

“Satisfaction” – that was the intriguing title of the talk by Ross farmer Bob Brandram-Jones to launch Kyrle Probus Club’s 2015 programme.

Bob, a club member, said that when he was a young man the word ‘Satisfaction’ had “somewhat tawdry connotations bordering on selfishness and smugness.”

But in later years, while at university, he was told by an agricultural economist that behind all enterprise is motivation which could come in many forms. “To measure success, we needed a currency which he devised as ‘squirms of satisfaction’this was at least 15 years ahead of Mick Jagger!” Bob said.

“The money imperative may work for many, but I’m sure we can all think of successful people to whom that doesn’t apply. Their pride is in the creation of a variety of enterprises.”

Bob, whose family runs a farming enterprise of well over 1,000 acres, said: “Some people get satisfaction from a lovely herd of cattle or shining machines in their yard, or a good flock of sheep. I was very fond of pigs; we had a nice herd of pork pigs. I get satisfaction from a field of wheat; it’s a lovely sight to see a field of golden corn.

“The science of crops was also something I could get to grips with. I rapidly found that I could raise yields and quality by applying a little science.”

In fact, during his farming career of almost 60 years, the yields have increased “almost five fold.”

Earlier, members stood for a minute’s silence in tribute to club stalwart John Farrell, who died recently.

The club meets on the first and third Thursday of the month at Ross Conservative Club, when talks are given by fellow members or guest speakers. For more details, visit www.kyrleprobus-ross.org.uk or contact Secretary Keith Leyshon on 01989 562884.