



Unit 1 Farming as a Business

* Glossary

Wage: a fixed amount of money that is paid to an employee

Master: to learn how to do something well

▶ Human resources

Farm managers currently depend on a team of employees or partners to carry out specific duties in their farming operations. In the future working with other people will become an even more important factor in the success of an operation. Motivation, communication, evaluation and training of personnel will become essential skills.

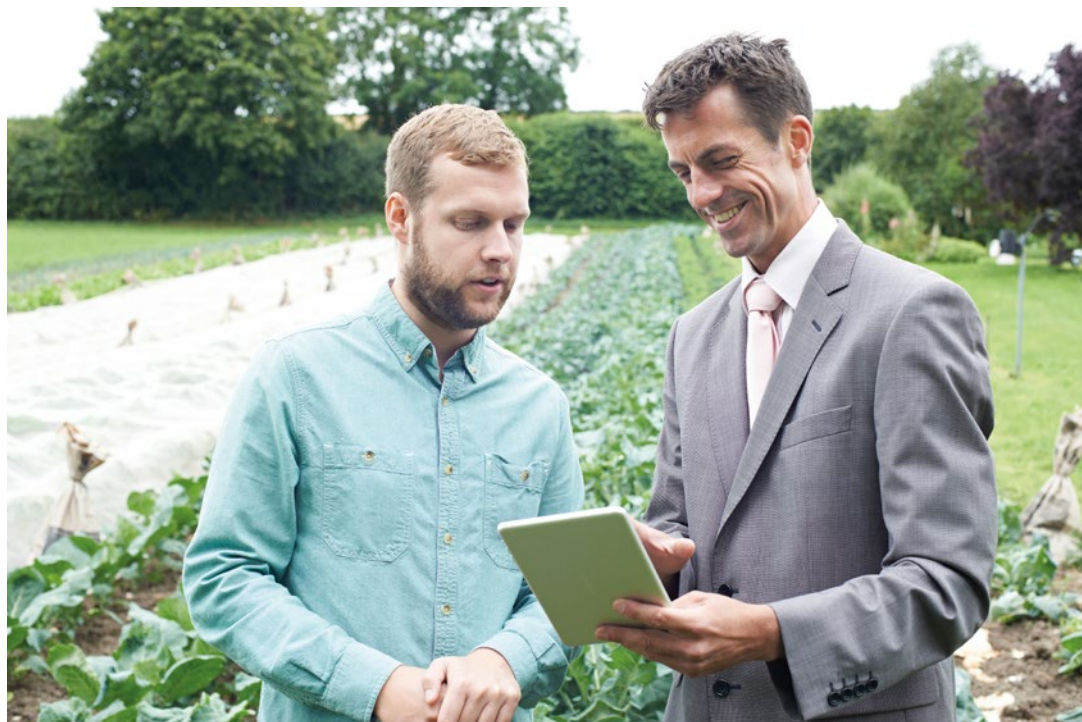
Farm businesses will have to offer **wages**, benefits and working conditions which compete with non-farming employment opportunities. It is likely that farm manager will have to comply with more regulations regarding work safety in the handling of farm chemicals and equipment and see that employees are properly trained in the use of new technologies.

Many of the most efficient farms and ranches will be those with a small number of operators or employees who have specialized responsibilities. They will have **mastered** the communication and teamwork skills needed to succeed in such operations.

Modern managers will need to take advantage of the expertise of paid consultants and advisors. For some very technical decisions, such as diagnosing animal and plant diseases or writing up legal contracts the manager may pay a consultant to make recommendations.

In other cases, farm managers will obtain information from outside sources, in order to implement their own analysis and decision making. Examples include formulating livestock rations or crop fertility programs based on the results of laboratory tests. Whatever the case, the successful manager must learn to communicate clearly and efficiently with the consultant. This means understanding the terminology and principles involved and summarizing information in a concise form before submitting it.

(Adapted from: R.D. Kay, W.M. Edwards, P.A. Duffy, *Farm Management*, McGraw Hill Education, 2011)





Understanding the text

1. Read the text and place the terms below next to the correct group of verbs. One has been done as an example.

a responsibility • advantage • a duty • information • regulations

- 1. Carry out, do, fulfil **a duty**
- 2. Follow, comply with, meet
- 3. Have, accept, delegate
- 4. Take, have, gain
- 5. Obtain, gather, find

2. Read the text again and list the people involved in the farming business and what their role is.

- 1.
- 2.
- 3.

Writing

3. Write two/three lines summarizing the main concepts expressed in the text.

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