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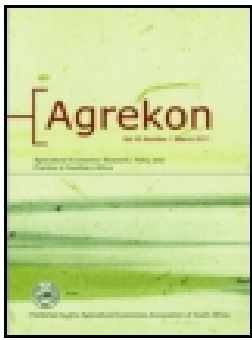
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Editorial note

Nick Vink

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EDITORIAL NOTE

The first issue of *Agrekon* was published by government in January 1962 (and sold for R0.20, postage paid!) The subtitle was ‘A Quarterly Review of the Department of Agricultural Economics and Marketing’, and its focus was: A review of economic conditions as they affected the agricultural sector. The first editors were H.J. van Rensburg and O.E. Burger. There were close ties between *Agrekon* and the Agricultural Economics Association, which had been established in late 1961.

Ownership of *Agrekon* was transferred to the Association in 1990, with Volume 29, No 1 (March), and the Association has been responsible for publication under a series of editors since that time. The editors of the journal have all contributed to building the quality of the publication – we are proud that our Journal is listed on the IBSS and ISI lists, that we form part of the Econlit and AgEconSearch databases, and that we are counted among the recognised publications in the field of agricultural economics globally.

However, academic publishing has become increasingly competitive, as the old adage of ‘publish or perish’ gives way to a new mantra of ‘publish in high-impact journals or perish’. Furthermore, publication of a Journal is expensive, especially as it is becoming more and more difficult to find volunteer editorial staff. For this reason, and with the active support of the Management and members of the Association, we decided to seek a partnership with a professional publisher.

Your Association had three very difficult criteria for the selection of such a publisher:

- The publisher had to have a global reach but a local touch
- The editors had to provide the assurance that the publisher understood the arcane world of academic publishing, and understood the needs of the Association as well as those of the Journal
- The publisher had to have a track record in improving the impact of academic Journals in our and related fields.

We have been fortunate in finding a publisher that meets these needs in all respects in Taylor & Francis, the publishing house founded in 1798. While T&F are based in the UK, they have entered into a partnership with Unisa Press, thus giving us the global reach we seek, together with knowledge of local circumstances. Furthermore, they stand at the pinnacle of the global academic publishing market, and have a proud track record in publishing academic journals, with over 1400



titles in their stable, of which 400 are published on behalf of learned societies and associations such as ours.

In future, readers will be able to obtain a subscription to *Agrekon* in three ways:

- AEASA members will continue to receive free hard copies and internet access as part of their membership of the association.
- UNISA Press becomes responsible for sales and distribution in sub-Saharan Africa.
- Taylor & Francis will be responsible for sales and distribution for the rest of the world.

Agrekon is entering a new era, and we look forward to a constructive and mutually beneficial relationship with Taylor & Francis and Unisa Press.