

Farm Business Planning

SWOT Assessment

Farm Name:

Date:



Farm Background

Your Goals:

Personal / Family (Why are you farming?)

Community

Environmental

Management Situation

Skills we have, thing we are good at: (farming, marketing, repair etc...)

Trainings/Education we have completed:

Relevant work experience:

Skills we look to develop or get someone else's support with? *This might address a skill you lack, that is preventing the business from fully developing.*

Operations Resources: what is available for the farm business

Land

Livestock

Equipment/Supplies

Labor/Staff/Hrs of management time

Possible Constraints: *What's holding the business back?*

- Access to capital for investments
- Land Base / Buildings
- Biological/Ecological (pests, productivity)
- Business Management Skills in certain areas?
- Regulations
- Markets Others

Risk Factors:

What poses risk to the business (production related or market related)?

Can these factors be mediated?

Financial Situation

How much owner draw/manager compensation is needed annually? Are you able to achieve it?

How do you evaluate financial success/profitability? Are your systems adequate?

Marketing Situation

Products	Outlets	Price per Unit	Special Attributes

Prospective Products or Outlets

Current Promotional Efforts

SWOT: Please list the top 2-3 Strengths, Weaknesses, Opportunities and Threats to the Business

Strengths (internal to business)

Weaknesses (internal)

Opportunities (external)

Threats (external)