Developing a Mission/Vision Statement for your Farm

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A Mission Statement

• Sets goals and standards.
• Looks at the future and asks what kind of business do I want?
• Is a source of inspiration.
• Provides clear decision-making criteria.
Questions to ask to help develop a clear company *vision*:

- What values do I hold that I will not compromise?
- What characteristics do I want to portray to people?
- What principles do I stand for?
- How do I want to be seen or thought of when I interact with people?
- What do I want in life?
The **Mission**:

- Focuses on the firm’s present.
- Lists broad goals.
- Why does the firm exist?
- What is its purpose?
- What does the firm do?
- Why does it do it?
- For whom does it do it?
- It identifies the company’s products, services, and customers.
A Mission Statement:

• Focuses less on what activities happen on the farm and more on what the business will accomplish for its customers, employees, and owners.

• Describes what consumer need will be filled.

• How will the firm’s products and services do this better than the competition -- Customer Value Proposition.
Market-driven vs. Production-driven

- In less competitive times, managers produced high-quality products and then found a market for them.
- Now, firms must *first identify a market* need and *then grow products* that satisfy that need, at a *price* customers are willing to pay and will still *return a profit* to the business.
A mission statement

• Should be short enough so people can easily remember it.

• Answers:
  – Why am I here?
  – Where am I going?
  – How can we beat or avoid competition?
A mission statement

- Can unify the people involved in the farm around a common direction and purpose.
- Is the foundation or measuring stick for making decisions.
- Highlights the unique philosophy and set of circumstances of the farm whether it is:
  - A production method, such as organic farming
  - A specific commodity such as livestock or vegetable farming.
  - A target market such as local or high-end consumers.
- Uses the unique circumstances of the farm to craft the “who, what, why and how’s” that ultimately help develop a farm business plan.
- Is a short concise statement that describes the core purpose of a business.
Jalma Farms Mission Statement

Jalma Farms is committed to a sustainable Native Fruits Orchard while preserving open space and protecting sensitive fresh and salt water ecosystems.
Mission Statement: B & B Livestock Farm, LLC, is a quaint family owned farm dedicated to recognizing our customers’ needs by producing healthy, superior-quality, all natural food for the local consumer. Our high standards and commitment to cleanliness, animal health, and environmental stewardship allow for a relaxed, stress free environment for our animals and visitors alike.

Photo by Jeff Heckman
Mission Statement Worksheet

What type of farm business do you have?

- Livestock farm
  - Species________________
- Grain farm
  - Type ________________
- Forage or hay farm
  - Type ________________
- Vegetable farm
  - Type ________________
- Nursery
  - Type ________________
- Greenhouse
  - Type ________________
- Tree fruit
  - Type ________________
- Diversified Operation
  - Describe______________
- Other
  ______________________
Mission Statement Worksheet

Select the words or phrases that describe your farming practices.

- Organic
- Natural
- Sustainable
- Conventional
- Hormone free
- Grass fed
- Biodynamic
- Other
Mission Statement Worksheet

What words or phrases best describes the principles or values that guide your choice of farming practices?

- Sustainable
- Green
- Local
- Environmental stewardship
- Profitable
- Fresh
- Healthy
- Natural
- Rural heritage
- Efficient
- Community involvement
- Quality
- Other
Mission Statement Worksheet

What words or phrases best describes how you sell your products/services?

– Community Supported Agriculture (C.S.A)
– Direct retail sales
– Wholesale
– Farmers market or tailgate market
– Pick-your-own
– Experiential (agritourism or entertainment)
– Other

_____________________________
Mission Statement Worksheet

What words or phrases best describes your customer base?

- Local consumers
- Retail outlets
- Restaurants
- Specialty crop consumer Describe

_____________________________________

- Ethnic markets Describe

______________________________________
Mission Statement Worksheet

What words or phrases best describe what you want your farm to be known for?

- Family atmosphere
- Freshness
- Humane
- Friendly service
- High quality
- Superior quality
- Honesty
- Integrity
- Progressive
- Welcoming
- Picturesque
- Other ________
Mission Statement Worksheet

Briefly describe what makes your farm unique?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Develop a mission statement using the words or phrases that you selected above.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
AgPlan – Free Business Plan

• Center for Farm Financial Management, University of Minnesota AgPlan: https://www.agplan.umn.edu/

• New users need to "Register" (under the Login button).

• Also see: Rutgers Farm Management Website To Market, To Market http://aesop.rutgers.edu/~farmmgmt