



Utilization of SWOT Analysis in Strategic Planning For Processing of Agricultural Products Wastes

E. Zare¹, M.R. Zarei fard² and M. Niacosari³

1. Assistant professor in research center for agriculture and natural resource of Fars province
2. Assistant professor in engineering research center of Fars province
3. Assistant professor in Shiraz university

Utilization of agricultural by products is a new subject in agricultural researches. By products are those residuals of agricultural and food industry products, that can be not used directly. Because of few reliable information at this area, it is necessary to use strategic planning instead of long run planning. Strategic planning is process of thinking and activities that finally achieve an effective strategy. In this research we utilize SWOT analysis method for constructing the strategy of agricultural by products. SWOT analysis is a systematic method providing strategy for organization and economic environment and it is useful for constructing development programs. To attain this object, it is necessary to identify current position and use the facility and leave out obstruction problems. SWOT analysis is an assessment of programs' opportunities, threats, strengths and weaknesses, in economical, technological and cultural aspects. In this research we describe circumstance and necessity of using strategic planning for 10 horticultural by products. These products are apple, date, grape, orange, lime, walnut, almond, fig, pomegranate and olive. Findings showed, technically we can produce 29 products from by products, but in this condition only 17 products are recommended.

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¹ Corresponding author

Email: zare2970@yahoo.com