

*Page 275*

**Farm Diversification: A Resource Based Approach** *Keith Walley, Paul Custance, Faye Smith*  
Diversification is an important strategy for many farm businesses in the UK. However, farm diversification is not always successful and this suggests that there is a need for additional insight into the subject. This paper presents the results of a study that applies the Resource Based Theory (RBT) of the firm to farm diversification. The study is based on a case study methodology involving six farm diversifications. The results suggest that the key resources underpinning farm diversifications are the staff, information, and personal relationships. It was also apparent that the farmers who led the diversification had an intuitive understanding of the characteristics of resources which allowed them to manage them as either “basic” or “strategic” resources, and focused on the resources rather than the nature of the diversification. This then suggests that the farmers are entrepreneurs who are one of, if not the most important resource involved in the diversification.

## **TECHNICAL REVIEW**

*Page 293*

**Safe, legal, and manageable pesticide storage on British farms: An evaluation of two arable situations and suggested low-capital solutions** *Ian Ashbridge*  
The shift in the EU’s approach to approving agricultural pesticides from risk-based to hazard-based threatens the use of many key tools used in crop management, and makes responsible use and storage of pesticides ever more important. This article provides valuable guidance for farmers and farm managers.

*Page 319*

## **CONFERENCE PAPERS**

***Only clever science will yield crop results*** *Bill Clark*  
This conference paper highlights the essential part that must be played by scientific and technical advance in the fight against hunger in the poorer parts of the world. Modern advances, including those using increased fertiliser, crop protection and genetic modification, should be embraced by governments and funded accordingly. The author argues for ‘sustainable intensification’ of agricultural production – i.e. growing the highest yields possible on the least amount of land, whilst protecting valuable biodiversity elsewhere.

*Page 329*

**Where Next for Livestock Innovations.** *Chris Warkup*  
After a brief survey of innovations in livestock production in recent history, this paper highlights selected current innovations and their potential future impact.

*Page 339*

**Managing change and makin things happen** *John Shropshire*  
This paper is a case study of a family business which has succeeded through innovation, and has not been afraid to venture into other countries in Europe to secure competitive advantage and to raise quality. A high value is placed on managerial excellence, and the willingness to learn from mistakes.