



Georgie Cartanza, USA

Poultry farmer from the State of Delaware



The connection and interactions with people has broadened my horizons and changed my perspective. I have been focussed on my own country and even my own State, and the CSC has helped me take a step back and look at my industry from a broader point of view and look at us as farmers; as contributors to the environment and as human beings. So I think that no matter what country you are from, it brings back that we are all here on this planet and working together will build a sustainable future in agriculture and for us as a species.

What stood out?

Craig Bell's presentation about the Blue Ocean Strategy and thinking about the products we make – the environmental implications and the social implications. To me it's almost about taking a step back and valuing the product but really valuing the people. Sometimes we are so concerned about profitability which is certainly important but sometimes if we take care of those other things, profitability gets taken care of. That is one of the things I found in looking at things from a different perspective or model.

Some of the personal development things we did like looking at our personal strengths and weaknesses and how we interact and engage with other human beings were really insightful. I think it will make us better communicators, more empathetic and more effective.

What would you say about the CSC experience for someone considering applying?

It should definitely expand your horizons. It is going to stretch your capacity to consider other points of view. It's going to challenge maybe how you have always thought of things but in a positive way. It goes back to a presentation we had. "Where do great ideas come from?" This conference brings a whole different dynamic of people together to exchange and share ideas and experiences. It really gives you a different perspective to take back and share with your industry, your country and ultimately share with the world.

What is your Nuffield private study topic?

My project will look at the newest technologies that can drive forward the poultry sector, and how we can implement them. I hope to investigate areas that have climate extremes - extreme hot with high humidity or extreme cold and look at how farms are managing through those times. This is something we struggle with in my home state and other parts of the USA. It might be that we are already equipped as best as possible, or maybe we could manage that technology a bit differently to maximise the returns and keep the birds comfortable, healthy and safe.

A Nuffield Scholarship is an intensive preparation for farmers and agri-professionals who are committed to life-long learning and to promoting excellence in all aspects of agricultural production, distribution, management and communication.