

Examples of Goals in Agriculture

Labor management outcomes:

- Raise pruning productivity this year by 10 percent over last year to an average of 33 vines per man-hour.
- Reach family agreement by January about how Dad's work on the dairy will be divided between Jack and Terry when he cuts back to half-time next summer.
- Increase in-season retention of our apple picking crew members next year by half. Of the 80 pickers hired this year, only 40 worked till the end of harvest. Next year, we want 60 or more of them to stay.
- Maintain a workers' compensation experience rating of no more than 75 in our feedlot operation for the next three years.
- Require no overtime of office staff, and limit overtime of field personnel to 3 percent of all hours worked during harvest season and none at other times.
- Create a job in the hog operation that will enable Sally's fiancé to earn his keep while showing what he can do and learning his way around.
- Lose no tools to employee theft.
- Become fluent enough in Spanish within one year to communicate directly with seasonal workers recruited by a labor contractor.
- Hire another person before calving season so that no one has to work two consecutive 12-hour periods.
- Have all year-round employees become certified pesticide applicators before next spring.

Goals to which personnel management and performance are instrumental:

- Achieve 80 percent efficiency of artificial insemination in two cycles.
- Hold to below 2 percent each month the volume of cross-country berry shipments refused due to spoilage.
- Sell hogs for no less than 5 percent above the average market price in this region this year.
- Reduce mortality of ornamental transplants by 10 percent per year for each of the next four years.
- Never experience an interruption of harvest due to equipment breakdown.
- Raise the one-year survival rate of week-old calves to 100 percent.