

MY VISION STATEMENT

List four dreams or visions you have for your farm. It may be easier to think “What would I like my farm to be like in the future?”

1. _____

2. _____

3. _____

4. _____

Using these dreams, write a vision statement for your farm.

LONG TERM OBJECTIVES

Preface: You have determined your strengths and Weaknesses. You have looked at your strategic options. You have a vision statement and a mission statement. Based on all this information, write down five important long term objectives that you wish to accomplish in the next 5 years. These objectives are goals you wish to accomplish. Goals must be measurable and specific.

Example: I will reduce my machinery costs per acre by \$10.00. This goal came from the fact that your record analysis indicates you are above the average for machinery cost per acre (a weakness), your strategic option was to “Specialize” and reducing costs was part of your mission statement.

1. _____

2. _____

3. _____

4. _____

5. _____

PERSONAL LONG TERM OBJECTIVES

Preface: We need to keep a balance between business and personal goals. Family priorities are vital to the process of developing vision and mission statements. They should have been incorporated into the statements. Educational goals for the kids and retirement plans are things to consider as well.

Example: I want to have more time to attend my children's school events.

Write down five important goals in handling your personal life. Remember goals need to be measurable and specific.

1. _____

2. _____

3. _____

4. _____

5. _____

ACHIEVING YOUR GOALS

Preface: In order to achieve your long-term goals, you need to establish short-term goals and activities that will, when put together accomplish your long-term strategic goal.

Place your long-term goal, identified in your long-range objective sheet, on the goal line. Identify the activities that will need to be done in order to eventually accomplish the goal on the activity line below it.

Goal: _____

Activities to achieve the goal:

	Activity	Who's in Charge?	Target Date
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

Goal: _____

Activities to achieve the goal:

	Activity	Who's in Charge?	Target Date
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

Goal: _____

Activities to achieve the goal:

	Activity	Who's in Charge?	Target Date
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

MISSION STATEMENT

Why are we Farming?

List 4 reasons why you want to continue to run a farm business.

1. _____
2. _____
3. _____
4. _____

What are 4 priorities you have for your farm business as you make daily management decisions?

1. _____
2. _____
3. _____
4. _____

Using the above information, write a mission statement for your farm.

STRATEGIC OPTIONS

Decision Number One: Do I want to look further into making some decisions about my operation or do I wish to delay a decision?

Make some decisions

Delay the decision (make sure you determine the time frame for making the decisions)

Decision Number Two: Do I want to improve my business or exit the business?

Improve the farm business

Exit the farm business

Decision Number Three: What do I want to focus on as I improve my business?

Specialize—I will focus on improving efficiency and reducing costs.

Intensify—I will focus on pushing more production through the same asset base.

Expand—If I chose this option I need to go to decision number four.

Downsize—I will reduce the size of my operation to improve efficiency and focus on doing a better job with the smaller business.

Decision Number Four: How will I expand my Operation?

Expand Existing Operation—I will add more acres or facilities to increase volume of production on existing site.

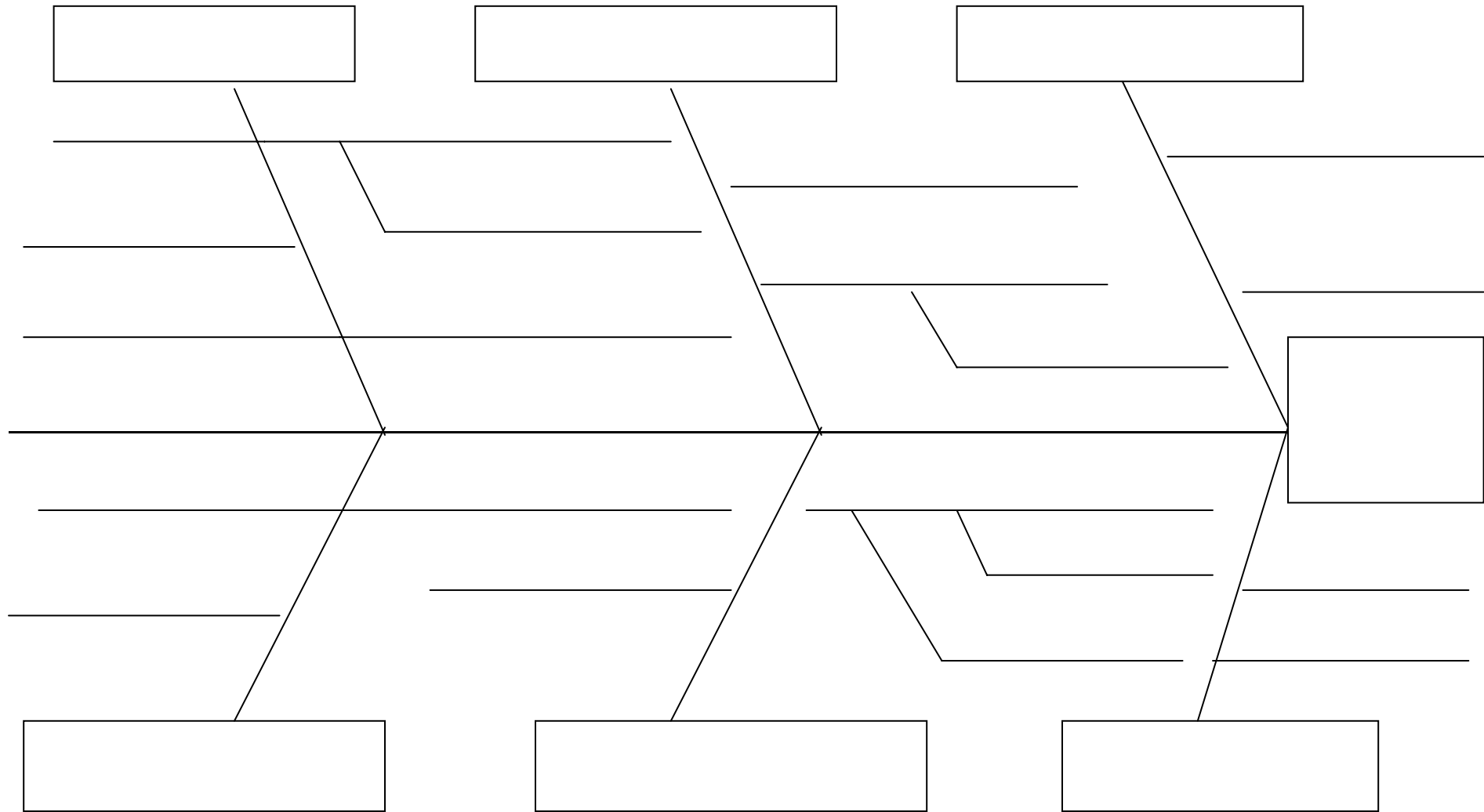
Diversify—I will add enterprises.

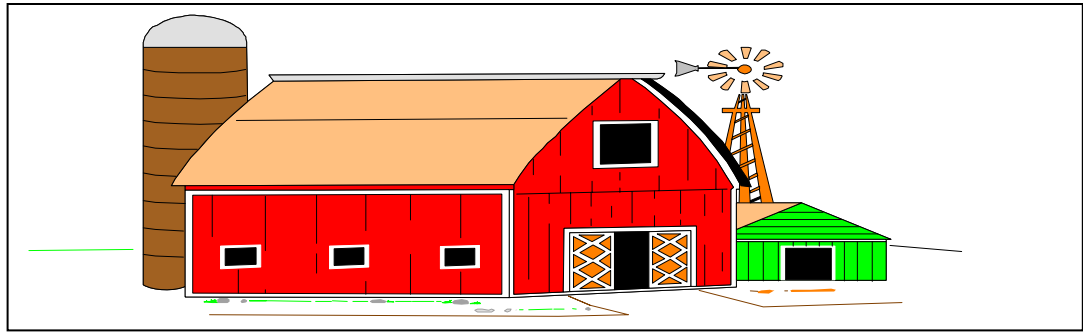
Replicate—I will duplicate the present size of my operation on another site.

Integrate—I will work toward moving up the food chain to processing and marketing of my own production.

Network—I will attempt to work with others to expand my business by sharing resources with others and become more efficient.

FISH BONE ANALYSIS





FARM BUSINESS PLAN

FARM NAME: _____

OWNER: _____