

# Mission Statement Worksheet

A mission statement is the foundation of your organization's strategic plan. It defines your purpose, core values, and vision for the future. Throughout the worksheet, you will:

- Understand why a mission statement is crucial for guiding your farm's direction and decision-making.
- Identify the essential elements that make an effective mission statement, such as clarity, inspiration, and alignment with your farm's values.
- Use provided template below to create a mission statement that accurately reflects your organization's identity. Engage in exercise below to refine and enhance your statement.

<b>What does your company do?</b>	
<b>How does your company do it?</b>	
<b>Why do you do what you do - what's your spark, passion, and/or purpose?</b>	
<b>What values are guiding you?</b> (Local, family-owned, sustainable, customer service, etc.)	
<b>Who should know, follow and believe in your mission statement?</b> (Employees, vendors, customers, professional advisors, neighbors, etc.)	

Draft your mission statement below: