**Mission and Vision for your Farm Plan:**

Writing mission and vision statements for your farm will help guide the decisions you make about your farm, and can also help you communicate what your farm stands for to your customers.

A **Farm Mission Statement** is a set of principles and values that describe why and how you farm. To write your mission statement, start with your ***core values***.

Complete these questions to explore your values and goals for your farm.

1. ***What are your personal values (or family values) that will guide your farm operations?*** i.e. land stewardship/regeneration, food sovereignty, supporting your community with healthy food, etc.
2. ***What quality of life factors do you want for yourself (and your family)?*** i.e. vacation time, self-care, family time, etc
3. ***What financial goals do you need to meet?*** i.e. what expenses will your farm need to support (mortgage, groceries, heating, electricity, etc)? Will you work off farm or farm full-time?

A **Farm Vision Statement** should describe how you see your farm and the community it serves will look like in future years.

Answer the following questions to help develop your farm’s vision.

Looking into the future of your farm (could be 1 year, 5 years, or 30 years - it’s up to you):

1. ***What products will you be producing on your farm?***
2. ***What will your farm land look like?***
3. ***What will your role (and the role of other family/community, members and/or partners) be on the farm? Will you have employees?***
4. ***What will your income/profits be, and what will you use profits for?***
5. ***What will your quality of life look like (time off, lifestyle, parenting, etc)?***

**Writing a Mission and Vision for your farm:**

Now you can put it all together into a **Mission and Vision** for your farm. If you’re having trouble, it can help to brainstorm some keywords that describe your farm business:

1. Use words that summarize your ***core values*** (above), i.e. profitable, high quality, sustainable, local, ecological, etcUse words to describe ***what you will produce***, i.e. poultry, vegetables, greens, mushrooms, etc.
2. Use words that describe your ***farm practices***, i.e. organic, regenerative, grassfed, etc
3. Use words to describe how you ***sell your products***, i.e. CSA, direct market, wholesale, pick-your-own, etc
4. Use words to describe your ***customers***, i.e. local buyers, retail stores, restaurants, families, etc
5. Use words to reflect what you want your ***farm to be known for***, i.e. fresh, community-focused, taste, quality, heritage breeds, values, customer experiences, etc.

Here are some examples from other farms:

**Spiral Farm**

**Vision Statement:**

The natural world is full of cycles. The spiral pattern is abundant in nature, found in plants, water currents, animals, and solar systems. As a seed sprouts and its tiny plant grows toward the light, it follows the trail of the sun, leading it to grow upward and also outward in a spiral, strengthening its stalk.

Spiral Farm aims to mirror this. Food is the very basis of health and happiness, and just as the crops we grow express the spiral, so too does Spiral Farm strive to extend outward into the community and push upward for positive change. While Spiral Farm is a working farm offering market produce and a Community Supported Agriculture program, a main tenet of our mission is to enact Community Supportive Agriculture, reflected through conscious and sustainable farming practices, as well as through relationships with customers and the wider community.

**Mission Statement**

Striving for high standards of land stewardship - potentially above and beyond regulated practices such as organic or biodynamic - while providing high-quality, nourishing food for those in the community. Produce will be priced fairly, but a “community supportive agriculture” stance will be taken to ensure that customers are not limited to the wealthy.

**BroadFork Farm**

**Personal Goals:**

1. Fulfilling job/do work we love
2. Continue to learn and be excited by our life and work
3. Be an example of a small-scale, profitable farm
4. Lead lives that contribute to our personal health (nutritious food, clean water, fresh air, frequent physical activity, beauty surrounding us, low stress, high enjoyment).
5. Sense of community/feeling connected with others around us.
6. To create 2 full-time incomes from the farm
7. Challenge ourselves and succeed in our pursuits.
8. Provide for most of our own food needs beyond what we are growing to sell.

**Vision statement:**

At Broadfork farm, we use organic farming methods to grow high-quality vegetables. Our

entire crop is hand-tended to achieve the highest standards of flavor and quality and to

preserve the environment. We believe the health of communities is rooted in healthy

people eating healthy food grown in healthy soil. We want to inspire our community to

enjoy and share with us the abundance and wonder of organically grown, seasonal produce.

Our food is:

* Organic - it was grown without pesticides and other agricultural chemicals
* Seasonal - it's the best of what nature has to offer right now
* Local - it travels only a short distance from the field to your plate
* Healthy – it's grown and prepared using our best knowledge of what nourishes the whole person

Eating locally and seasonally means the food we grow takes less energy for growing, storing

and transporting to the consumer than imported food found at the average grocery store.

Growing food organically eliminates our use of harmful synthetic substances such as

pesticides and herbicides commonly used in conventional vegetable farming operations.

Purchasing local food supports a healthy and diverse local economy, which is good for

small farmers, businesses and local communities.

**Mission statement:**

Broadfork Farm's mission is to:

* provide a year-round, diverse selection of tasty and nutritious, hand-tended vegetables; carefully harvested to share with our community at local farmers' markets.
* use sustainable farming practices (following organic standards): minimizing the use of non-renewable resources; preserving and enhancing soil structure and fertility; expanding biological diversity on our farm through planting perennial crops, raising appropriate livestock, and creating wildlife habitats.
* maintain a farm scale that is manageable and inspiring for the labour on the farm, relying on the physical and intellectual power of human effort, being economically viable to sustain ourselves.
* contribute to the health and well-being of the community by empowering conscious eaters with sustainable and nourishing food choices and connections to their local food system; engage our community by providing information and inspiration for healthy and local eating through excellent customer service, farm tours, and community events.

**Fiction Farms**

**Vision:**

I am starting this business for a wide range of reasons. One of the main ones is that I am concerned about what sort of planet will be handed off to my children. I feel that agriculture and food is an excellent way to address ecological, social, and financial issues that I believe need solving. My hope is to address these issues through demonstration.

I also hope that the farm will be able to provide employment opportunities for my children down the road should they be interested.

I would also like to be active in my community at some point. I’m not sure in what way yet.

Many of my vision goals are going to be a long process in achieving. In the short term, the main focus with be financial stability. This would likely mean putting larger vision goals on pause.

The vision document will be incredibly important for my family to revisit regularly.

See my strengths/weaknesses above. I will be setting up the business to play to my strengths and avoid my weaknesses.

**Mission Statement:**

To steward the land in a way that leaves it in better condition year after year. To share the land with all manner of other life in a respectful way. To farm in a way that leaves my person, my family and my community nourished and fulfilled.

**Guiding Principles:**

To achieve Fiction Farm’s Mission I will:

1. Farm in the most environmentally sound way I know of. I will constantly strive to improve methods and practices.
2. Farm in a way that allows my family to enjoy a high quality of life.
3. Farm in a way that allows my whole community to benefit from the farm.

**Write your farm’s mission/vision statement below:**