

# THE MISSION STATEMENT

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Every operation has a reason for taking on the risks associated with agricultural production. The purpose of the mission statement is to precisely and emphatically state why your operation exists. It should focus each person involved in the operation each day. Anyone working within the operation should, upon reading the mission statement, know how his or her daily tasks, once completed, have helped to fulfill the operations mission. The mission statement should answer three key questions:

- 1) What are the opportunities or needs that we exist to address? (The purpose of the organization)
- 2) What are we doing to address these needs? (The business of the organization)
- 3) What principles or beliefs guide our work? (The values of the organization).

Question 1 addresses the “why” of the operation. Many people outside of the agricultural production arena believe farmers and ranchers are very profitable. Most of us know that not to be true. So, why does your operation exist? It may be to create a sustainable living, to maintain a life style, or to protect and improve the natural resources that we control.

Question 2 addresses the “business” of the organization. As agricultural producers, we produce commodities for the consumers of the world. This question defines the “external” component of the mission statement, i.e., what commodities does your operation produce, how are they any different from other producers, and why consumers would want them. As agricultural producers, we seldom see the “final” consumer. As such, our customer may be an elevator and a gin. This portion should also address the marketing of the commodities.

Question 3 asks what values the business will be operated under. It defines the “internal” component of the mission statement. How will the operation treat its employees or other competitors and how will the consumer see operation?

Everyone involved in the operation should reflect the mission and be able to recite it. The mission statement should inspire commitment, innovation, and the courage to carryout the daily operations.

Listed below are a few examples of various mission statements.

XXX’s mission is to organize the world's information and make it universally accessible and useful.

To build a stronger more competitive marketing company committed to customer satisfaction through quality assurance whilst maintaining and expanding our market leadership and fulfilling our role as a good corporate citizen.

We are a value-oriented financial services provider dedicated to serving the needs of our customers, communities, and employees while enhancing shareholder value.

XXX is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

Each of these mission statements can be evaluated using the three questions posed earlier. What are the opportunities or needs that we exist to address? What are we doing to address these needs? What principles or beliefs guide our work? In all cases, questions 1 and 2 are answered. In some cases, question 3 is answered. If question 3 is not answered in the mission statement, it should certainly be addressed in other areas of the business plan.

## Mission Statement Worksheet

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**Question 1: What are the opportunities or needs that we exist to address? (The purpose of the organization)**

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**Question 2: What are we doing to address these needs? (The business of the organization)**

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**Question 3: What principles or beliefs guide our work? (The values of the organization)**

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**Mission Statement**

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# Mission Statement

## TTAP Enterprises

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**Question 1: What are the opportunities or needs that we exist to address? (The purpose of the organization)**

Food production  
Personal well-being  
Make a living  
Provide employment for others.

**Question 2: What are we doing to address these needs? (The business of the organization)**

Producing and marketing quality cattle, wheat, and sorghum.  
Trying to control input.  
Providing a good work environment.

**Question 3: What principles or beliefs guide our work? (The values of the organization)**

Rural family living environment  
Good stewardship of our natural resources.

### **Mission Statement**

TTAP Enterprises' mission statement is to operate a diversified crop and cattle operation that will provide:

1. Financial success through the production and marketing of high-quality products. An important element to achieving this goal is effective cost control.
2. A working environment that fosters mutual respect among all parties involved with the operation.
3. A rural family living environment with opportunities for recreation and personal growth for all involved.

It is our desire to practice good stewardship of natural resources of this operation.