

Values Information Sheet

Our values reflect our closely held beliefs and core principles. Review the examples provided below to think about the values you hold that are important to the way you will participate in your farm/ranch transfer process.

Accountability	Fairness	Professionalism
Accuracy	Faith	Purity
Achievement	Family	Purpose
Altruism	Freedom	Quality
Ambition	Fun	Reliability
Assertiveness	Generosity	Resiliency
Bravery	Goodness	Resourcefulness
Calmness	Grace	Responsibility
Carefulness	Grit	Restraint
Cheerfulness	Happiness	Security
Cleverness	Hard Work	Self-control
Commitment	Health	Selflessness
Community	Helping Society	Self-reliance
Compassion	Honesty	Sensitivity
Competitiveness	Honor	Serenity
Consistency	Humility	Service
Control	Independence	Simplicity
Cooperation	Ingenuity	Speed
Courage	Insightfulness	Spontaneity
Courtesy	Intelligence	Stability
Creativity	Intuition	Strategic
Curiosity	Joy	Strength
Decisiveness	Judgement	Structure
Dependability	Justice	Success
Determination	Leadership	Support
Diligence	Legacy	Sustainability
Discipline	Love	Teamwork
Discretion	Loyalty	Temperance
Diversity	Obedience	Thankfulness
Duty	Openness	Thoroughness
Effectiveness	Order	Thoughtfulness
Efficiency	Originality	Timeliness
Empathy	Patriotism	Tolerance
Enthusiasm	Perfection	Traditionalism
Equality	Persuasiveness	Understanding
Excellence	Planning	Unity
Expertise	Positivity	Usefulness
Eloquence	Practicality	Vision



This resource is part of American Farmland Trust's [Farm Transfer Toolkit](#) which is available on AFT's [Farmland Information Center website](#). The toolkit walks agricultural landowners through key steps in a farm transfer process. It contains information, worksheets and other tools to help users set goals, assess their finances, communicate with stakeholders, and work with professionals to finalize decisions and implement a transfer plan.