

- To encourage the highest level of education desirable for each family member.
- To generate adequate finances to support and educate your family.
- To rear responsible, productive, and happy children.
- To be involved and active in a religious life.
- To maintain open and productive family communications.

Business Goals

These are goals that describe what you want from the farm business. Remember, business goals are not an end in themselves. The purpose of business goals is to achieve personal and family goals. For example, the business goal of having the biggest farm business in the county is based on the personal goal of wanting to be the biggest farmer in the county. Creating a business of sufficient size to provide the funding needed to send the children to college is another example.

From another perspective, business goals provide the linkage between goals (personal and family) and business strategy. In other words, business strategy is developed to achieve business goals and business goals are used to achieve personal and family goals. For example, the family wants to increase its standard of living, so the business needs to generate more income, so a business strategy is developed to increase business income.

Below are typical business goals:

- To generate a secure and adequate income to meet the needs of our family and employees.
 - To conduct business in an ethical and fair manner.
 - To conserve natural resources and maintain a healthy environment.
 - To provide time for vacations and leisure for family members and employees.
 - To have stimulating work that provides new challenges as times change.
 - To provide an opportunity for a son or daughter to join the business.
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