

Values, Mission Statement and Goals

An on-farm community-oriented composting site's Mission and Vision statements should reflect your farm's and your community's values, why you/other stakeholders believe composting is important, and how the site will benefit your farm and community. Additionally, being able to clearly articulate the goals, objectives, and priorities for the site will help you in your outreach and marketing, and when looking for grant funds.

1) What is your overarching vision and purpose for your farm business?

Why does your farm exist?

What purpose does your farm serve?

Where is your farm headed?

Do you have a mission statement? A farm business plan?

What values do you try to convey through your farm operation?

2) What are the benefits you see community-oriented composting bringing to you and your community?

Examples: Develop additional farm assets by creating compost for use or as a value-added product; help better promote other farm products; offer an additional service for CSA members/community; help provide a local compost opportunity and provide food scrap diversion education and training.

3) Why do you want to establish a farm-based composting site?

What are your goals and objectives for the site?

What do you hope to accomplish?

What excites you about community-oriented composting?

How do you envision the future role of your composting site?

Examples: Divert food scraps locally; educate and inspire customers/community members on the importance of food scrap diversion and composting; foster self-sufficiency in waste management and local use of food scraps and organic resources; present a model for environmental stewardship; foster community pride in keeping food scrap resources locally and helping to mitigate climate change gases. (See SMARTIE Goal Setting doc.)



Adapted from Kairsten Nitsch, *How to Start a Community Garden* (The GardenWorks Project, 2017) and Vermont Garden Network (vtgardens.org). The Composting Association of Vermont is an equal opportunity employer and service provider. The On-Farm Composting Toolkit was funded by a USDA Rural Utilities Solid Waste Management Grant. Get the full toolkit at www.onfarmcomposting.org.

4) What are some issues and challenges that you may need to overcome when establishing a community-oriented compost site?

Examples: Successfully cultivating community/customer participation; staffing and work requirements; concerns that odors may be an issue; concerns that the site may attract wildlife (rats, insects, bears, etc.); how to compost in winter; how to overcome local political and cultural norms; theft/vandalism.

5) List and prioritize your Community-oriented Composting site goals for this year. *Short-term goals are those which can generally be completed within one year. Long-term goals are those that take longer than one year to complete.*

SMARTIE Goals are a way to thoughtfully outline your goals (see SMARTIE Goals doc). They are:

- Specific
- Measurable
- Attainable
- Rewarding
- Timeline
- Inclusive
- Equitable

What are the measurable “things” you want to achieve on your farm (overall)? How does on-farm composting fit into these goals?

Examples: Build and train staff/Compost Team; develop compost site plan; start small with the collection of food scraps and other organics from CSA members (or U-Pick, farmers market, etc.) and turn these into compost; develop an effective educational campaign for customers.

List five primary goals you would like to accomplish through a composting program this year:

- 1.
- 2.
- 3.
- 4.
- 5.



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Draft a Mission and Vision Statement

Use your values, benefits, goals, and objectives from above to develop a mission and vision statement that will unite your mission and reflect your vision of how a community-oriented composting site will benefit your farm and community and overcome the issues and challenges it may face.



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