

**SMART GOALS QUESTIONNAIRE**

Name of farmer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name of farm:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_New Roots Staff:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Current Assessment**

My business is**:**

* Not registered
* Sole Proprietorship
* Partnership
* Corporation
* Cooperative

My income is approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per month.

My expenses are approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_per month.

My farm is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ acres/ square feet

The equipment I use for my farm business is (Mark all that apply):

* Car/Truck I own this equipment I lease this equipment
* Delivery vehicle I own this equipment I lease this equipment
* Tractor I own this equipment I lease this equipment
* Rototiller I own this equipment I lease this equipment
* Field tools\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I own this equipment I lease this equipment

* Implements (List)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I own this equipment I lease this equipment

* Cooler I own this equipment I lease this equipment
* Other (List)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I own this equipment I lease this equipment

I filed the Schedule F with my taxes last year.

* Yes
* No
* Don’t know

I have product liability insurance for my business.

* Independently
* Through a cooperative
* No
* Don’t know

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about my ability to grow the crops I want to grow.

* Strong
* Okay
* Nervous

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about my food safety practices (harvest/post harvest handling).

* Strong
* Okay
* Nervous

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about my ability to sell the crops I grow in the marketplace.

* Strong
* Okay
* Nervous

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about my record keeping skills.

* Strong
* Okay
* Nervous

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about the general operation of my farm.

* Strong
* Okay
* Nervous

I feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in my ability to plan for the future of my farm.

* Strong
* Okay
* Nervous

**SMART Objectives Planning**

Responses to these questions should be:

**S**pecific: Concrete, Detailed, Focused, and Well-Defined

**M**easurable: Tangible and Evident

**A**ttainable: Achievable and Acceptable

**R**ealistic : Relevant, Appropriate, Related, and Significant

**T**ime-framed: Timely and Manageable

\* Help clients get to SMART goals by asking appropriate follow up questions. Provide guidance and check for “buy in” when transferring responses to the goal statement matrix.\*

**Production:**

How do you decide what to grow?

How do you know what to plant each week?

How do you know if you are planting on- time?

How do you feel about the yields you are getting?

What are the two biggest challenges you have in production?

(sample ideas: ordering seeds, prepping beds, understanding fertility/compost needs, watering schedule, pest management)

What would you like to learn to help you overcome these challenges?

Is there equipment you need that you do not have that will help you overcome these challenges? (Do you know how to operate this equipment?)

What is one new thing you would like to try this year?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**

**Food Safety and Harvest/Post Harvest Handling:**

How do you know how much to harvest each week?

How do you quantify your produce? (weight, bunches)

What are the two biggest challenges you have in harvesting food and keeping it fresh on its way to market?

What do you need to learn to overcome your challenges?

Is there equipment or supplies you need that you do not have that will help you achieve better production?

What is one new thing you would like to try this year?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**

**Marketing**

In what market venues are you currently selling, or plan to sell?

What is the biggest challenge you have in selling to that market(s)? *(For some farmers, you may want to ask if English-speaking ability is getting in their way?)*

Do you feel you stand out in the marketplace when compared to other farmers? Why? How?

How do you set a price for your produce?

What are your two biggest challenges in selling your products?

What do you need to learn that would make it easier to overcome your challenges?

Is there equipment or supplies you need that you do not have that will help you achieve better sales?

What is one new thing you would like to try this year?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**

**Recordkeeping**

How do you know what you need to plant or harvest each week?

How do you know what you are currently earning from your sales?

How do you know how much you are spending each month?

How do you know if you are making or loosing money?

What is one thing you would like to learn that would make it easier to monitor your business?

Is there equipment or supplies you need that you do not have that will help you keep better records?

What is one new thing you would like to try this year?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**

**General Operations**

Do you feel organized in the operation of your farm business? Why or Why not?

Does your English-speaking assist or get in the way of your ability to run a good farm business?

Do you feel you understand the legal requirements of doing business in the U.S.?

What is one thing you could learn that would help the overall operations of your farm business?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**

**Planning**

How much land will you need in the coming year to achieve your business goals? Do you currently have access to that land?

How much sales will you need to make in order to cover your expenses? How will you know you are achieving this balance?

What markets will you target to achieve your goals? Are they new markets, and if so, how will you reach them?

Where or how will you get the money you need to grow your business? (Off farm job? Loan? Family?)

What is the most important thing you can do now to be able to achieve your goals in the future?

Who are the people that need to be involved in helping you achieve your goals?

**<<<<<<<Transfer this to goal statements on matrix document>>>>>>>>>>>>>>**