

Learning about strategy development for agricultural renewal from experiences in other areas of national interest. (A01-lanyon054840-Oral)

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Abstract:

Selecting appropriate operations (practices or products) and enhancing operational efficiency (implementing them well) are common themes underlying recommendations to improve the performance of agriculture. The strategic environment of operations is rarely considered as a constraint to performance or as a variable to be changed. If agriculture is viewed as an area of national interest, then learning from experiences in other areas of national interest can provide insights for programs of agricultural renewal. Lessons from a critique of two military engagements during World War II demonstrate that national interests may not be achieved if the approaches focus only on the operational scale or if they are not supported by an appropriate strategic approach. Even the best strategies require operational effectiveness, while operational skill cannot overcome the inadequacies of poor strategies. Because strategy spans the range of interests and perspectives in setting the context for field operations, there is an opportunity to integrate agronomic knowledge into strategic decision-making in the areas of water quality protection and agricultural sustainability.

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