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# THE SWOT

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*STRENGTHS*

*WEAKNESSES*

*OPPORTUNITIES*

*THREATS*



# SWOT WORKSHEET

HAWAII  
FARM  
VIABILITY  
COHORT  
2022

This exercise is designed to help you identify weaknesses of and threats to your farm business with regard to wholesaling, as well as identify strengths and opportunities that you can leverage for success. Ultimately, the goal is to outline these aspects of your business to help you decide if wholesaling is a reasonable opportunity to pursue, and if yes, gain an understanding of steps you will need to take for capitalizing on your strengths and ways in which you might address your weaknesses. Once you've completed this, it becomes easier to set goals and create an action plan.

List what you see as the strengths of your farm business. (Ex: strong administrative support)

List what you see as the weaknesses of your farm business. (Ex: lack of delivery truck)

List what you see as the opportunities of your farm business. (Ex: several schools in your area are already interested in your farm products)

List what you see as the threats to your farm business. (These are external factors that are out of your control. Ex: a neighboring farm or distributor has already secured contracts with local schools)

Now circle the top 3 strengths and top 3 weaknesses.



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Continue this exercise at home with farm staff and family members who have an intimate knowledge of your farm business. It's always a good idea to designate someone as the facilitator to be objective. You can use a SWOT analysis to examine a specific part of your business or your entire operation.

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# GOALS + ACTIONS

HAWAII  
FARM  
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2022

Now that you've completed your SWOT for wholesaling, create some goals that will help you leverage the strengths and resolve the weaknesses of your farm business. Choose the top 3 for each and assign 3-month goals along with actions for each. This will be most useful if you indicate dates with your proposed actions.

## List 3 goals to leverage strengths.

Strength Goal #1:

Ritual or Actions and Due Date / Recurring Timing:

Strength Goal #2:

Ritual or Actions and Due Date / Recurring Timing:

Strength Goal #3

Ritual or Actions and Due Date / Recurring Timing:



# GOALS + ACTIONS

HAWAII  
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List 3 goals to resolve weaknesses.

Weakness Goal #1:

Ritual or Actions and Due Date / Recurring Timing:

Weakness Goal #2:

Ritual or Actions and Due Date / Recurring Timing:

Weakness Goal #3:

Ritual or Actions and Due Date / Recurring Timing:

Now we take these actions and plug them into a red/yellow/green project plan to stay accountable for tasks and track progress.





Strengths-internal		Weaknesses-internal		Opportunities-external		Threats-external
H2A program participation - very good connection with reliable laborers	2	Lack of labor end of summer - need at least 1 additional laborer fall,	2	Labor development - for year round positions (beyond the 10		
T knows her branded 'voice' in messaging to members and potential	2	Lack of a person for coordinating fulfillment and delivery (packroom) for	2	Marketing strategy that is laser focused on the main goals of sales		
Susanne - asst to T - she is an asset for lifting off some marketing	2	Accounting systems/QBO practices on farm - Rr feels like he needs a lift	2	B2D shifting back into Harvie b/c of new a la carte		
T and Rr collaborating	2	T has no support for running the full marketing strategy	2	Aggressive marketing strategy with support admin staff		
Kids are hard workers - competent, happy, big contributors - massive	1	Lack of appropriate, larger equip related to growth	1	Urgent: refinance of owner-held note of mortgage		
Plenty of summer help (10 weeks covered)	1	Too much changing or chasing ideas - might bleed energy from the core	1	Communications strategy throughout the winter		Shale and low fertility (good drainage in a wet year)
Sales platform strength		Overly self critical in terms of production		Pay down farm debt - with a smart debt schedule plan -		Aging equipment
Change, ideas, creativity, capacity and clarity of self assessment...		Inconsistency of production (might be a threat, not weakness)		Minor lift in income for the family - what % or \$		Aging owner holding the note to new land - although very
Products we nail: Sweet potatoes, beans, - we have an understanding of		Diversity of farm grown products		Understand better the reasons for retention and great expansion		Economic stability of our customers
Communications - every Fri message to contacts		Weekly communications become exhausting and irregular in the winter		ROI - understand where converted new members are coming		Focus of farm is on one sales channel - diversified sales
Product quality		Owners are overwhelmed with all the moving parts of managing the		More of a winter offering - CSA, etc		
Media savvy and welcoming of PR				Susanne as marketing asst		
Community is invested / strong back up network for support				Fully assess new property advantages		
Always looking to learn and improve production						
New debt is being managed				More regular eblasts through the winter months		
Crop diversity and network for sourcing other crops				ROI on communications in general - metrics to measure how new		
Diversity of farm grown products				Build a media contact list for PR and public exposure		
Land asset						
Well equipped						
Motivated, competent laborers in 2020						
T's parents benevolence, stability, generosity, proximity						
Refining wash, pack, fulfillment, delivery - still gaining - good 2021 plan						
Delivery drivers						
Tooka advantage of FB ads - timing was perfect (March)						
Strong increase in CSA membership 2019-2020						
Winter CSA new this year (2020-2021Feb)						
Great new property - need to examine more ways to capitalize						
Foster chick program						

Opportunities Goals and Actions			Status Color	progress	getting stuck	totally stopped	haven't started		
Task Owner	Ideal Due Date		6/23/23	7/23/23	8/23/23	9/23/23	10/23/23	11/23/23	12/23/23

**Sales Goal**

**Actions**

**Sale Goal 2023**

**Actions**

**Sales Goal**

**Actions**

**DONE**

Move finished actions below this line.