WORKSHEET 4T.28

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Worksheet 4T.28: Whole-Farm SWOT for Certified Operations (http://misadocuments.info/4T.28WholeFarmSWOT.pdf)

WHOLE-FARM SWOT FOR CERTIFIED OPERATIONS

Describe potential internal strengths and weaknesses as well as external opportunities and threats for your farm after certification. Consider all aspects of your farm business—marketing, operations, human resources and finances.

INTERNAL FACTORS

Strengths

Weaknesses

EXTERNAL FACTORS

Opportunities

Threats