

Guiding Principles: Mark Lynch

By [Tanner Ehmke](#)

With three farming locations spread across south Texas, western Oklahoma and southwest Kansas, Mark Lynch of Premium Source Ag understands the importance of coordinating with his 18 full-time employees and up to 35 seasonal employees. Since coming back to farm after graduating from college, Mark has grown the family-owned farm that grows potatoes on contract for Frito Lay from 400 acres in 1974 to more than 4,500 acres today. Mark offers 10 principles that have guided the multi-generational farm through the decades.

Have faith: “You’ve got to have faith in God. God gives me the opportunities, strength, desire and passion to do what I’m doing. It’s a true blessing to be able to wake up and have the opportunity to do what I enjoy.”

Value family: “Family’s important. Agriculture can be demanding, so you have to have family support. Having respect and listening to each other builds that support.”

Follow through: “Set goals and follow through on what you say you’re going to do, and at the end of the day you will be successful.”

Build relationships: “Establishing and building relationships are key to any successful business. You have to surround yourself with good people who have a passion, regardless of their responsibilities. I’m very fortunate to work with individuals that have been with me for 25 to 30 years.”

Strategize: “As a group we spend a lot of time in the fall building our operating plan for the year ahead. It’s important to look at our market opportunities first and then build our acreage plan around those opportunities. My grandfather always told me before you plant, know your market and what it’s going to cost to get there.”

Adapt: “There’s nothing written in stone when it comes to growing a crop. You will always have adversities. Make sure you have this built in to the plan and have the ability to adjust quickly to the circumstances.”

Hold high standards: “From the field to the consumer, we are held to high expectations. We call it Gold Standard Performance. If we don’t work hard to deliver this expectation start to finish, we won’t have a market.”

Be a steward: “The majority of our land is leased. We have been fortunate to have strong relationships with several large land owners – we call them land partners – who have a lot of respect and stewardship for the land. It’s important to operate in a manner that meets or exceeds their expectations.”

Apply technology: “Information is required today to make timely decisions regarding cultural practices, scheduling irrigation, documenting plant health applications and sharing crop information with our customer. It’s important we learn, apply and use technology as an everyday tool.”

Ensure safety: “Food safety is huge in today’s ag business. The consumer wants to know their food is safe. To meet this expectation we are GFSI [Global Food Safety Initiative] certified. We develop procedures, train our people and document every step start to finish. It’s an important continuous process.”