

SWOT-analyses, Seagull WP4, March 2003

The country of Latvia

Summary:

In short, we can establish that the **strength** with the region is that there are natural resources that could lead to a bright future. There are varying types of nature and a rich wild life. Also, many different types of agricultural production are carried out as well as forestry.

Sadly, the natural resources also act as **weaknesses**, as poor climate conditions are having a negative effect on the agricultural production as well as the livestock. Furthermore, even though forestry is a main source for income, the knowledge about it is poor. And the income from agriculture is far from satisfactory. In the end, agriculture and forestry can still be the strength of the region, as the unemployment rate is high, and the level of education is poor.

Therefore, the **opportunities** lie in enhancement of knowledgeable skills, and an increased interest for relaxing out in the countryside. As far as forestry is concerned, the opportunities lie in promoting forest acclimatization and hoping for higher VAT for agricultural productions and forestry. Lastly, integration with members of the European Union (EU) will give access for the realization of Latvian products to other members.

However, the European Union poses a big threat as well. The politics of the EU are unpredictable and therefore hard to prepare for. One of the biggest threats though, is that it will be too hard for the region to live up to EU's rules for the environment, animal hygiene and social welfare. And if unemployment increases even more, as will poverty.

Geography and Natural Resources, Latvia

S	W	O	T
<p>GEOGRAPHY AND NATURAL RESOURCES:</p> <p>Nature quality, biotops and wild population vary, high quality of sight preserved in different areas of the country.</p>	<p>GEOGRAPHY AND NATURAL RESOURCES:</p> <p>Climatic conditions, cold winters, high amounts of precipitation/humidity late frost in spring and in autumn limit and seed-money hinder the development of agriculture.</p>	<p>GEOGRAPHY AND NATURAL RESOURCES:</p> <p>To promote forest acclimatization in unused and less fertile LIZ; they will rationalize better</p>	<p>GEOGRAPHY AND NATURAL RESOURCES:</p> <p>In a connection with limited financial recourses, it will be difficult for Latvian agriculture to fulfill more and more growing wants from EC; for consideration of rules about environmental, animal's hygiene and welfare, because it needs huge capital – investment, because of the influence of weather conditions of Latvia.</p>
<p>Growing area of interests in biological agricultural production, agricultural and other untraditional agricultural production</p>	<p>Relative low fertility of soil, high acidity of soil, erosion of soil, high proportion from common LIZ area is depends on work of melioration system, in cultivation of plants. Most productive areas in Latvia are defined specially in sensitive places, where agricultural activity for the safeness of environment is restricted.</p>	<p>Adequacy of low resources and its quality and chances of an existing market for the cultivation of a non foodstuff culture.</p>	<p>If there will be limited possibilities to attract credit recourses, big number of enterprises of processing won't correspondent to EC wants of hygiene, in the result enterprises will be pressed to end their action, in that way there will rise the unemployment and decrease the profit and possibility in production.</p>
<p>Positive circumstances for forest management, various forest recourses.</p>	<p>Degradation of landscape and biota, in a connection with the ending management of earth, is a result of the ending of agricultural work or decreasing of the amount of production or urbanization.</p> <p>Slowly decreases different wild population, because of the ending of agricultural activity or concentration. Only some</p>	<p>Enlargement of untraditional producing of agricultural production, and development of processing and realization possibilities.</p>	

Trade and business (tourism), Employment, Educational level.

S	W	O	T
BUSINESS:	BUSINESS:	BUSINESS:	BUSINESS:
Clean and qualitative environment for recreation purposes, ecologically safe for production purposes, life and work conditions.	Weak and homogenous skills in ability to work	Existing biological multiform order of countries environmental quality and landscape, like possibility of development and getting incomes for people in the country	In a connection with limited financial resources, it will be difficult for Latvian agriculture to fulfil more and more growing needs from EU
Growing area of interests in biological agricultural production, agricultural and other untraditional agricultural production	Different wild population decreases slowly, because of the ending of agricultural activity or concentration .	Development of new products and realization, which provides stable incomes of processing and rural economy	If there will be limited possibilities to attract credit resources, big number of enterprises of processing will not correspond to EU wants of hygiene, with a end result of increased unemployment
Positive circumstances for forest management, various forest resources..	Low effectiveness of producing, old engineering and building of production without safety of work and circumstances.	Higher provision of VAT (value added tax) in processing of agricultural production and in forestry extends competitiveness of production in market and incomes to producers.	
Stable and increasing forests realization market	Big amount of companies' equipment and technologies are old and quality of products and packaging only partly corresponds to a norm of world marketing.	Inducing of collaboration economically weak and strong business people in marketing, manufacturing and first stage processing.	
	Weak developed chain of agricultural production, production of food processing and realization.	Enhancement of knowledge and skills of businessmen in different branches, which are connected with some kind of business activities and environment.	

	Limit financial expedients, doesn't allow to do forests acclimatization or renewal works. Low level of incomes in agriculture, limit possibilities to attract more financial capitals for seed-money in the development of producing	Involving young and economically active people in agriculture, financially propping the beginning of agricultural action, making more possibilities so that the incomes and competitiveness could grow	
EDUCATION:	EDUCATION:	EDUCATION:	EDUCATION:
Regionally decentralized system of consultation service and education for achieving and increasing knowledge of agriculture.	Weak developed financial mechanism of support and knowledge in a society of agriculturists about activities of environment in their house-keeping	Enhancement of knowledge and skills of businessmen in the country in different branches, which are connected with some kind of business activities and environment.	Because of the lack of information, knowledge and skills among the inhabitants in the country both national and EU financial support, cannot be perfectly acquired or used efficiently
Step by step is growing the consultative net and growing capacity of the resident's knowledge of economical growth, support for starting the personal business and safety to inform .	Only some knowledge about forestry in a society of private forest owners. In a result, recourses of forest aren't used rationally.	Involving young and economically active people to agriculture, financially propping the beginning of agricultural action, making more possibilities for incomes and competitiveness could grow.	
TOURISM:	TOURISM:	TOURISM:	TOURISM:
Clean and qualitative environment for recreational purposes. Differences in culture and traditions.		Society of Latvia and tourist growth demands for different recreational activities, services, ecologically safe and tied to countries nature	

Living, public services, commercial services

S	W	O	T
LIVING AND PUBLIC SERVICES:	LIVING AND PUBLIC SERVICES:	LIVING AND PUBLIC SERVICES:	LIVING AND PUBLIC SERVICES:
Clean and qualitative environment for	Climatic conditions		There will be an increase in

recreation purposes, ecologically safe for production purposes, life and work conditions.			unemployment and a growth in poverty and social banishment in the country, because of insufficient employment
Differences in culture and traditions.	Big number of less populated and economically passive proportion of areas.		

Social economy, democracy (NGOs),

S	W	O	T
DEMOCRACY:	DEMOCRACY:	DEMOCRACY:	DEMOCRACY:
Regionally decentralized and accepted by the EU institutionally and administrative system supports development and control of politics.	Degradation of landscape and biota , in a connection with the ending management of earth, is a result of the ending of agricultural work or decreasing of the amount of production or urbanization.		Unpredictable sequel and a little plaint reform in the EU common agricultural politics so they cannot clearly formulate Latvia's place in the future and prevent possible negative consequences.

Demography/ flow of people.

S	W	O	T
DEMOGRAPHY:	DEMOGRAPHY:	DEMOGRAPHY:	DEMOGRAPHY:
	Inhabitants aging and emigration of young and active inhabitants from the country		Inhabitants aging and migration of young people to the cities, diminishment of economical development and perspective will show that the rural area will be uninhabited more and more

Infrastructure (access to electricity, supply of clean water)

S	W	O	T
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE
Regionally decentralized and accepted by the EC institutionally and administrative system supports development and control of politics.	Badly developed system of transport and infrastructure of roads in bad quality.	Providing more social groups increases demand for constant seasonal life in clean, tidy, ecologically free and infrastructural accessible rural environment.	Because of the lack of information, knowledge skills among the inhabitants in the country both national and EU cannot be perfectly acquired or used efficiently.
	Social and economical infrastructure in bad quality		

ELECTRICITY AND WATER:			
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