

**BUILDING A VISION  
SETTING FARM/RANCH GOALS**

**Producer Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Building a vision or establishing long-term goals is one of the first steps in the planning process. Knowing where you want to go is key in determining how to get there. Goals can be categorized as social, economic, and environmental. Social goals describe family, community, or personal relationships; economic goals describe financial or business objectives; and environmental goals describe the use or protection of natural resources. Conflicts often arise between each category. For example, leisure time (social) may conflict with income objectives (economic), while these same income objectives conflict with resource enhancement objectives (environmental). As a result, it's important to acknowledge and understand these goals to set priorities during the planning process.

To help identify and establish a vision or long-term goal of your farm/ranch, it may help to answer the following three questions:

---

**Social Goal**

**What do you want your family to look like in the future?**

**Economic Goal**

**What do you want your business to look like in the future?**

**Environmental Goal**

**What do you want your land to look like in the future?**

**Producer Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_