

Analysis

SWOT is an acronym for strengths, weaknesses, opportunities and threats. A SWOT form is a tool that gives you the chance to challenge assumptions, uncover blind spots, deliver new insight and develop strategy for your farm.

[SWOT Analysis Video](#)

PRIMER is an acronym for profitability, resources, information, marketing, enthusiasm and risk. A PRIMER is a tool designed by the University of Kentucky for tobacco farmers transitioning to new enterprises after leaving the tobacco industry. While tobacco farmers were the original audience, this tool has wide applicability and can help you get a wholistic picture of your farm and farming goals.

[PRIMER Video](#)