

Vision and Mission

- Area 4 – Entrepreneurship in Farming
- Lesson 11 – Entrepreneurship in SPA
- Sequence ID – 43

ValueDo





DISCLAIMER

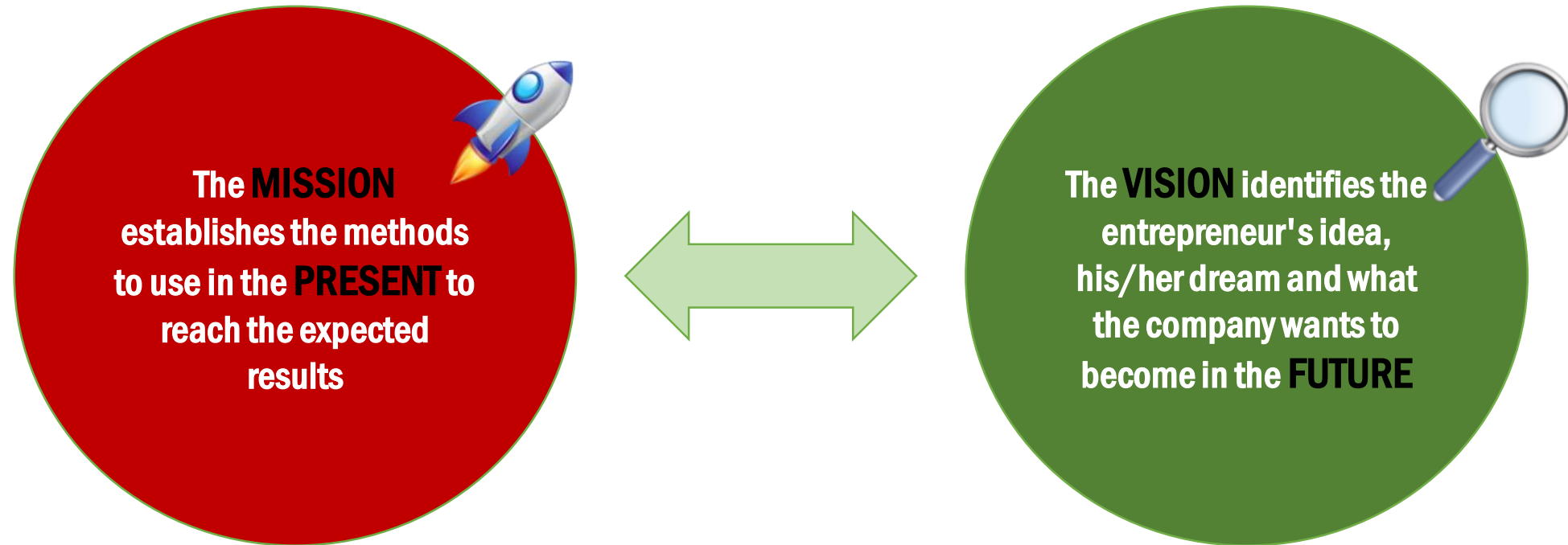
A4.L11.T1 Vision and Mission: before starting a company

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VISION and MISSION are two distinct but complementary concepts:



The main difference between them is that the mission correlates with what needs to be accomplished, while the vision seeks new creations.





A company that openly declares what its vision and mission are makes itself recognizable and allows to understand immediately the boundaries within which the business activity takes place.

Having a concrete mission and a shared vision becomes essential

- to provide a route to follow together
- to indicate a horizon
- to motivate the transition from the current situation to the one desired by all company members
- to show its value clearly in the market

Do you want to hear more on these concepts?

Check out this [video](#)

(5:05, do not forget to switch the subtitles on!)



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Vision and Mission Statement

The most famous companies in the world all declare, through their website or through advertising, what their vision and mission are, because they are equally important to a company's survival: we're talking about the right instruments to communicate the uniqueness of its products.

The sentences that express these concepts are called Vision and Mission statements. Vision and mission should not state the obvious, but declare the exceptional and the extraordinary.



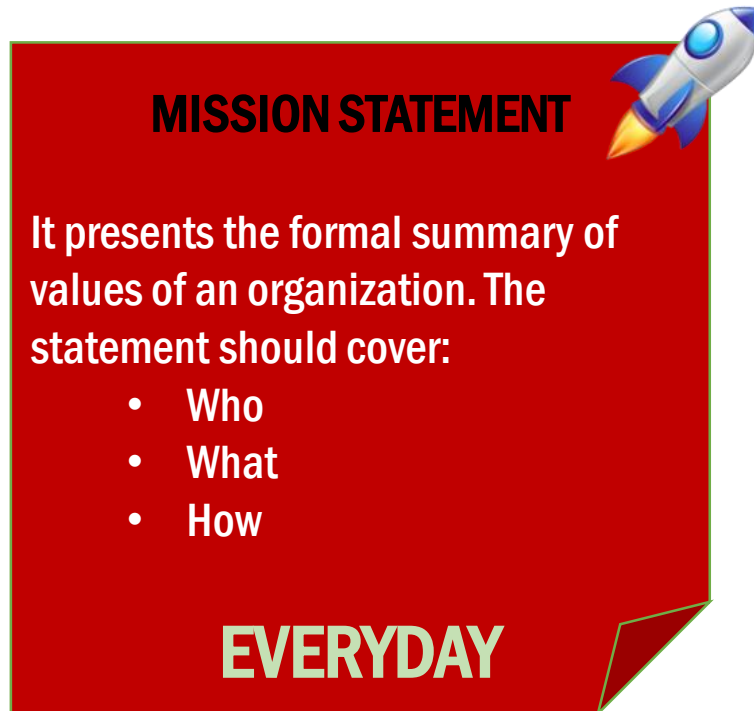
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Picture by [Pascal Laurent](#) from [Pixabay](#)

To summarize

A Vision and Mission should be summarized in just one sentence. This is what the successful companies do. How?

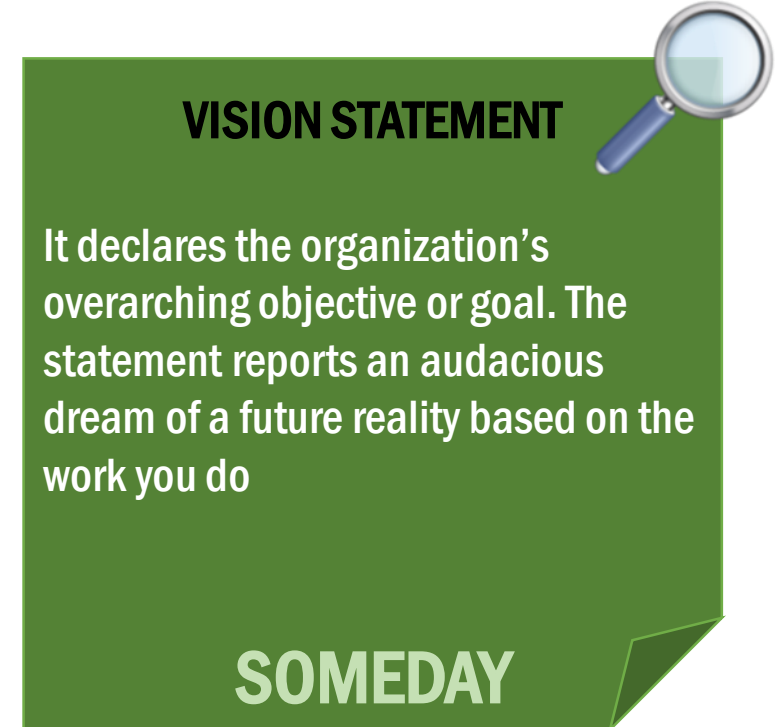
A red rectangular box with a rocket icon in the top right corner. The text inside is white and red. At the bottom, the word 'EVERYDAY' is written in white.

MISSION STATEMENT

It presents the formal summary of values of an organization. The statement should cover:

- Who
- What
- How

EVERYDAY

A green rectangular box with a magnifying glass icon in the top right corner. The text inside is white. At the bottom, the word 'SOMEDAY' is written in white.

VISION STATEMENT

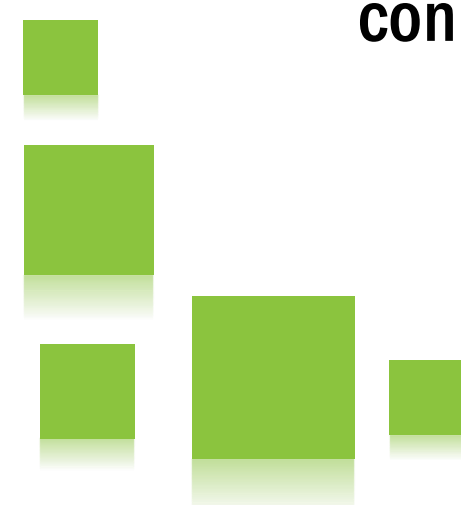
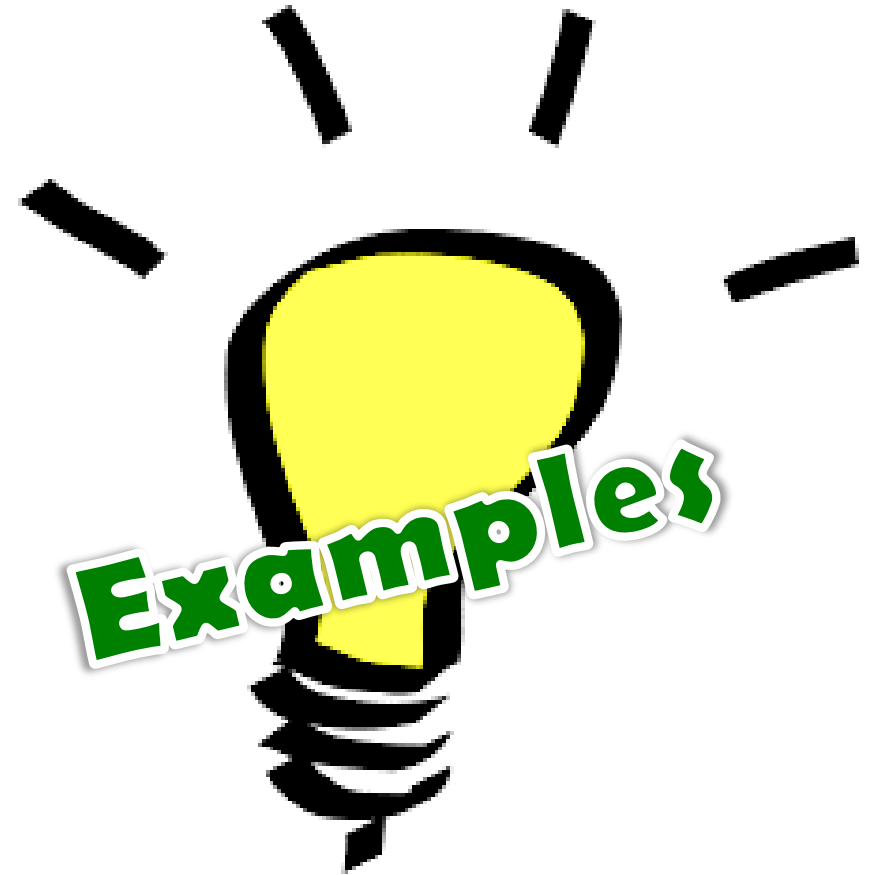
It declares the organization's overarching objective or goal. The statement reports an audacious dream of a future reality based on the work you do

SOMEDAY

Haven't you ever noticed that?



Let's see some examples of **Mission and Vision Statements** to better understand the difference between these two concepts and their deep connection





Example

IKEA – VISION and MISSION

Founded by Ingvar Kamprad in 1943 as a tiny Swedish mail-order catalogue business, today IKEA is the most famous home furnishing brand in the world

source: www.ikea.com

MISSION → To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them



VISION → To create a better everyday life for many people



Picture by [mastrminda](#) from [Pixabay](#)



Example

PATAGONIA – VISION and MISSION

Patagonia, Inc. is an American clothing company that markets and sells outdoor clothing. The company was founded in 1973 and is based in California. Their values reflect a business started by a group of climbers and surfers and they promote a minimalist style.

source: www.patagonia.com

MISSION → Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis



VISION → A lot of wild and beautiful places need preservation activism, and to help reverse the steep decline in the overall environmental health of our planet



Picture from [Flickr.com](https://www.flickr.com/photos/patagonia/)



Vision and Mission in SPA

The future of farming is Precision Agriculture



a new mind-set approach and a new network of different technologies (digitalization, metadata, Internet of Things, IT,..)



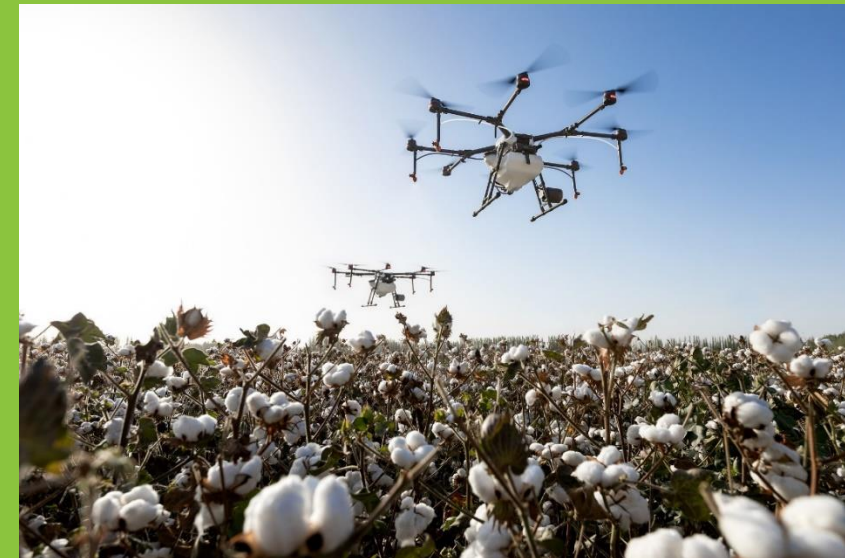
its aim is to manage spatial and temporal variation associated with all aspects of agricultural production to improve agricultural performance and environmental quality



for this reason, the farmer of the future, the so-called “agripreneur 4.0”, needs a mix of competencies such as agricultural, entrepreneurial, digital, and environmental skills



Picture by [DJI-Agras](#) from [Pixabay](#)



Picture by [DJI-Agras](#) from [Pixabay](#)



Vision and Mission in SPA

Which could be the VISION and MISSION in an SPA farm?
Let's give an example to make these concepts clear



The mission could be related to the daily commitment to offer excellent quality products, thanks to an intense and constant research and development activity.



The vision could be related to the anticipation of the need of agriculture in the full respect of the environment.

- detection by drones
- use of spectral cameras
- variable rate technology

- do the right thing
- do it in the right moment
- do it in the right way



Picture by [Pexels](#) from [Pixabay](#)



SPARKLE Best Practice

QUINTA DA CHOLDA – VISION and MISSION

Founded in the early 20th century, Quinta da Cholda is currently active in the production of cereals, especially maize, forestry, and the production of renewable energy. The farm uses the latest technologies to improve its productivity, and began the implementation of Precision Agriculture with the aim of increasing production and reducing time of operations, costs, and CO2 emissions. At the same time, it's trying to minimize human impact on the ecosystem.

www.quintadacholda.pt

MISSION → Competitively priced food and energy production using all available technology to reduce impacts on ecosystems.



VISION → The digitalization of the entire food production process as a tool for decision making.




QUINTA DA CHOLDA





SPARKLE Best Practice

REZOS BRANDS – VISION and MISSION

REZOS BRANDS is a food focused enterprise, with expertise in superfoods. The company was established in Patras back in 1983; its main activity was the distribution and the development of national sales networks of imported, and local, food and beverage products, operating in the Greek market. Over the years REZOS BRANDS has become a multifunctional farm that cultivates and grows its own super foods using Precision Agriculture in order to develop, monitor and analyse high nutritional value crops.

www.rezosbrands.com

MISSION → Competitively priced food and energy production using all available technology to reduce impacts on ecosystems.



VISION → The digitalization of the entire food production process as a tool for decision making.





SPARKLE Best Practice

MAZZEI 1435 – VISION and MISSION

The Castello di Fonterutoli company, owned by Marchesi Mazzei S.p.A., is situated in the province of Siena, a territory historically associated with the production of DOCG Chianti Classico wine. The vineyards of the company are managed according to the Precision Farming principles, by means of telemetry systems combined with variable-rate equipment, with the aim of improving the productivity of each plant.

www.mazzei.it

MISSION → Producing wines that respect the unique characteristic of the different terroir and grapes in complete harmony with the surrounding ecosystem and the biodiversity of the whole area.



VISION → Continuing to look for a new horizon of quality and to satisfy the palates of "connoisseurs" from all over the world, who can count on the name Mazzei to be one of the leaders of the Italian wine world.





SPARKLE Best Practice

AGROSAP – VISION and MISSION

Agrosap connects researchers, farmers, and agrifood companies to design innovation, research, and “agrarianization” projects tailored to every single need. Their main objective is to provide agricultural professionals with the latest sensor technologies, robotics, instrumentation and software for PA.

Agrosap finds scenarios that highlight the need for professionals to join their agronomic knowledge, with the ability to develop new solutions using tools such as Big Data, artificial intelligence, robotics, drones or autonomous vehicles.

www.agrosap.es

MISSION →

VISION →





The importance of finding a USP

Competition is inherent and unavoidable in any business. With an infinite number of options to choose from, buyers need to immediately understand what features distinguish a product/service from another.

Companies that don't know how to present themselves in the right way, risk going unnoticed and fail.

That's why it is essential for an entrepreneur to find a clear Unique Selling Point (USP) → the message to represent the company and that differentiates it from all the competitors.



Picture by [Colin Behrens](#) from [Pixabay](#)

From “Vision and Mission” to “USP”



Defining your company vision and mission is a prerequisite for defining an effective USP, thus building up a strong marketing strategy and making your company attractive and competitive on the market.



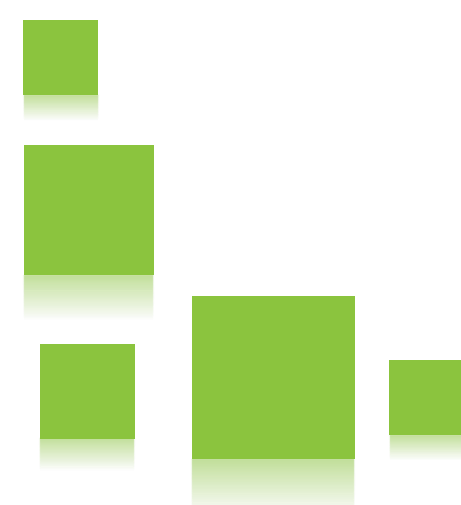
Don't think that this is not important in agriculture! For SPA farms especially, it's important to stand out, describing in detail the features that make your product unique, together with the processes to achieve the desired results.



Picture by [Werner Weisser](#) from [Pixabay](#)



Starting from there we can define an effective USP, which allows us to make our vision real and our mission fruitful





USP statement

As the USP is what makes your business better than the competition, you should be able to write down a sentence (USP statement) that expresses it clearly. You will benefit from clarifying your USP for defining your marketing strategy, branding, and other business decisions.

A good USP should be:

- Assertive, but not generic (“we sell high-quality products”) .
- Focused on customers' values: they should care about it!
- Not just a slogan: the USP is the principles that inspire your marketing activity, it comes before the slogan.
- More than a discount: -20% is not a USP: you can not base your business on reductions and everybody can copy it anytime.



Picture from [Pixabay](#)

Example



Domino's Pizza

You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.

Even though this service is not sold any more, this USP is long but effective: the terms of the offer are clear, the product is presented and the customers know exactly what to expect.



M&M's

The milk chocolate melts in your mouth, not in your hand.

The USP here is represented by the fact that, differently from all the other chocolate snacks, M&Ms can be held in your hands without getting them dirty due to melting. Evidently this is a plus to chocolate consumers!

SPARKLE Best Practices



Quinta da Cholda

Sustainable production (production combined with the preservation of biodiversity and automation of processes)



Mazzei SPA

One family company three different estates, each totally different unique and each one standing alone with its notable potential for producing high-class wines.



Rezos Brands



Agrosap