

# Developing Goals and Objectives

A New Framework for Decision Making  
Mary Penick

Credits to Greg Brand- NRCS Tennessee Grazing Specialist

# Operators Develop Goals and Objectives

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- Goals are broad, **objectives are narrow.**
- Goals are general intentions; **objectives are precise.**
- Goals are intangible; **objectives are tangible.**
- Goals are abstract; **objectives are concrete.**
- Goals can't be validated as is; **objectives can be validated.**

# The **Goal** of the Producer is important in development of a Resource Management System

- Producer should base Goal on three things:
- **Quality of Life**
- **Form of Production**
- **Vision of future resource base**

# 1. Quality of Life

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- Low stress
- More time with family
- Vacations
- Improve health
- Less danger



## 2. Forms of Production

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- Grazing operation
- High production, high return enterprise
- High return row crop
- Sustainable
- Holistic
- Organic
- Cattle
- No- till crop
- Vegetable and nursery crop

# 3. Vision of Future Resource Base

- Improved forage production
- Improved environment
- Increase in wildlife population
- Increase organic matter



# Objectives- should result in progress toward overall goal

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- Heal this gully
- Improve water in this field
- Be able to run multi-species of cattle and sheep
- Have less mess in feeding livestock
- Less mud on road
- Spend less time feeding livestock
- Not mud out my fields feeding
- Graze more and feed less hay
- Crop fields longer without sacrificing yield

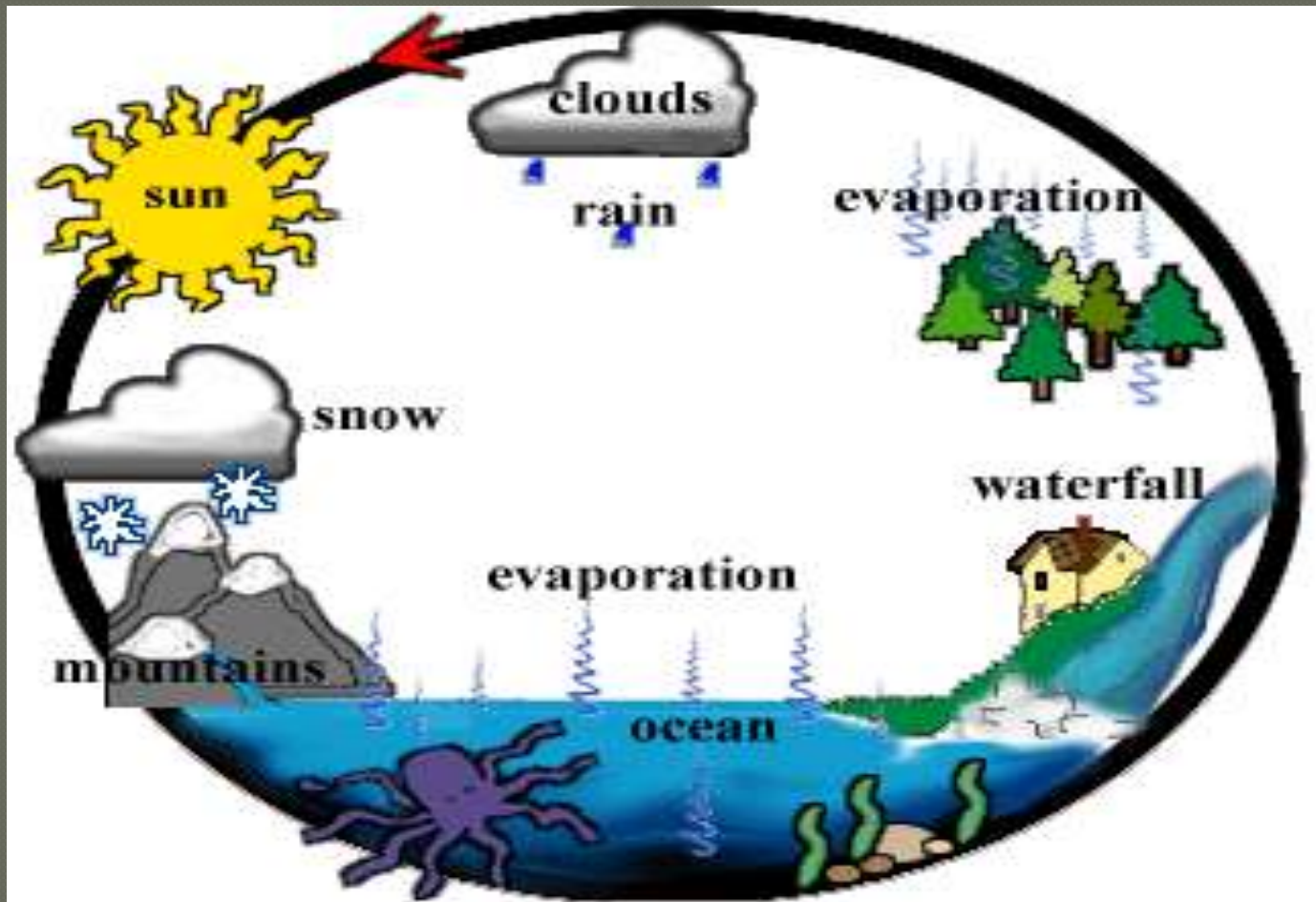
# Four Primary Processes to Consider

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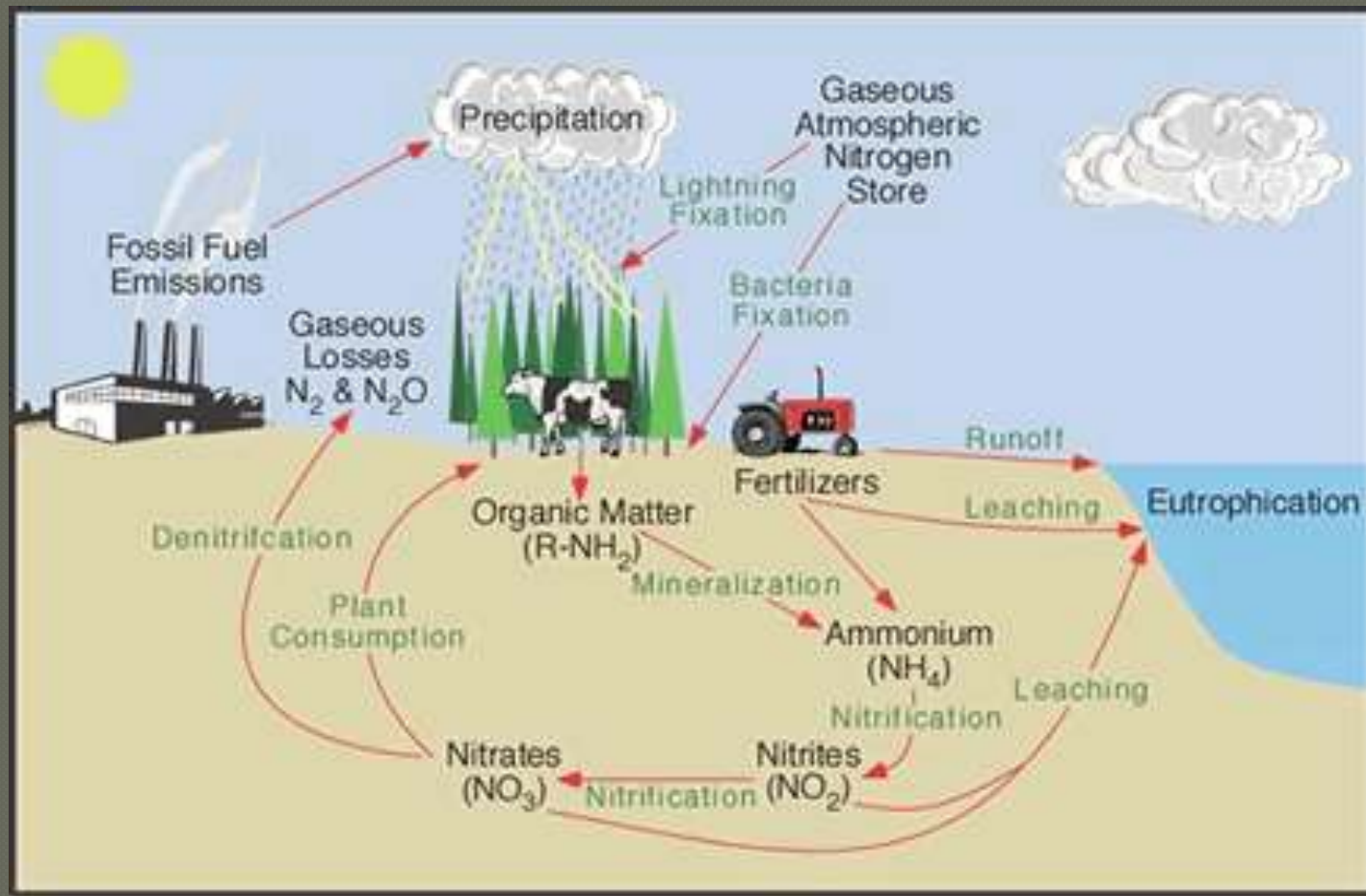
- Water Cycle
- Mineral Cycle
- Energy Flow
- Community Dynamics



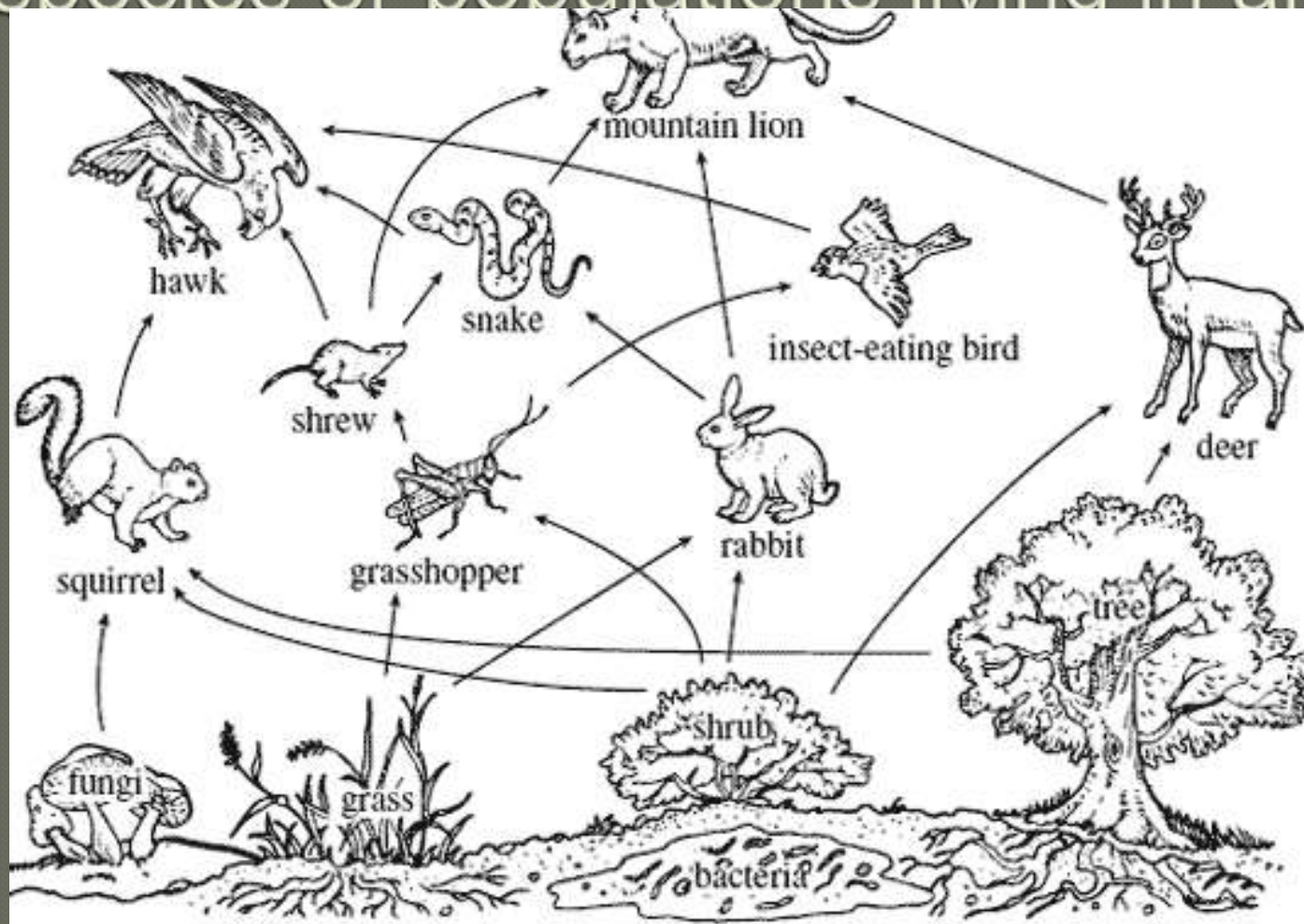
# Water Cycle



# Mineral Cycle



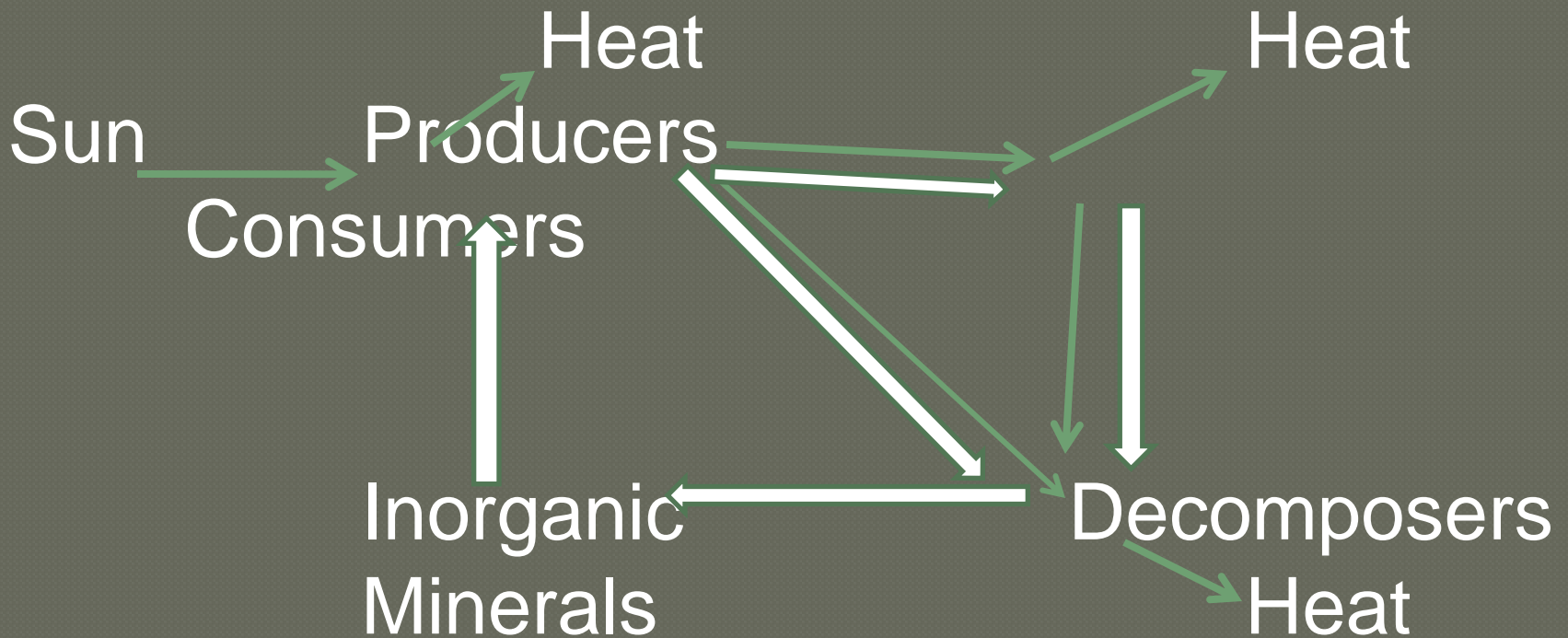
**Community dynamics** involves all species or populations living in an area



# Energy Flow

- Sun is ultimate energy source
- Energy is not recycled but captured and released as heat, nutrients are cycled
- Producers (Plants) capture energy
- Consumers (Animals) release energy as CO<sub>2</sub> and heat
- Decomposers (Fungi and Microbes)
- Ultimate fate of energy is lost as heat
- Exposed soil increases heat
- Energy and nutrients are passed from organism to organism through the food chain as one organism eats another.
- Decomposers remove the last energy from the remains of organisms.

# Energy Flow Through the Ecosystem



# Example: When should hay be fed?



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Answer this question and about  
any resource question consider  
effects on:

- ◉ Energy cycle
- ◉ Water cycle
- ◉ Mineral cycle
- ◉ And Community dynamics



# Summary of Goals and Objectives

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- **Producer sets goals and objectives**
- **Makes decisions based on goals**
- **NRCS and other organizations helps producer understand impacts on soil, water, animal, plants and air.**
- **Four primary processes: Water cycle, Energy flow, Mineral cycle and Community dynamics**

# Summary of Goals and Objectives

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- **Daily management needs to be evaluated based on resource needs**
- **Analyze resources based on interactions and impacts on Water, Mineral, Energy and Community**
- **What is the weak link in resource base?**
- **Producers should consider each action to determine its progress toward their goal and toward economic, ecological and social sustainability**

Concentrate  
more on  
growing  
something  
than killing  
something