



## SWOT template

Please use a separate template for each objective

<u>Objective -</u> Improve Farmers Position in Value Chain.	
<u>Strength</u>	<u>Weakness</u> Has no relevant say in price received or obtained just take what you get.
<u>Opportunity</u> The perso that does the most work & has the greatest responsibility with the animal gets its relevant rewards in monetary terms.	<u>Threat</u>

<u>Objective -</u> Attract young farmers and facilitate business Development in rural areas.	
<u>Strength</u> Department could give incentives for large solar panels commercially for suitable farms that would be close to ESB sub stations.	<u>Weakness</u>
<u>Opportunity</u> To bring in a reasonable package for older farmers to retire rather than having it not utilized to its full potential.	<u>Threat</u>

<u>Objective -</u> Changes to Direct Payments.	
<u>Strength</u> Level up payments sooner rather than later.	<u>Weakness</u> Small farmers will be driven out and in turn will put more pressure on cities and infrastructure.
<u>Opportunity</u> A chance to regulate and bring closer payments per hectare Cap money was initially for poor farms in West N.I. west and it seems to have moved away to the more prosperous farmers that have good quality land.	<u>Threat</u> Rushey bushey rural Ireland Wildlife Choosing but farmer evicted by lack of support from EU Cap Strategic Plan. Future Proof Small farmer or the result will be farmer