

UVM Extension Farm Viability Dairy Farm SWOT Analysis Worksheet

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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.

- _____ Patience with _____, (cows, goats, chickens, etc.)
- _____ Taking the time to check mastitis and/or heat.
- _____ Currently getting milk quality premiums
- _____ Conception rates in _____ (Cows or Goats) are _____
- _____ Milk production is _____ per day or _____ per year
- _____ Observant of (Cows or Goats) _____, Breeding & health
- _____ Have a strong breeding synchronization program
- _____ (High or Low) mortality rate, with new-born.
- _____ (Current or Not Current) on feed program tech info
- _____ Soil Quality and Type, Acres Tillable _____
- _____ Water supply
- _____ Equipment, current condition
- _____ (New or Old) facilities.
- _____ Milk production (Good or Declining)
- _____ Dependent on purchased feed



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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:

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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/ neighboring farms
- _____ 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

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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:

