

Vision & Direction

A vision statement is the desired future state of your agri-food business in 5-10 years. It is a roadmap of what the organization/business wants to become in the future and is a source of inspiration for the owners and employees.

Use this “decision tree” and questions to help determine and explain the vision for your agri-food business.

What direction is your agri-food business headed in the future? [Check the box that best describes your operation or create a new description if these options don't fit your vision]

FUTURE VISION 5-10 YEARS

- GROW** – *We plan to increase the size of our operation*
Describe how
- DIVERSIFY** – *We plan to diversify our operation into different commodities/sector/products to spread our risk and workload.*
Describe how
- SPECIALIZE** – *We plan to focus and specialize in one area or product to simplify and streamline.*
Describe how
- STAY SAME SIZE** – *We plan to be the same size and produce the same crops/livestock/products but we will reduce our costs.*
Describe how
- OTHER** – *We plan to*

What do you see as the biggest opportunities for your agri-food business in the future?

What do you want your agri-food business to be like in 5-10 years? How is that different from today?

VISION and DIRECTION

Using the information above, create a simple statement or list of items that describes the vision and direction for your farm operation:

