

Change is Key to Agriculture's Future

There are many ways in which we see change taking place among our agricultural producers. We feel that growers are developing new attitudes concerning their relationships with their community, with their urban neighbors and with the relative importance they attach to production of

agricultural products as compared with the application of management and marketing skills to their total operation.

There was at one time a direct relationship between production on the farm and the level of living at which the farm family wanted to live. And,

when the grower and his family wanted to improve the family level of living they simply increased the productive output of the farm. Therefore in his mind the grower linked his family's welfare to the farm's level of productivity.

In today's market that linkage between his family welfare and production is no longer simple to recognize, nor is it always there.

What is there is the growing realization of the need for better management alternatives, planning, and decision-making capabilities.

Growers ask for more information to help them in the marketing of their products.

Growers are asking for help in creating demand for their products, and then marketing the products at a price where he can realize a reasonable profit.

We need to continue to improve production technology, but as a partner in the development of better promotion and marketing techniques.

We at the College of Agriculture continue to work tirelessly to determine the situation and need of the complex production - marketing - consumption cycle as it relates to the Arizona agricultural producer. As soon as such new knowledge is available we shall continue to make it readily available to the producer as we have been doing in the many decades in our past.

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Progressive Agriculture in Arizona

July-August, 1970, Volume XXII, Number 4

Published Bi-Monthly by the College of Agriculture, including Agricultural Experiment Station, Cooperative Extension Service and Resident Instruction in the College of Agriculture and the School of Home Economics at the University of Arizona, Tucson, Arizona 85721. Harold E. Myers, Dean.

Entered as second class matter March 1, 1949 at the Post Office at Tucson, Arizona, under the Act of August 24, 1912. Second Class postage paid at Tucson, Arizona.

Articles and illustrations in this publication are provided by the faculty and staff of the College of Agriculture. Editorial use of information contained herein is encouraged. Photos or other Illustrations will be furnished on request

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