



Economic Toolbox

Is Your Farm a Business or a Job?

Peter F. Drucker in his book *Post-Capitalist Society* says that increasing the productivity of manual workers in farming will no longer create much wealth. "From now on what matters is the productivity of nonmanual workers. And that requires applying knowledge to knowledge." In the information age, knowledge, and applying that knowledge to your farm business is becoming critical to improving productivity on the farm. Staying smart is a top priority for leading farms. Top farmers are continually lowering costs. More importantly, they have developed an attitude that