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Worksheet 4T.1: Whole-Farm Strategies (<http://misadocuments.info/4T.1WholeFarmStrategies.pdf>)

WHOLE-FARM STRATEGIES

Use the space below to articulate one or two whole-farm strategies that you may be considering (e.g., transitioning gradually versus transitioning all at once). We have provided space for two whole-farm strategies, but you may have more than two alternatives in mind. Think of these short descriptions as something you would share with someone who asks, *What are you thinking of doing?* Next, describe the rationale behind each whole-farm transition strategy. Reflect on your current situation, goals and future vision. Recall conversations that you have had with your planning team and review the SWOT analysis that you created on **Worksheet 2T.12: Current Whole-Farm SWOT Analysis**. Keep this information in front of you when exploring specific operations, marketing, human resource and finance strategies in Planning Task Four: Strategic Planning.

Strategy name: _____

Strategy description (What are you thinking of doing?):

Strategy rationale (Why are you thinking of doing it?):

Strategy name: _____

Strategy description (What are you thinking of doing?):

Strategy rationale (Why are you thinking of doing it?):
