

Strengths

- Education
- Research
- Partnerships
- Community Involvement

Weaknesses

- Marketing-telling people who we are
- Uniqueness of the Ag Center as a whole-entity unto itself
- Lack of student involvement
- Lack of communication to people in the community and who we are
- Funds

Opportunities

- Technology
- Educating people on the different aspects of agriculture
- Unbiased research
- Water quality issues become more prevalent legislatively
- Partnerships with the UMN
- Focus on younger generations and introducing them to Ag

Threats

- Public perception of agriculture as a whole
- Community perception of the Ag Center as a competitor in production ag
- Funds
- Politics/Legislation/Administration changes