

Crafting Your Farm Mission



Your mission is a concise statement of what you do, how you do it, and for whom.

What sorts of activities and changes might you need to make to achieve the vision you have for your farm?

**What benefits do you receive by farming?
(social, economic, or environmental)**

**What makes your farm different than other farms in your region?
What is your unique niche?**

What benefits do you want customers and community members to think of when they see your farm name?