

Stage 2.2: Complete a SWOT analysis for your farm

What is working well on the farm?

Where can improvements be made on the farm?

Where do you see opportunities for yourself and your farm?

What are the big threats to your current farming system?

What are the four key areas that you need to focus on in your plan?

1

2

3

4

How will focussing on these areas allow you to meet your 'why'?