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

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<tr>
<th>Products</th>
<th>Outlets</th>
<th>Price per Unit</th>
<th>Special Attributes</th>
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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)