

Oats: SWOT analysis

Chris Green, Oat Innovations
chris@oatinnovations.com

“SWOT” stands for “Strengths, Weaknesses, Opportunities, and Threats”. A SWOT analysis for oats was initiated at the 10th International Oat Conference in St. Petersburg last summer, and the results are now available. An introduction to the resulting paper can be found [here](#) and the paper itself is [here](#). Printed copies may be obtained by sending an e-mail to the address above. Many thanks to everyone who participated in the exercise!

