

Foreword

John Moran is a master of dairy farm management and he has written a masterly book about managing dairy farming in the tropics. The strength of the book is the mix of disciplinary knowledge he brings to the task. This book, *Business management for tropical dairy farmers*, is a valuable addition to the literature about agriculture in the tropics.

This text encapsulates the whole farm approach to farm decision analysis and planning. The approach to decisions is built firmly on a sound technical foundation, with the important human, economic and beyond farm elements fully considered.

Sound measurement of the major components of the system and the key relationships between inputs and outputs establishes the basis for proper understanding of what is happening in the farm system, and is the basis for good farm management.

The whole farm approach, as presented in this book, is the only logical approach to farm decision analysis and farm planning and decision making.

Dairy farmers, their advisers, students, suppliers of farm inputs including farm financiers, and processors of farm output, who master the concepts and approach explained in John Moran's book, could not fail to find ways to increase the productivity and profitability of dairy farming in the tropics.

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