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Worksheet 3T.2: Farm Business Mission Statement (<http://misadocuments.info/3T.2MissionStatement.pdf>)

**FARM BUSINESS MISSION STATEMENT**

Use the questions below to begin sketching a brief mission statement that communicates your values, management philosophy and future vision. Have each member of your planning team complete this worksheet, then share your statements and discuss any similarities and differences. Going through this process as a team will generate more ideas and will result in a common mission statement that all planning team members support. Remember to write your final statement in present tense and keep it positive.

What business are we in? What products or services do we provide?

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I would like our business to be known for the following in the future (e.g., What purpose? What qualities?):

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Our business mission statement will communicate to (lenders? customers?):

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Based on the answers above, our mission statement is:

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## GOALS

Use the space below to record your short-, intermediate-, and long-term goals. These can be personal as well as business goals. We recommend that each person on your planning team completes this worksheet. When finished, discuss and prioritize goals with your planning team members. You might begin by identifying goals that you all share. In the space provided, list your top three to five goals by priority.

Short-term goals (the next three years):

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Intermediate goals (four to five years):

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Long-term goals (beyond five years):

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Priorities (top three to five goals):

1. 

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2. 

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3. 

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4. 

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5. 

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