

# EDITORIAL

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I don't really believe that anyone actually reads a journal editorial. Whether it is an opinion piece about current affairs which are no longer current by the time of publication, or a somewhat listless rehearsal of the contents list, the editorial is all too readily passed by on the way to the real meat of the journal – the articles. And for those of long memory, I do indeed remember that it was I who introduced editorials to the former *Journal of Farm Management*, after it had survived quite happily without for thirty-odd years.

In case I am mistaken, and do have one or two readers, let me firstly remind you of a couple of important events in the agricultural management world. The first is the UK National Farm Management Conference, '*New research, new technologies – giving farmers the tools to feed the future*', organised by the Institute of Agricultural Management. This will take place at the Royal Society in London on 21 November 2012, and has been chosen by the Technology Strategy Board as the launch-pad for its Agricultural Technology Road Map, an element of the Innovation Platform for Sustainable Agriculture and Food. Fine speakers are guaranteed, with the Chief Executive of the Royal Agricultural Society of England as the Chair. More detail from [www.iagrm.org.uk/nfm.php](http://www.iagrm.org.uk/nfm.php)

The second is the International Farm Management Congress '*Transforming Agriculture - Between Policy, Science and the Consumer*', taking place in Warsaw University of Life Sciences between 21 and 26 July 2013 ([www.ifma19.org/](http://www.ifma19.org/)). The biennial IFMA Congress is now established as one of the most influential events in the agricultural management world, with a large number of high-quality contributions from researchers, consultants

and practitioners and excellent opportunities for networking. The call for papers and posters is already open, with a deadline of 31 January 2013, at [www.ifma19.org/call-for-papers/](http://www.ifma19.org/call-for-papers/). IJAM will be hoping to publish a number of the contributions eventually, either as conference papers or developed into refereed articles.

Our Editorial Board is an essential resource of advice and, particularly, reviewers (all refereed papers published, and some of those rejected, have been reviewed by at least two people). I am very pleased to welcome two new members to the Board: Caroline Stanford-Billington, a strategic management specialist in the Land, Farm and Agribusiness Department, Harper Adams University College, UK; and Dr Karl Behrendt, Lecturer in Agribusiness and Director of the Asian Agribusiness Research Centre at Charles Sturt University, New South Wales, Australia. They have each done an excellent job as a reviewer, and will greatly strengthen the Editorial Board.

And so to our Journal contents. This issue opens with a flourish in the shape of George Magnus asking whether emerging markets have already emerged: a question given additional piquancy by global events occurring since he gave this paper at the Oxford Farming Conference in January 2012. Five excellent refereed articles examine specific aspects of food production, environmental management and land management, and Barrie Florey enthuses about a new book on farm management by Kent Olson.

If you have been, thank you for reading.

Martyn Warren