This template includes a number of factors that should be considered for completing a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) for an operating dairy farm. The template is meant to guide questions or discussion between a farm business adviser and the farm owner. This template provides examples of information to be included in each section of the SWOT analysis. You may see the same item in more than one place on the table, even for the same farm. This document serves as a template for an experienced farm educator with a good deal of familiarity relating to animal health, dairy production, crop production and business issues.

### Internal Factors: Strength or Weakness

*Indicate an “S” for strength or “W” for weakness. Use spaces or blanks to fill in additional notes.*

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<table>
<thead>
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<tbody>
<tr>
<td>____ Patience with ________, (cows, goats, chickens, etc.)</td>
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<tr>
<td>____ Taking the time to check mastitis and/or heat.</td>
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<td>____ Currently getting milk quality premiums</td>
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<td>____ Conception rates in _____ (Cows or Goats) are _______</td>
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<tr>
<td>____ Milk production is ______ per day or ______ per year</td>
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<td>____ Observant of (Cows or Goats) _______, Breeding &amp; health</td>
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<td>____ Have a strong breeding synchronization program</td>
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<td>____ (High or Low) mortality rate, with new-born.</td>
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<tr>
<td>____ (Current or Not Current) on feed program tech info</td>
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<tr>
<td>____ Soil Quality and Type, Acres Tillable____</td>
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<td>____ Water supply</td>
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<td>____ Equipment, current condition</td>
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<td>____ (New or Old) facilities.</td>
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<tr>
<td>____ Milk production (Good or Declining)</td>
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<td>____ Dependent on purchased feed</td>
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Feed storage
Stall comfort
(Good or Low) manure storage capacity
Labor management, ability to align family or staff on specific responsibilities and develop specialties with farm operations
(Don’t Have or Have) good attitude toward new technology
(Don’t Have or Have) good employee retention
Next generation wants to continue operation
Working capital/cash on hand
(Don’t Have or Have) low debt
(Don’t Have or Have) non farm income stream
Record keeping. Accurate and useful for decision making
Can define what is financially best for the household and business separately.

Notes:
External Factors: Opportunity or Threat

Indicate an “O” for opportunity or “T” for threat. Use spaces or blanks to fill in additional notes.

_____ Quality of working relationship w/neighbors

_____ Options for available area vendors (supplies, services or custom operators)

_____ Woodlots have ability to create cash flow (ex: syrup/lumber)

_____ (Have or Don’t Have) demand for heifers from other dairies

_____ (Have or Don’t Have) have good infrastructure.

_____ (Have or Don’t Have) have good support for agriculture in area

_____ (Have or Don’t Have) have high availability of rental ground

_____ (Have or Don’t Have) have lots of support groups within the industry

_____ Access to neighboring facilities for feed storage

_____ Other farms request assistance with breeding synchronization

_____ Biosecurity risk related to farm visitors & purchased livestock

_____ Development of roads & subdivisions in the area

_____ Growth of neighborhood could affect day to day management

_____ Employees nearing retirement

_____ Milk contamination concerns of consumers

_____ New manure management requirements coming

_____ Labor Available, Labor Quality

_____ Vulnerability to milk price adjustments

Notes:
General Information

Years at this location: ______________
Total years farming: ______________
What part of this farm do you specialize in? ______________
Is off-farm income present? ______________
Is family interested in continuing the operation? ______________
Do you have life insurance? ______________
Do you have an updated Will? _________ a Living Will? _________
Availability of farm services, (milking equip, machinery, vet etc.) ________ miles ______

Farm Goals

Mission Statement:
Production Goals:
Priorities
Two Year: ______________ Five Year: ______________ Long Term: ______________

Finance Review (if applicable): Two most recent years Cash Flow Summary, Income Statements, Schedule F and/or Balance Sheet

Notes: