



VISION

This indicates the long-term direction, i.e. what you want to have achieved in 10 years time

For example:

“A profitable sustainable agribusiness achieving in the top 10% of the industry”.



MISSION

This is typically focussed on the present business scope—“who we are and what we do”.

Mission statements broadly describe an organisation’s present capabilities, customer focus, activities and business make-up.

For example:

“We are in the business of growing forage and converting it to meat and fibre for an acceptable sustainable profit while enhancing our wealth”.



OBJECTIVES

*Objectives are business performance targets—the results and outcomes it wants to achieve. They function as yardsticks for tracking an organisation’s performance and progress. Objectives are often referred to as **SMART**; **Specific, Measurable, Achievable, Result orientated and Timebound***

A Triple Bottom Line (TBL) approach is encouraged—Financial, Environmental and Social



FINANCIAL

- Achieve EFS of \$200k by June 30 2018.
- Sheep GM \$120k by June 30 2018.
- Cattle GM \$80k by June 30 2018.
- Goat GM \$20k by June 30 2018.
- Maintain costs of production at 50%.



ENVIRONMENTAL

- Enhance visual appeal of the farm by 30 June 2015.
- Enhance environmental sustainability of the farm business by June 30 2015.



SOCIAL

- Have two weekends off per month by 20 June 2015.
- Complete a 20 hour per year personal development plan for all staff by June 2015.
- Use farm to enhance image of farming in the wider community by 30 June 2015.



STRATEGIES *Are the broad approaches adopted to meet business objectives*



FINANCIAL

- Lift pasture production from 100,000 to 120,000MJME/ha/year.
- Change to a more fecund sheep breed with same wool.
- Move from cattle breeding to finishing.
- Implement a proactive animal health plan across all enterprises.



ENVIRONMENTAL

- Set up QE2 bush reserve and put in place poplar planting programme.
- Put in place five measures for sustainability.



SOCIAL

- Employ part time labour.
- Employ an HR coach.
- Make farm available for school trips.



ACTION PLANS *Are the detailed steps that you will take to ensure that the strategies are successfully implemented and that they meet objectives stated*



FINANCIAL

Pasture Production:

- Regrass 30ha of flats increase from 100,000MJME/ha to 150,000MJME/ha/year.
- Implement grazing management plan to maintain pasture quality at minimum of 10MJME/kg DM.
- Apply 50kgN/ha in autumn and spring on 200ha hills.
- Improve Olsen P levels on hill country from 10 to 15.

Sheep Performance:

- Source Rams that have 200% lambing in stud flocks & same wool production.
- Buy-in Finn X hoggets from 170% commercial flock.
- Achieve 65kg ewe mating weight, 45kg hogget weight. Plant shelter belts to provide protection at lambing.
- Achieve 155% ewes and 95% hgt lambs docked.
- Feed budget to achieve feeding levels. Ensure lambs weaned at 30kg liveweight at 12 weeks.

Cattle Performance:

- Sell 100 beef cows at weaning, replace with 18mth bulls and kill bulls at 300kgcwt by Dec 30.
- Up calving % from 85% to 95% by better feeding, bull testing and proactive trace element management.
- Feed cows to wean calves at 190kg ave on March 30.



ENVIRONMENTAL

- Set up QE2 bush reserve and put in place polar planting programme.
- Put in place five measures for sustainability.



SOCIAL

- Employ part time labour.
- Employ an HR coach.
- Make farm available for school trips.