



WITH JANINE ADAMSON

LASTWORD

Extraordinary ordinary

believe that farming generates more of these exceptional souls than most other sectors – we're extremely lucky.

So what's instigated this sudden recognition for one's peers? Well, a couple of industry stalwarts announced their retirements recently and I thought to myself, heck, you'll be jolly missed. Yes, Pamela Chambers and Hazel Doonan, I'm referring to you!

This isn't meant to embarrass either in the slightest, but I just wanted to show a nod of appreciation for what these two fabulous women have achieved during their careers. Both have dedicated themselves to their subject areas and represented our industry in a positive, encouraging manner. And you know what, they've done it all with grace and integrity, and critically, shown kindness to others, myself being one.

As I approach the big 4-0, I find myself reflecting even more than usual. Criticism of 'our beloved tome' and its management choices continues to fire my way like a machine gun. There's the

old adage – if you've nothing nice to say, then say nothing at all, which doesn't seem to apply where I'm the one held responsible. But regardless, you begin to question if it is in fact a 'you' problem.

However, what I do know is, I don't want to traverse the years and think, maybe I should have been a bit kinder to folks along the way. Naturally, being the gaffer means I have to make firm decisions, but I don't take them lightly. I'm sure some of you will sympathise with being a leader, often comes heavy choices, but surely it's the delivery that counts?

Some days I'm an impenetrable rhino, others a porous sponge, it varies. But for me, the reason why the aforementioned ladies have made a difference is not for what they've said or necessarily done, but how they've made others feel during the process. The words of encouragement, the willingness to help – it all goes a long way, particularly when I'm in an absorbent mood.

There are other names out

there too who are top notch at their jobs and blinking lovely people, and that's how I want to be thought of. I don't need to pull someone down; blimey, I've even admitted I was wrong about Cereals!

You can respect someone but think they're an idiot, adore someone but think they're useless; all can coexist. I guess what I'm getting at is... it is possible to be good at your job *and* a good person, as demonstrated by two recently retired ladies. So let's have more of that, please. ●

YOUR EDITOR

Janine Adamson began her journalistic career writing obituaries for a local newspaper but fast found her stride within agricultural communications. Now, more than 15 years later, she finds herself at the helm of *CPM*. A proud Staffordshire girl from the Moorlands, Janine takes pride in tackling subjects which although aren't exclusively farming, affect everyone.

“ As with most industries, names and faces in agriculture come and go, people shift things up, or factors beyond control have an influence. But it's when someone retires having committed a lifetime to a cause, that you realise occasionally, a single person can indeed be indispensable.

It's never those who are shouting from the rooftops either, it's often individuals who are quietly effective, super sleuthing their way through daily business, casually making the ordinary extraordinary.

And you know what, I truly

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