

Are you ready for Farm Business Ownership?



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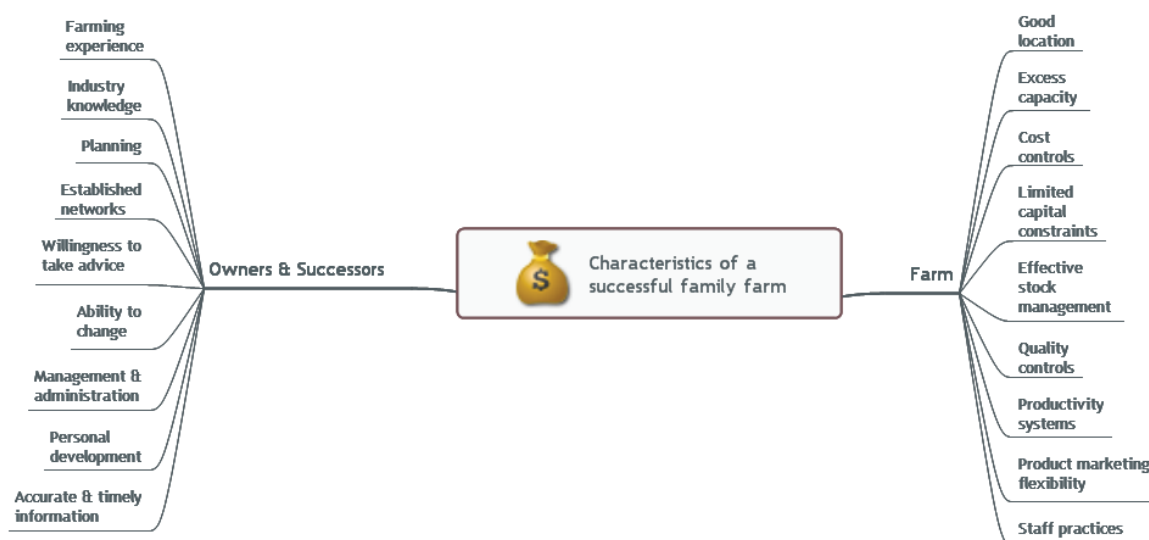
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Are you ready for Farm Business Ownership?

If you were handed the **keys to the family farm business** tomorrow, would you be ready for the management and ownership responsibilities and commitments that this will immediately bring to your doorstep? Have you been **preparing for this day?**

What makes a successful farm business owner?

There is no one thing that makes a successful farm business owner. Success comes from a combination of farming and business knowledge and experience, hard work, careful planning for contingencies, luck, good advice and much more. These characteristics can be separated into two broad categories: **personal and farm.**



Do you know your farm's strengths, weaknesses, opportunities and threats?

Knowing your farm's strengths, weakness, opportunities and threats (**SWOT**) is an integral part of a planning process aimed at creating a **more certain and viable future** for both the farm business and for you and your family.

We offer our farming clients a structured farm succession planning process that starts with a Farm **SWOT** Analysis Workshop that aims to evolve your farm business towards this more certain and viable future. The process achieves this by helping you to examine strategies to counter existing weaknesses and threats, bolster strengths and take advantage of opportunities as they arise.

Our Farm **SWOT** Analysis Workshop can be your **FIRST STEP** to better understanding what's required to become a successful farm business owner.

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