



NYS Grown & Certified ITRD Grant Program

Developing a SWOT Analysis & SMART Goals

As part of the application process for the NYS G&C Infrastructure and Technology grant, you will need to conduct a SWOT analysis and set SMART goals for your proposed project. A SWOT analysis helps you identify the strengths, weaknesses, opportunities, and threats that may impact your ability to complete, or maximize value from your project, giving you a clear picture of where you stand and where you can improve. Meanwhile, SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound—will guide you in setting realistic, actionable objectives that align with your long-term business plan. In addition to the examples provided in the RFP, applicants may reference the links below to better learn how to effectively do a SWOT analysis and set SMART goals to strengthen your grant proposal.

SWOT Analysis Resources

- Ohio State Extension: [Conducting a SWOT Analysis of Your Agricultural Business](#)
- PennState Extension: [Mapping your Business with SWOT](#)
- University of Wisconsin-Madison: [Assess Your Farm Business Using a SWOT Analysis](#)
- Wordstream: [How to do a SWOT Analysis](#)

SMART Goals Resources

- NC State Extension: [Defining Goals](#)
- NC State Extension: [Set Attainable, Specific Goals for the New Year](#)
- Oregon Health & Science University: [Establishing Your S.M.A.R.T. Objectives](#)
- Rutgers Extension: [Ultra-Niche Crop Series: Writing SMART Goals for Your Farm](#)
- Cornell Small Farms Program: [Mission, Goals, and Strategies](#)