Establishing Goals

"A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true." — Greg S. Reid

Goals reflect the **WHAT** and **WHO**, not the **HOW.** Goals should be SMART:

Specific

Measurable

Attainable

Relevant

Time-bound

1. Think about what you would like your farm to look like within one year. Jot down a few thoughts about what you would like to see the most.

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Choose one aspect of that dream that you believe is possible to accomplish before next season starts. Focus on that one aspect for the following questions.

2. What will the goal accomplish? For example: Customers will be more loyal to our farm, increasing sales.

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3. When will the goal be accomplished by? For example: By close of the market for winter

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4. What makes this goal achievable? For example: We have a direct retail farm market, produce enough product, and have enough market staff.

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5. How will you measure whether the goal has been met? For example: We will increase the number of sales transactions by 5%. Number of sales are easily tracked by the cash register.

6. Write one SMART Goal for your own farm using your notes from this exercise. Make it as short as possible while creating a **S**pecific
   Measurable
   Achievable
   Relevant
   Time-bound goal.