

SWOT Analysis Farm & Food Facility

Food & Farm Retail and Education Facility: Retail market space, processing/commercial kitchen, community event space. Future potential to add on aggregation and distribution for whole sale account sales for a farmers' cooperative and/or collaboration with Willing Hands for storage and loading dock.

Mission: Increase demand for Upper Valley grown products by creating a direct to consumer market opportunity, processing kitchen, and educational space that inspires, educates, and feeds the community.

Strengths:

- New direct market opportunities for farm producers
- Consumer education component
- Expands availability of local farm products
- Provides food entrepreneurs with space to develop
- High demand for convenient ready-to-eat foods
- Destination for tourists & foodies already visiting Vermont breweries and food events
- Processing space for value-added product creation

Weaknesses:

- Competes with farmers' markets and farmstands
- Changing menu and availability based on seasonal availability of product, weather, etc.
- Complicated and expensive food safety regulation requirements
- Complicated logistics working with dozens of farms
- Excludes under-served populations that can't afford prepared foods
- Expensive real estate and tight employment market

Opportunities:

- Increase access to fresh foods to underserved communities
- Facilitate use of local farm products in specialty food businesses
- Sales outlet for gluts products to food entrepreneurs
- Replaces mail meal kits with local food option
- Community hub for classes and events
- Encourages seasonal eating and awareness
- Hub for aggregating products for wholesale accounts
- Collaboration with local nano-brewery as anchor tenant

Threats:

- Economic downturn
- Other food-focused market/destination opens in the Upper Valley
- Finding funding for project
- Can't find right location
- Can't find staff