

Vision, Values and Goals Worksheet

Our values reflect the beliefs which guide our lives and our actions, with friends and family, at work—or on the farm—and in our communities. They are important because they help us live lives of purpose, and to grow and create a meaningful future. Sharing values also can help move the farm or ranch transfer process along.

Before entering information into this worksheet, download the file to your computer so you can save your work.

1. Review the examples of values on the Values Information Sheet. List up to five which are most important to you as you move forward in your farm or ranch transfer process. If you hold values that are not found on the Values Information Sheet, please feel free to add your own.

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2. Create a short phrase or sentence combining these and other words to express your values in a values statement related to your farm or ranch transfer. Examples of a values statement:

- *I value health, hard work, and honesty, and want my farm both to make a profit and a positive contribution to my community.*
- *I value educating this generation to be good stewards of the land and to leave my land as a legacy for my family and for future generations.*

3. A vision statement is an inspiring way to express where you want to be and what you hope to achieve in the future. Think of it as your destination at least five years in the future. It should be based on your values and set your direction for planning and implementing strategies.

Here are examples of a vision statement:

- *To operate an economically and ecologically sustainable family farm to ensure future generations can continue in farming.*
- *To run a humane and sustainable livestock operation that produces world-class beef for domestic and global markets.*

Draft a short vision statement of what you want to achieve with your farm or ranch.

4. Goals are specific aims or results which help you achieve your vision, based on your values. In a sentence or two, describe a goal for your farm or ranch transfer process.



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.