Farm Mission & Vision Statement Worksheet

A worksheet for drafting a mission and vision statement for the farm. Helps owners put into words why the farm exists and what they want it to become.

Farm / unit: _____ Date: _____ By: _____

Why the farm exists _____

Who the farm serves _____

Values you will not compromise _____

Products or services offered _____

What sets the farm apart _____

Picture of the farm in ten years _____

Draft mission statement _____

Draft vision statement _____

People to review the drafts _____

NOTES / CALCULATIONS

TIP Write it in plain words you would say out loud, then share it with family and staff for reactions.