Florida Small Farms and Alternative Enterprises Conference

The Business of Farming

11:00-12:30  Passing Down the Farm
2:00-3:00    Setting a Price Through Break-even Analysis
4:30-5:30    Farmer to Farmer Strategic Enterprise Assessments
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu or contact your local County Extension Agent.

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Suggested Citation: Author Full Name. Title of Presentation or Handout. 2012 University of Florida-IFAS and Florida Agricultural and Mechanical University-CAFS Florida Small Farms and Alternative Enterprises Conference. July 27-29, Kissimmee, FL.
SWOT Analysis

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Overview

1. SWOT analysis defined
2. Strengths
3. Weaknesses
4. Opportunities
5. Threats
6. Practice
SWOT Analysis

★ A tool to evaluate the Strengths, Weaknesses, Opportunities, & Threats involved in business

★ Gain insights into the past

★ Think about solutions for the future

★ Works for existing or new businesses

★ Every member of your team should participate
Strengths

☆ Internal to your firm

☆ What you excel at

☆ What sets you apart from others
Weaknesses

⭐ Internal to your firm

⭐ Factors you will need to address

⭐ What puts you at a disadvantage relative to others
Performance Assessment

- Customer satisfaction
- Competitiveness
- Productivity
- Profitability
Internal Things to Consider

🌟 Marketing resources
🌟 Financial resources
🌟 Human resources
🌟 Operations/Production
🌟 Management/Leadership resources
🌟 Organizational resources
🌟 Information resources
Opportunities

★ External to your firm

★ Things you might be able to take advantage of

★ Positively impact your business

★ Often in the form of trends
Threats

☆ External to your firm

☆ Things that can directly affect you AND you have little control over

☆ Negatively impact your business

☆ Often in the form of trends & regulation
External Things to Consider

☆ Changes in demand
☆ Changes in long-term market growth
☆ Product/Market innovations
☆ Technological changes & their speed
☆ Regulatory policy
☆ Uncertainty and business risk
☆ Changes in the economy
☆ Globalization
Let’s Practice: Forage Farm.org
Forage Farm.org: Strengths

🌟 Fresh-cut flowers and herbs
🌟 Passion of Melissa and Anna
🌟 Educational programs tied to farm
🌟 Utilization of interns
🌟 Partnerships
  ➢ ACT, Blue Oven Kitchens, Kristen Grace Photography, Comet Farm
🌟 Connections Melissa & Anna have
Forage Farm.org: Opportunities

★ Farmer network, farmer–buyer network
★ Expansion of youth training other educational programs
★ Additional products from the farm
★ Potential customers
★ Increased community involvement
★ Obtaining 501(3)(c) status
★ Evolving technologies
★ CSA and other ventures possible
★ Growing demand for “local” products
Forage Farm.org: Weaknesses

- Melissa and Anna lack production expertise
- Melissa and Anna lack marketing expertise
- Location of farm – too far from GNV?
- Operation not large enough to support more people
Forage Farm.org: Threats

★ New competitors entering the market
★ Government regulations that increase complexity and cost of doing business
★ Luxury status of products make them more vulnerable to economic climate
★ Changing grant climate – limit funds
★ Availability of labor to work the farm
★ Florida climate hard on crops
SWOT Bottom Line

 עש פל מושעי שלטונות שירד עיות줍 הים

 Seek STRENGTHS that help you to take advantage of OPPORTUNITIES

 Shore up WEAKNESSES that make you more vulnerable to THREATS