

ALBERTA SEED GROWERS ASSOCIATION

S.W.O.T Analysis

Strength

- Certified Seed
 - traceability
 - accountability
- Relationship between grower and seed trade

Opportunity

- Winds of Change
 - commodity prices will allow us a time frame to examine what works and what doesn't without the pressure of financial crisis
- Relationship between grower and seed trade

Weakness

- Regulatory System
 - inability to keep up with change or recognize the need
- Relationship between growers and seed trade

Threat

- Lack of interest in research
 - specifically cereals - agronomics
 - research in market needs