

SWOT Analysis

Team Austria

hak|has

amstetten

Strengths

- organic products
- cooperations by different organisations (e.g. Maschinenring)
- high quality
- stability (experience)
- happy animals



Weaknesses

- low prices for products
- regulations required by wholesalers
- less competitive than bigger farmers
- need of cooperations and wholesalers
- landscape of Austria



Opportunities

- organic
- new technologies
- cheaper machines (buying abroad)
- better quality than foreign farmers
- niche products

Threats

- TTIP, CETA
- climate change → extreme weather (floods, droughts, storm ...)
- no takeover by their children
- less profit for the farmers
- higher costs