"I think everything in life is art. What you do. How you dress. The way you love someone, and how you talk. Your smile and your personality. What you believe in, and all your dreams. The way you drink your tea. How you decorate your home. Or party. Your grocery list. The food you make. How your writing looks. And the way you feel. Life is art."

-Helena Bonham Carter
Why does a business exist?

- Solving a problem
- Communicating values
Who is involved?

- Customer
- Supplier
- Employee
- Owner
- Community
What is the problem I am trying to solve?

The basic idea:

• Baking with more whole grains
• Supporting the local grain economy
• Fresh milling flour

Considerations:

• Environmental
• Social
• Health
• Economic
• Psychological
• Personal
Communicating your values: Challenges

- Priorities reflect values
- Limited resources means making choices
- Commitment to quality
- Scheduling and multitasking
How is someone going to feel about this?