



Mac Cooper

A Biography

by

John Craven

Mac Cooper (1910-1989) was the youngest son of a farming family in New Zealand. He won the first

Rhodes Scholarship from Massey to Oxford, where he excelled at rugby rather than academic excellence. After the war he returned to England with his family, first to Wye College and then to Newcastle as Dean of Agriculture. Mac was an outspoken critic of subsidised farming, a visionary with both feet firmly on the ground and an inspirational communicator. He influenced many lives.

John Craven, as a Newcastle student and also one of Mac's sons-in-law, came to know him extremely well. John's career took him to the top of the MMB Farm Service Division and he became the first Chief Executive of Genus. A former President of BSAS and a Fellow of the Royal Agricultural Societies, he now does some work in the public sector as well as running the family farm in Cheshire.

'This excellent biography is completely honest and portrays Mac warts and all. All those who were taught by Mac, either in the lecture room or at a farming conference, will gain a deep insight into this complex yet very straightforward character.' - **Peter Wilson, Emeritus Professor, University of Edinburgh**

'John Craven has produced a narrative that is as fascinating as it is readable. Like Mac's own books, once taken up, it is very difficult to put down.' - **Professor John Prescott, Former Principal, Wye College, University of London**

'The author has been extraordinarily diligent in searching out information on this remarkable life and career, before much of it is lost in the dusts of time. This is probably as accurate and complete a story as it is now possible to tell. And it is told well and just in time.' - **Professor David Harvey, University of Newcastle**

'To those who knew Mac Cooper, this book will provide the complete picture. To younger farmers and students alike, it will spur them to embrace change - "to make it happen", rather than "waiting to see what happens" or even wonder what happened'. - **Jerry Rider, Dairy Farmer and former President of British Grassland Society**

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