MICROCOMPUTERS ON THE FARM--
HAS THEIR TIME COME?

GUIDELINES AND RESOURCE MATERIALS
FOR EDUCATIONAL MEETINGS

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MICROCOMPUTERS ON THE FARM

HAS THEIR TIME COME?
WILL COMPUTER IMPACT EQUAL THAT OF TRACTOR?
POTENTIAL:

relieve tediousness of record-keeping
reduce time and effort in decision-making
reduce "watching" operations
\[
\frac{\text{COST}}{\text{BENEFIT}} = \text{OPTIMISM}
\]

\[
\frac{\text{COST}}{\text{BENEFIT}} = \text{CAUTION}
\]
EXCITEMENT

BRING THE BABY HOME
 WHICH MACHINE?"

IS THE WRONG QUESTION
"SOFTWARE, NOT HARDWARE" 

IS THE NAME OF THE GAME
RESET!

STOP!

RETURN TO SQUARE 1!
ANALYZE YOUR SITUATION

What are our problems?

What are our needs?

Where will the microcomputer pay off?

What are other uses?
SALESPEOPLE AND ADVERTISEMENTS

LURE THE

UNSUSPECTING BUYER
DOING YOUR OWN PROGRAMMING PRESENTS TWO DIFFICULTIES

Learning a new language

Very time-consuming
The hardware decision depends on the software decision.
THE REAL BENEFIT IS HAVING BETTER INFORMATION FOR MAKING DECISIONS.
FRUSTRATION

VS.

CHALLENGE
ITS TIME HAS COME
A microcomputer will make a poorly managed business worse off; it can make a well-managed business better off.