



**DAIRY ADVISORY TEAMS**

**Sample SWOT Worksheet**

This table will give the team some examples of the 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. For instance, a lot of times our more productive, agricultural soil (strength) may also be the ground that is facing stiff competition for other farm enterprises or development (threat.)

<b>INTERNAL</b>	<b>EXTERNAL</b>
<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Able to divide tasks among family members so each can specialize and be more effective in a particular area.</li> <li><input type="checkbox"/> Consistent, low calf mortality rates.</li> <li><input type="checkbox"/> Cows are very productive.</li> <li><input type="checkbox"/> Good attitude toward new technology.</li> <li><input type="checkbox"/> Good employee retention.</li> <li><input type="checkbox"/> Good record-keeping system.</li> <li><input type="checkbox"/> High-tech feeding system.</li> <li><input type="checkbox"/> Highly fertile soil resources.</li> <li><input type="checkbox"/> Low debt.</li> <li><input type="checkbox"/> New facilities.</li> <li><input type="checkbox"/> Next generations want to continue the operation.</li> <li><input type="checkbox"/> Non farm income stream.</li> <li><input type="checkbox"/> Strong breeding synchronization program.</li> </ul>	<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Demand for heifers from neighboring dairies.</li> <li><input type="checkbox"/> Good infrastructure.</li> <li><input type="checkbox"/> Good support for agriculture in community.</li> <li><input type="checkbox"/> High availability of rental ground.</li> <li><input type="checkbox"/> Lots of support groups within the industry.</li> <li><input type="checkbox"/> Neighbors sold out but are willing to allow use of facilities for feed storage.</li> <li><input type="checkbox"/> Other farms request assistance with breeding synchronization program.</li> </ul>
<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Declining milk production.</li> <li><input type="checkbox"/> Dependent on purchased feed.</li> <li><input type="checkbox"/> Difficulty getting heifers bred.</li> <li><input type="checkbox"/> Difficulty managing labor.</li> <li><input type="checkbox"/> High debt load.</li> <li><input type="checkbox"/> High Somatic Cell Counts – missing incentive prices.</li> <li><input type="checkbox"/> Inadequate water availability.</li> <li><input type="checkbox"/> Increase in number of new mastitis cases.</li> <li><input type="checkbox"/> Insufficient storage for hay.</li> <li><input type="checkbox"/> Low conception rates in cows.</li> <li><input type="checkbox"/> Low working capital.</li> <li><input type="checkbox"/> Older equipment.</li> <li><input type="checkbox"/> Older facilities.</li> <li><input type="checkbox"/> A lot of feet and leg problems.</li> <li><input type="checkbox"/> Small acreage.</li> <li><input type="checkbox"/> Soils are highly erodible.</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Biosecurity risk related to farm visitors and purchase of new livestock.</li> <li><input type="checkbox"/> Development of roads and subdivisions in the area.</li> <li><input type="checkbox"/> Employees nearing retirement.</li> <li><input type="checkbox"/> Milk contamination concerns of consumers.</li> <li><input type="checkbox"/> New manure management requirements coming.</li> <li><input type="checkbox"/> Shortage of available labor.</li> <li><input type="checkbox"/> Use lots of rented ground.</li> <li><input type="checkbox"/> Vulnerability of milk price.</li> </ul>