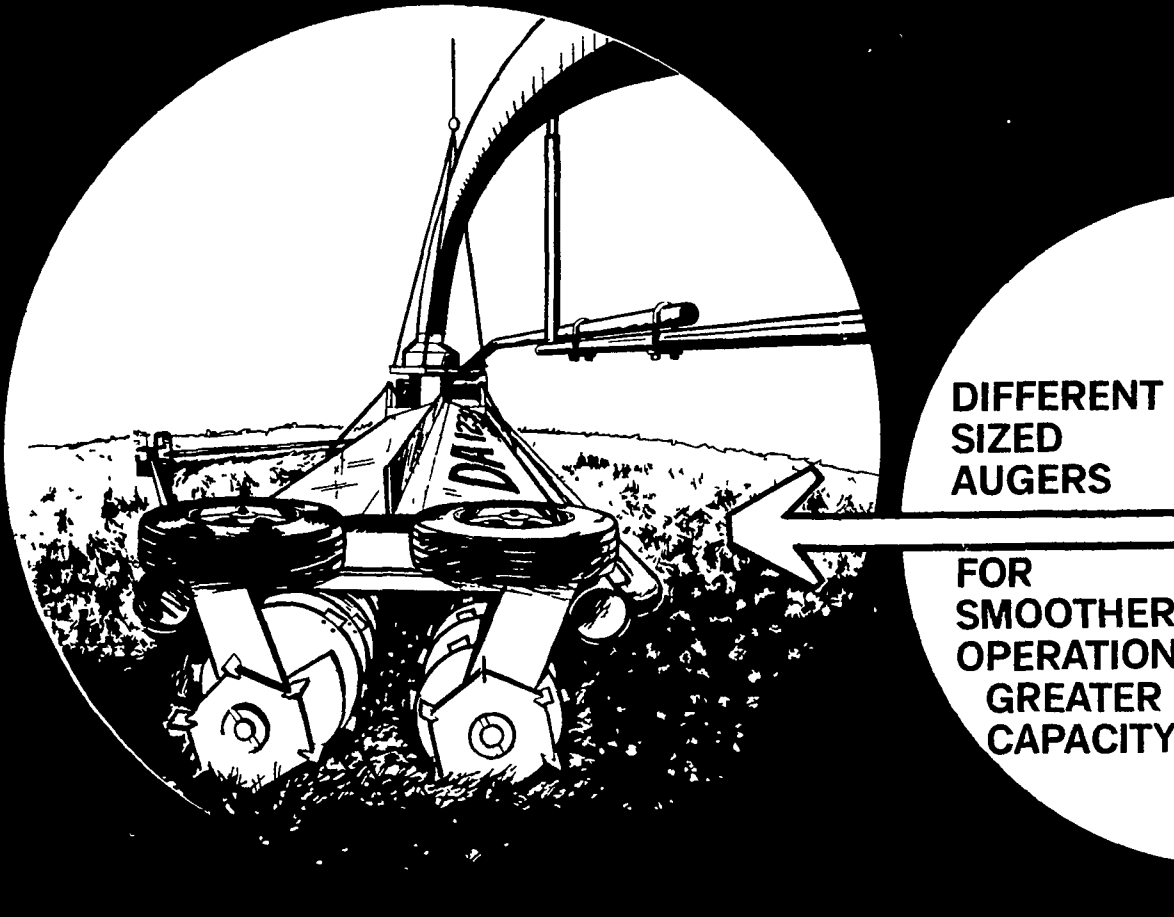
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