

## Values

The values we hold important at Imago Forest are to:

### **People**

- work towards greater self-expression (creativity)
- work towards greater self-realisation (fulfilment)
- support and encourage others towards the same
- build connections between ourselves and others (building community)
- work for mutual benefit (neither purely competitive nor cooperative)

### **Customers**

- recognise customers as our partners in the business
- treat everybody with respect and as individuals
- recognise that others have a lot to offer in skills, knowledge, experience and feedback.

### **Farming**

- produce nourishing seasonal produce
- work at a small and nurturing scale
- leave the farm/property in better condition than we started
- offer the skills, knowledge and experience that we gain to others

### **Environment**

- connect with the land
- live with the land
- work with the land

### **Business**

- make a right living
- develop efficient and replicable systems that anybody can use
- make the systems family friendly
- continually seek improvement to these systems
- make a difference through the energy/heart that we apply to these systems

