

Identifying & Creating SMART Goals

Use this worksheet to list your goals in each of these business areas. Goals do not describe the “how” components of your business—how you plan to market and price a product, purchase equipment, staff the operation, etc. Goals describe what you and your family or partners would like to achieve—statements that point in the direction of your future vision for the business.

For each section create three short, mid, and long-term SMART goals (specific, measurable, attainable, realistic, and timed). Refer to page 7 in Planning for On-Farm Success for more on SMART goals.

	Financial	Production	Marketing
Short-Term Goals (1-3 years)	1. 2. 3.	1. 2. 3.	1. 2. 3.
Mid-Term Goals (4-10 years)	1. 2. 3.	1. 2. 3.	1. 2. 3.
Long-Term Goals (10+ years)	1. 2. 3.	1. 2. 3.	1. 2. 3.