

Table 2. Farm Business Goals (circle the appropriate number for each measure)

	Not Important		Neutral		Very Important
Avoid years of low profit, maintain stable income	1	2	3	4	5
Maintain or improve the quality of soil, water, and air resources	1	2	3	4	5
Maximize profits or get the best return on investment	1	2	3	4	5
Pass the farm on to the next generation	1	2	3	4	5
Reduce debt over time	1	2	3	4	5
Our Score	_____				

Source: Adapted from Langemeier and Balchhaudi (2025).