

APPENDIX 1-5

VALUES AND VISION

Values

Values are core beliefs and philosophies that reflect your views on life. They often influence your goals and business decisions and help guide management of your farm. Values typically do not change with time and are reflected in everything you do. List some of your values.

Vision

A vision statement describes the big picture of your business over time. It defines an ideal future and the impacts on your local community or society in general. Your vision may include what you want your farm to look like in 10 years, what products you'd like produce, or how your farm will grow. Write a draft vision statement. This is something you can revisit and update as your circumstances and situation change.
