

# OATS ... Where next?

***In an increasingly competitive crop world, oats are universally challenged.***

If we can better understand the weaknesses and threats then collectively we may be able to redress those issues facing oats while capitalising on their unique properties in exploiting their strengths and optimising opportunities.

As an initiative with the IOC we wish to build a comprehensive SWOT Analysis. Please provide your individual views on the Strengths, Weaknesses, Opportunities and Threats to oats. Your brief comment can either be general or very specific (bullet points are fine).

Use either a post-it note on this poster or write your notes on the leaflet and post it in the box provided.

**Oat Innovations** will then analyse the responses and circulate a commentary.

Strengths

Weaknesses

Opportunities

Threats

As part of the Oat Knowledge Exchange we would like this SWOT Analysis to be regarded as work in progress so let's start the process here at OATS 2016 in St Petersburg at the 10th International Oat Conference.

**Thank you for your participation.**



Oat Innovations is a brand name of Green Resources specifically involved in Agribusiness, Intellectual Property and Oat Consultancy. [www.greenresources.co.uk](http://www.greenresources.co.uk)

# HELP SHAPE THE FUTURE OF OATS