

## SPECIALIZATION VS. DIVERSIFICATION

### There is much to say on both sides

People in agriculture, and in other enterprises as well, are frequently warned that diversification is the safest policy if a person's future is to be economically stable. There is undoubtedly much truth in this statement. In fruit growing, for example, it is very evident that in years of severe winter injury or disastrous spring frosts, the orchardist who has several types of fruit and well selected varieties usually suffers less injury than one who has only one type of fruit as his source of revenue. We view with satisfaction the well diversified farm which is producing good financial returns.

On the other hand, do we not likewise point with pride toward the specialist who is outstanding in his field? If we are seriously ill we consult a specialist. If our automobile does not function properly we go to the specialized mechanic who works only on automobiles. In this age we even turn to the ignition specialist or the man who repairs only carburetors.

The point that we would like to make is that both diversification and specialization have their proper place in agriculture and other human pursuits. Specialization is desirable and necessary if the greatest advances in science or business are to be secured. Also, diversification is probably one of the most important factors in maintaining and stabilizing the progress which has been made by specialization.

Speaking agriculturally, and especially from the standpoint of the fruit grower, consider your program carefully. Include sufficient specialization to give your enterprise distinction, and enough diversification to insure stability in times of economic crisis.

