




Farm Viability Program

Blended Values Worksheet

Farm managers have financial goals that must be met to keep the business viable. Most businesses are also seeking to accomplish social goals or environmental goals within the framework of their commercial activity. It is easy to list these social and environmental goals but it is not always easy to identify how much business activity should be invested to attain these goals. This worksheet can be used as a tool to identify which business activities are driven by specific values within the business.

HOW TO USE THIS WORKSHEET:




Civic	
Environmental	
Financial	

Score a 0-3 (0= no influence and 3 = most influence) for each of the different values that drives the decision to participate in the listed activities or business decisions.

Compute a total for each “Value”. Decide if you are satisfied with your balance of these values across the farm business.

EXAMPLE

Marketing and Events




Activity			
Faraway Market	0	0	3
Hometown Market	3	3	0
Strawberry Festival	2	0	1
Senior citizen discount	3	0	1
Total	8	3	5
Notes: Our market plan seems to be most focused on community. Do we need to be more focused on profitable market outlets?			

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Blended Values Worksheet




Marketing and Outlets

Activity			
Total			
Notes:			

Operations

Activity			
Total			
Notes:			

Human Relations

Activity			
Total			
Notes:			