

A large flock of sheep is shown in a field, with the text "Mission and Vision" overlaid in red. The sheep are of various shades of brown and white, and are standing in a field of dry grass. The text is centered and has a slight shadow effect.

Mission and Vision

Do they really matter for farmers and ranchers?

Getting Started...

- Who should be involved?
- Identifying your values
- A vision for your business – where do you want to be in 5 years?
- The mission of your farm business
- Putting it in practice – how will you use your Mission and Vision Statements?

Who should be involved in developing your Mission and Vision?

- Who is involved in managing the business?
- Who works in the business?
- Customers?
- Non-farming family members?
- Others?
- How do you make decisions in your business?
 - What's your "organizational chart" look like?

Identifying your Values

- What does being “successful” in farming mean to you?
- What are your personal, economic, environmental and community values?
- Common values

Flying Mule Farm's Values

Our farming activities should be profitable and enjoyable.

Farming is a family endeavor.

We strive to leave the land (including the agricultural infrastructure) that we manage in better condition than when we found it.

We work in partnership with nature and with our animals (for herding and harvesting crops).

We value being able to tell our customers directly about our production practices rather than following a set of government-prescribed practices.

We believe that grass-fed production is important for nutritional, ecological and economic reasons.

We value being part of a farming community – we enjoy helping other farmers (and receiving their help).

We value being a vital part of the larger community – we enjoy providing food and fiber for our neighbors.

A Vision

- Begin with brainstorming!
- What will your farm or ranch look like in 5 years?
- What products and services will you be producing?
- What will the landscape and the community look like?
- What role will you play in the business?
- Will you earn all of your income from your farm or ranch business?
- Will you get a regular vacation?
- What are your salary and profit targets?
- What will you use your profit for?

Flying Mule Farm's Vision

Flying Mule Farm is a diversified, full-time family farm that provides wholesome food and sustainably produced products for our community. We are a business that others can learn from, and we are a family that helps our neighbors. We work in partnership with our animals and with the natural world. We support other farmers who share our vision of sustainable agriculture, and we work to be as self-sufficient as possible.

On a Mission

- A mission statement rolls your values, current situation into a set of guiding principles that describe your (profitability).
- Serves as a benchmark for community and why your farm exists
 - For customers
 - For the community
- Think of your mission statement as your statement of purpose – why your farm exists!
- Remember you are a FOR-PROFIT business!

There is no mission without margin!

Sally Jewel, CEO of REI and nominee for Secretary of Interior

Flying Mule Farm's Mission Statement

At Flying Mule Farm, our mission is to produce the highest quality meats, fiber products and land management services in the most environmentally and economically sustainable manner possible. Using animals, hand tools and, when necessary, motorized equipment, we are striving to leave our land and our community in better condition than we found them.

Putting it into practice...

- How might you use your mission and vision?
 - To evaluate new marketing opportunities
 - To analyze economic decisions
 - To communicate with new customers, suppliers, consumers, etc.
- Your mission and vision will probably evolve over time
 - Our experience

Resources

- *Building a Sustainable Business*
 - Values – p. 19
 - Vision Statements – p. 88
 - Mission Statements – p. 90
- <http://nebeginningfarmers.org/farmers/beginning/creating-a-mission-statement/>
- <http://ucanr.edu/sites/placernevadasmallfarms/Resources/FarmBusinessPlanning/>