

## LIVESTOCK FARM MANAGEMENT

### What is management?

It is said that management is the art and science of combining ideas, facilities, processes, materials and labor to produce and market a worthwhile product or service successfully. Thus, a manager is an organizer and a converter- he converts resources into products. This is just as true for our livestock and poultry farm as like other general industries. The managers of motor company convert labor, steel, rubber, plastics into falcons. We convert feed, labor, soil, fertility, hay, silage and other inputs into milk, meat, wool and egg. Management, a process we shall examine more closely.

### Functions of Management

From a general point of view, a manager must perform five major functions; he must

1. **plan**
2. **organize**
3. **co-ordinate,**
4. **direct and**
5. **control.**

Another way of expressing these managerial functions is to consider the manager's role as a "decision maker" i.e., who must decide what to do, how to do it and when. Thus, the functions of management may be outlined as steps in decision-making, sometimes called the "management process". For successful performance of this process, the manager must:

- (1) **Observe-** Gather information about all resources available, new technologies which help for successful operation.
- (2) **Establish goals-** Clearly set out the objectives he wants to achieve.
- (3) **Identify problems-** Find the obstacles which create problems towards goals.
- (4) **Analyze-** Compare alternative methods of reaching goals.
- (5) **Decide-** Choose a plan of action and set out a clear cut procedure for getting way.
- (6) **Act-** Put his chosen plan into operation.
- (7) **Be Responsible-** Assume responsibility for the consequences of actions taken.
- (8) **Evaluate-** Measure results and compare accomplishments with goals and standards of performance.
- (9) **Control-** Keep a careful on production level, labor efficiency, cost, investments etc.
- (10) **Adjust-** Keep the operating system flexible to take advantage of new developments which are applicable. For major decisions, such as buying a farm, closing a long-range plan of operation or making a major adjustment in operations, it should be followed carefully, using the appropriate tools.

## Tools of management

One of our first jobs as a farm manager is to be well-informed about many kinds of information affecting our business. Should decisions cannot be made consistently on the basis of erroneous information, some of the tools which are helpful in acquiring accurate information about our business and in guiding our management decisions are as follows:

(1) **Farm Records-** No business of any consequence can be operated successfully without a good system of accounting. For a dairy farm, these accounts should include the following as a minimum-

- (a) Complete inventories at the beginning and end of each year-including a summary of all assets, debts and net worth;
- (b) Production records including main animal products and their by-products
- (c) Current expenditures and receipts including quantities sold
- (d) An annual production and financial summary; and
- (e) An analysis of the year's records to determine strong and weak point of the business and to serve as a guide to wiser adjustments.

(2) **Comparative Budgeting-** This is a quick and effective way to compare alternative system of organizing our overall farm business from the standpoint of capital, labour requirements, and the net income potential. These budgets are based upon long-run expectations of yields, prices and costs.

(3) **Annual Budgeting-** This is a "must" to guide year to year adjustments in an operation system. Annual budgets are based on the current outlook for yields, prices and costs. They give a preview of the coming year's business and often allow one to correct mistakes in judgment before they happen.

(4) **Partial Budgeting-** This is a shorter process of comparing the costs and returns from alternative adjustments in some part of our business, such as the "pros and cons" of some new technology.

It is worthwhile repeating that all kinds of budgets used in planning for the future- one of our major responsibilities as a planner must be based upon reliable information. Careful analysis of our own records, a study of analysis from similar farming operations and an up-to-date knowledge of the results of new research will provide the data needed.