

## Mission Statement Examples

### ADM

<http://www.admworld.com/meet/mission.htm>

To Unlock the Potential of Nature to Improve the Quality of Life.

The implementation of our mission statement is evident in virtually every area of Archer Daniels Midland Company. Our agricultural products, from grain and food ingredients to animal feeds and supplements, are processed to actualize their greatest nutritional and economic potential.

In addition, products such as health-promoting nutraceuticals and corn-based ethanol fuel, are just the beginning of natural-based innovations from ADM that show great promise to improve the quality of life.

### OUR MISSION

To unlock the potential of nature to improve the quality of life.

### OUR COMMITMENT

To make the world a better place by applying advancements in research and technology to agriculture.

### WHAT WE BELIEVE

Our most valuable assets are our people and our customers.

Responsible corporate governance delivers value for our shareholders.

Agriculture is the key to sustainable global growth.

In an innovative, entrepreneurial environment that empowers great ideas.

In the creativity to see, the freedom to develop and the capacity to act.

In integrity and responsiveness in all our interactions.

In profound respect for our environment.

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## Agway Energy Products

<http://www.agwayenergy.com/career.html#mission>

### Our Mission

At Agway Energy Products, we're always striving to do better - for our customers, our company, and our employees. To make sure this approach is a central part of future planning, we've put our mission in writing.

"We will be the leading regional total energy solutions provider to homes, farms, and businesses. Our focus on superior customer service, sustained growth, and our ability to take advantage of strategic opportunities will enable us to maximize profitability."

Critical to achieving that mission are five basic values:

1. Uncompromising Integrity - Our tradition of ethical and honest business conduct is the foundation of our organization.
2. People - The value employees bring to creating customer solutions provides the backbone of our team's success.
3. Innovation - We constantly strive to find new and better ways to meet our customers' needs and exceed their expectations.
4. Learning/Continuous Improvement - Our employees thrive in an atmosphere which supports continuous learning development and personal growth.
5. Operational Excellence - We will provide the best value to our customers through continuously improving our processes and cost structure.

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## **Keystone Enterprises; in the Agway System**

<http://www.agwayagproducts.com/aap/list.html?id=KS>

### **Mission**

Our mission in the Keystone Enterprise is to be a market leader, providing quality products and service expertise for the agricultural community in a manner which is profitable for the cooperative and its members.

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## **Maine Enterprise; in the Agway System**

<http://www.agwayagproducts.com/aap/list.html?id=ME>

### **Mission Statement**

Our mission in the Maine Enterprise is to be a market leader, providing quality products and service expertise for the agricultural community in a manner which is profitable for the cooperative and its members.

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## **Northeast Enterprise Mission Statement; in the Agway System**

[http://www.agwayagproducts.com/northeast\\_enterprise.htm](http://www.agwayagproducts.com/northeast_enterprise.htm)

To be a profitable plant and animal nutrition sales and marketing enterprise with dominant market share.

## **Becks Superior Hybrids**

<http://www.beckshybrids.com/>

We are farmers, just like you. The big difference is why we farm. While you may farm to provide products for consumption or industrial use, we farm to provide you with the best researched and documented field and product information available. We then use that information to provide you with what we believe to be the best seed products available anywhere. With research fields in Indiana, Western Ohio, Eastern Illinois, Southern Michigan and North-Western Kentucky, we not only have the ability to identify what products work best in those areas, but also, what techniques and what considerations need to be used in those areas. We have dedicated ourselves to helping our customers maximize their fields potential by providing them with the best seed products along with the most practical and reliable information available anywhere. It's as simple as that.

We are scientists. Specializing in all aspects of agronomics. While we may not be the "overseer" of the public lands as the early Greek definition of agronomist indicates, we do ensure we have the knowledge and experience available to help you maintain your lands at their peak levels of performance. At Beck's, We maintain a working relationship with several leading research firms in order to obtain superior parent seed lines and access to genetically improved lines. Our own research department uses this as well as their own research and development results to provide our customers with products matched to their needs and conditions.

We are family. With over 60 years experience, we know that in order to offer the best, you have to be the best. To our family and employees "team" is not just an abstract concept designed by some upscale human relations department. It's a fact of life. From the President to our delivery people, we all take great pride in working together to provide you with only the best products and service available. While others may believe they need to offer services and information in order to stay competitive, We at Beck's believe its our RESPONSIBILITY to provide our customers with the most accurate and up-to-date services and information available. Here at Beck's, our team knows that sometimes good just isn't good enough. No company ever got to be great by just being good. They became great only after going that extra mile.

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## **Ben & Jerry's**

<http://www.benjerry.com/mission.html>

Ben & Jerry's is dedicated to the creation & demonstration of a new corporate concept of linked prosperity. Our mission consists of three interrelated parts.

Underlying the mission is the determination to seek new and creative ways of addressing all three parts, while holding a deep respect for individuals inside and outside the company, and for the communities of which they are a part.

### **Product**

To make, distribute, and sell the finest quality all natural ice cream and related products in a wide variety of innovative flavors made from Vermont dairy products.

**Economic**

To operate the Company on a sound financial basis of profitable growth, increasing value for our shareholders and creating career opportunities and financial rewards for our employees.

**Social**

To operate the Company in a way that actively recognizes the central role that business plays in the structure of society by initiating innovative ways to improve the quality of life of a broad community: local, national, and international.

Underlying the mission of Ben & Jerry's is the determination to seek new & creative ways of addressing all three parts, while holding a deep respect for individuals inside and outside the Company and for the communities of which they are a part.

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**Bimbo Bakeries USA**

<http://www.bimbobakeriesusa.com/vision.html>

**Vision Statement**

To be the baking leader in the United States through quality, freshness, service and the building of our brands

**Mission Statement**

To produce, distribute and market food products, developing the value of our brands, committing ourselves to be:

- Highly productive and people-oriented.
- Innovative, competitive and strongly focused towards the satisfaction of our clients and consumers.
- An international leader in the baking industry.

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**Briggs and Stratton**

<http://www.briggsandstratton.com/MainSite.asp?rsvp=0&CategoryID=8&PARENTID=8&LRID=1&EPAGE=/main/RealBriggs/WebSite/NA/EN/Corporate/index.mb&MSCSSID=1234>

**Mission Statement**

We will create superior value by developing mutually beneficial relationships with our customers, suppliers, employees and communities. We will enhance our brand equity and leadership position by developing, manufacturing at low cost, marketing and servicing high value power for a broad range of power products. In pursuing this mission, we will provide power for people worldwide to develop their economies and improve the quality of their lives and, in so doing, add value to our shareholders' investment.

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**Cargill**

<http://www.cargill.com/about/value.htm>

## **Vision Statement**

Our purpose is to be the global leader in nourishing people.

We will harness our knowledge and energy to provide goods and services that are necessary for life, health and growth.

### **Our mission is to create distinctive value.**

We will succeed in business only by creating value for our customers, our suppliers, employees, shareholders and neighbors. We will build stronger customer relations and create solutions: Explore, Discover, Create, Deliver.

### **Our approach is to be trustworthy, creative and enterprising.**

We build customer relationships on integrity. We develop solutions that our customers need. We are forward thinking and action-oriented.

### **Our performance measures are engaged employees, satisfied customers, enriched communities and profitable growth.**

Engaged employees focus on satisfying customers and are committed to livable, sustainable communities. With those accomplishments, we will enjoy the profitable growth necessary to sustain performance over time.

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## **Cargill Industrial Oils & Lubricants**

<http://www.techoils.cargill.com/about/mission.htm>

### **Mission Statement**

Cargill Industrial Oils & Lubricants' mission is to provide innovative, environmentally advanced products that improve the way people formulate industrial and commercial products. Our strong technical and marketing position will enable us to become the market leader. In doing so we believe our first responsibility is the manufacturers who use our products.

Through a long-term commitment to this mission we will be known as a company that develops innovative products that are environmentally advantaged. Our customers, vendors, and employees will see Cargill Industrial Oils & Lubricants as offering unique solutions to increasingly complex environmental requirements.

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## **Cargill Malt**

<http://www.cargill.com/malt/vision.htm>

### **Vision**

Cargill has set a course to be the preferred supplier of quality malt to the major brewers of the world.

### **Mission**

Cargill Malt will accomplish this vision by being the best:

- at sourcing the highest quality malting barley at competitive prices
- in processing and distributing quality products through productive, safe and efficient operations
- at delivering differentiated services at competitive cost on a world scale by reinvesting our cash flow in order to match the increasing malt demand with the need for global origination.

This will provide expected returns to company shareholders, and career opportunities for our employees.

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## Caterpillar

[http://www.caterpillar.com/about\\_cat/company\\_information/03\\_mission/mission.html](http://www.caterpillar.com/about_cat/company_information/03_mission/mission.html)

### Vision Statement

Be the global leader in customer value.

### Mission Statement

Caterpillar will be the leader in providing the best value in machines, engines and support services for customers dedicated to building the world's infrastructure and developing and transporting its resources. *We provide the best value to customers.*

Caterpillar people will increase shareholder value by aggressively pursuing growth and profit opportunities that leverage our engineering, manufacturing, distribution, information management and financial services expertise. *We grow profitably.*

Caterpillar will provide its worldwide workforce with an environment that stimulates diversity, innovation, teamwork, continuous learning and improvement and rewards individual performance. *We develop and reward people.*

Caterpillar is dedicated to improving the quality of life while sustaining the quality of our earth. *We encourage social responsibility.*

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## CF Industries

<http://www.cfindustries.com/other/profile.htm>

### Corporate Mission

CF Industries' mission is to increase the financial wealth of its Member owners by providing them with a reliable supply of quality fertilizers and related products and services at the lowest possible total cost — where total cost includes an appropriate allowance for cost of capital.

CF Industries, Inc. is one of North America's largest interregional cooperatives, owned by and serving nine regional farm supply cooperatives. Through thousands of Member-owned sales outlets, the Company's nitrogen and phosphate fertilizers reach over one million farmers and ranchers in 45 states and the Canadian provinces of Ontario and Quebec. Headquartered in Long Grove, Illinois, CF is proud to serve its farmer-owners, who comprise over one-fifth of the entire North American nitrogen and phosphate market.

## **Cornelius farms**

To be a farm business that farms and/or manages land to best satisfy the landowner. To be one of the very best farmers and farm managers in our region. To rent farm land by striving to obtain maximum income per acre, thus creating maximum profits for the landlord and tenant, through the use of distinguished management of the land. We also have the motto that “appearance is everything,” that goes for our equipment to your land. We make every effort to ensure that the landowner’s land is virtually weed free and well kept.

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## **CY Farms & Batavia Turf**

[http://www.agwayagproducts.com/cooperator/0002/manage\\_change.html](http://www.agwayagproducts.com/cooperator/0002/manage_change.html)

The Mission of CY Farms & Batavia Turf is to produce high quality agricultural products to meet and exceed the needs of our customers. We will strive for economic efficiency and sustainability to enhance the quality of life for our employees and our community.

We will work for our customers and our employees.  
We will reward employees that accept responsibility.  
We will strive for excellence in all we do.  
We will protect the environment.  
We will foster teamwork in all we do.  
We will be successful.

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## **Dow AgroSciences**

<http://www.dowagro.com/about/who/mission.htm>

### **Vision**

We are a premier company applying chemical, biological and genetic solutions to agricultural and specialty market needs.

### **Mission**

Dow AgroSciences delivers innovative technology that exceeds market needs and improves the quality of life of the world's growing population.

We do this through:

- Responsible pest control
- Aiding the production of an abundant, nutritious food supply
- The use of plants as a renewable agricultural resource to produce new and improved agricultural outputs

## Core Values

To ensure the prosperity and well-being of Dow AgroSciences employees, customers and shareholders, cumulative long-term profit growth is essential. How we achieve this objective is as important as the objective itself. Fundamental to our success are the core values we believe in and practice.

- Employees are the source of Dow AgroSciences success. We communicate openly, treat each other with respect, promote teamwork, and encourage personal initiative and growth. Excellence in performance is sought and rewarded.
  - Customers receive our strongest commitment to meet their needs with high quality products and superior service.
  - Products are based on innovative technology, continuous improvement, and added value for our customers and end users.
  - Our Conduct demonstrates a deep concern for human safety and environmental stewardship, while embracing the highest standards of ethics and citizenship.
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## Eastview Farm

<http://www.agwayagproducts.com/cooperator/9705/dairysuccess.htm>

## Mission Statement

This mission statement is devised as a foundation guideline to lay out the general reasons that the partners own and operate this business. It serves to answer the basic question of "Why does this business exist?" Therefore, this should be referred to periodically for a guideline in business planning and decision making. It is also important for employees and staff members to be aware of and understand these basic goals and how they are involved. It will also be important for professional people working with the farm to realize these goals so they can better serve the business.

1. **PROFIT** The primary responsibility of any business, along with the management and individual employees, is to make a profit. Profit is absolutely essential for the very existence of any business on a long-term basis. Profits need to be obtained in order to keep all expenses and debt payments current, provide a good standard of living for partners and employees, and provide a competitive return on partnership equity. Business profit needs to be a primary concern of each and every member of the Eastview team in order to ensure that the business survives and prospers for many years to come. A profitable business not only benefits the owners, but also the employees, agri-business, suppliers, and the community in general.
2. **PEOPLE** The people involved are the greatest asset of any business. The business needs to be managed to serve the needs of the owners and employees. Major emphasis must be placed upon:
  - A) Safety and optimum working conditions.
  - B) Provide good standard of living that is comparable with other business and industry.
  - C) Be considerate of family, social, religious, and other off-farm interests.
  - D) Keep farm organized and operated on the basis of a team structure and keep everyone as involved as possible. All team members will treat each other with proper respect and recognition.



- E) Focus on individual partner and employee goals for challenge and growth, and provide opportunity for "Each individual to become all they are capable of being."
3. LEADER Eastview Farms will strive to be a leader in the local, state, and national dairy industry. This can be monitored by keeping most financial, efficiency, size, performance and other measures and comparisons within the top 10% of the New York State dairy industry. By accomplishing this, we will always be competitive within the industry, regardless of the current economy. Leadership will also be enhanced by striving for a good business image, reputation, and relations with neighbors and the local community. At Eastview, we will strive to provide clean, dry, and comfortable environment for our animals. Cattle will be cared for in a humane, stress-free manner. Each animal will be cared for as if she were our only animal. Eastview Farms will also assume a leadership role in operating our business in harmony with our community and the environment around us. We feel that a progressive farm can be operated with concern and consideration for the environment and neighbors.
  4. HAVE FUN We feel that it is very important for the partners and staff members to have fun doing what we do. The basic goal is to have every person involved with this farm to get up in the morning looking forward to going to work. Efforts will be made to provide interesting challenges and opportunities for people to grow and learn and work toward their goals. We will maintain a related atmosphere with major emphasis on the team concept. Communication between everyone will be encouraged and enhanced. Undue stresses will be avoided as much as possible. It is important to run a progressive and top-notch business that every team member can be proud of.

The characteristics above are very important concepts for a thriving business. While there will always be room for improvement, the Eastview Team will strive to operate this farm business within the guidelines laid out above. Eastview Farms is proud to be a progressive member of American Agriculture and is looking forward to a tremendous future in the most efficient and powerful agricultural nation in the world.

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## **John Deere**

[http://www.deere.com/en\\_US/compinfo/student/Mission\\_strategy.html](http://www.deere.com/en_US/compinfo/student/Mission_strategy.html)

John Deere's mission is to "Double and Double Again the John Deere Experience of Genuine Value for Employees, Customers, and Shareholders." This will be accomplished by rapidly expanding global customer coverage on the farmsite, worksite, homesite, and turfsite by being first in creating smart and innovative customer solutions through machines, service, and concepts. The company's business strategies of Running Smart, Running Fast, and Running Lean will help John Deere achieve its mission.

### **Our Strategy**

#### **Run Smart**

Think like an inventor, being first in creating smart and innovative customer solutions through machines, service and concepts.

**Run Fast**

Think like a customer, pursuing rapid expansion of our global customer coverage on the farmsite, worksite, and homesite.

**Run Lean**

Think like an investor, driving financial returns higher by maximizing employee performance, achieving global cost leadership, reducing asset intensity, and creating profitable global preeminence through acquisitions, strategic alliances, and e-business.

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**Kellogg**

<http://www.kelloggs.com/company/mission.html>

Kellogg is a global company committed to building long-term growth in volume and profit and to enhancing its worldwide leadership position by providing nutritious food products of superior value.

How do we uphold this mission? Our world-class leadership is dedicated to a management philosophy that holds people above profits. And they're committed to an advertising and marketing philosophy that helps ensure the Kellogg name is associated with wholesome, truthful advertising.

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**Land O' Lakes**

<http://www.landolakesinc.com/OurCompany/CompanyInformationIndex.cfm>

Land O'Lakes is a growing company with a rich history of serving America's farmers and marketing America's favorite dairy products. Today this family-farmer-owned cooperative extends its reach from coast-to-coast and to more than 50 countries worldwide.

**Land O'Lakes Vision**

Our vision is to be one of the best food and agricultural companies in the world by being:

- Our customers' first choice;
- Our employees' first choice;
- Responsible to our owners; and
- A leader in our communities.

We are committed to doing more than meeting our customers' needs. We strive to delight our customers by anticipating and exceeding their expectations through an innovative and creative work force.

We recognize employees as our most important asset and we focus on making Land O'Lakes their first choice for work. We believe in respecting diversity and in encouraging teamwork, involvement, development and empowerment of all employees.

We aim to create greater shareholder value while fulfilling our responsibilities as a cooperative.

Finally, we recognize our responsibilities to the communities in which we operate. We are proactive in dedicating resources to build a better quality of life, operate in an ethical and environmentally sensitive manner and live by our values.

### **Land O'Lakes Mission**

We are a market- and customer-driven cooperative committed to optimizing the value of our members' dairy, crop and livestock production.

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### **McCormick and Company**

The primary mission of McCormick & Company is to expand our worldwide leadership position in the spice, seasoning, and flavoring markets.

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### **Monsanto**

[http://www.monsanto.com/monsanto/content/our\\_commitments/esh\\_report2.pdf](http://www.monsanto.com/monsanto/content/our_commitments/esh_report2.pdf)

### **Dialogue**

We will listen carefully to diverse points of view and engage in thoughtful dialogue to broaden our understanding of issues in order to better address the needs and concerns of society.

### **Transparency**

We will ensure that information is available, accessible, and understandable.

### **Respect**

We will respect the religious, cultural, and ethical concerns of people throughout the world. We will act with integrity, courage, respect, candor, honesty, humility, and consistency. We will place our highest priority on the safety of our employees, the communities where we operate, our customers, consumers, and the environment.

### **Sharing**

We will share knowledge and technology to advance science and understanding, improve agriculture and the environment, improve subsistence crops, and help small-holder farmers in developing countries.

### **Delivering Benefits**

We will deliver high-quality products that are beneficial to our customers and for the environment, through sound and innovative science, thoughtful and effective stewardship, and a commitment to safety and health in everything we do.

### **North Dakota Mill**

<https://www.ndmill.com/ndmill/mill/history.htm>

**Mission Statement**

The mission of the North Dakota Mill is to promote and provide support to North Dakota agriculture, commerce and industry. Provide superior quality, consistency and service to our customers. Grow the business and provide a profit to our owners - the citizens of North Dakota. Conduct our business with the highest integrity so that our employees, customers, suppliers and owners are proud to be associated with the North Dakota Mill.

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**Pioneer Hi-Bred**

[http://www.pioneer.com/pioneer\\_info/look2.htm](http://www.pioneer.com/pioneer_info/look2.htm)

**Mission Statement**

First we try to produce the best products in the world.

Second we try to deal honestly and fairly with our employee, sales representatives, business associates, customers and stockholders.

Third we try to advertise and sell our products vigorously, but without misrepresentation.

Fourth we try to give helpful management suggestions to our customers to assist them in making the greatest possible profit from our products.

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**Table Rock Farm**

<http://www.agwayagproducts.com/cooperator/0002/growing.html>

Our mission at Table Rock Farm is to produce quality milk to fit the needs of the public and to provide a good lifestyle for the owners and employees at our farm.

We are going to take care of the needs of every cow, every day. In the dairy business, when you do this, everything else falls in place. Take care of cow comfort, care, feeding — no matter if you have one cow, 299, or a thousand cows.

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**Tyson**

<http://www.tysonfoodsinc.com/corporate/info/mission.asp>

**Our Vision Statement**

Our vision at Tyson is to be the world's first choice for protein while maximizing shareholder value.

## **Our Mission Statement**

We are dedicated to producing and marketing trusted quality food products that fit today's changing lifestyles and to attracting, rewarding and retaining the best people in the food industry.

## **Our Core Values**

Based on our heritage of more than 65 years, these are the core values that we strongly believe in: (listed in alphabetical order.)

- Brand Excellence
- Commitment, Fun, and Opportunity
- Environmental, Food Safety & Team Member Safety Responsibility
- Family and Social Responsibility
- Innovation
- Integrity
- Market and Customer Focus
- Self-Leadership and Learning
- Teamwork

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## **Wyffels Hybrids**

Wyffels Hybrids is a regional agricultural seed company providing elite corn hybrids, high oil corn seed blends, and premium alfalfas to farmers of the U.S. Midwest.