

CONFIDENTIALITY IS KEY

All information is treated with extreme confidentiality with only your Advisor having access to it. Reports are identified by a user-code only which you will be given when you enroll. In future correspondence, only the user-code is used.

VALUE

In addition to the comparison reports, the program allows you to access your information via the internet to compare your data to other groups. The "What if" feature allows you log-on to look at the impact of a number of proposed changes and will show you the expected financial impact.

Using Profit Profiler to identify bottlenecks and financial opportunities in your business can generate tens of thousands of dollars in improvements to the bottom line.

THE PROFIT PROFILER FEE

For \$895.00 per year Profit Profiler provides the following:

- Key reports
- Unlimited peer group comparisons
- 'What if' projections
- Assistance to gather information requested and to explain resulting reports.

Please note that price is subject to change

WHAT DO YOU NEED TO PROVIDE?

The program has a list of 109 items needed from your financial, production and other farm records. The records needed are: your milk statement, income statement, balance sheet and cropping, production and labor records. Instructions and a data collection form is provided to interested dairymen.

The service includes a certified advisor who will assist you in collecting the information and who will explain the results. You do not have to pass by this opportunity because you are not comfortable with financial records.

HOW TO ENROLL

To enroll with Profit Profiler, contact Bill Grexton at CanWest DHI at 1 (800) 549-4373 ext. 254, or email profiler@canwestdhi.com.

"After having worked with Profit Profiler for more than a year, I firmly believe it is a sound farm evaluation tool to be used in combination with other records, to help the dairy producer, and their advisors focus on the real issues."

Devin Brennan, Agtrek Nutrition, Embrun, ON

CERTIFIED ADVISORY ASSISTANCE

The companies listed below employ Advisors who have been trained and certified to help with Profit Profiler. For a full list of Advisors, visit the Profit Profiler website and click on **Certified Advisors**.



For more information on how Profit Profiler can benefit you, visit www.profitprofiler.ca, or call CanWest DHI at 1-800-549-4373.

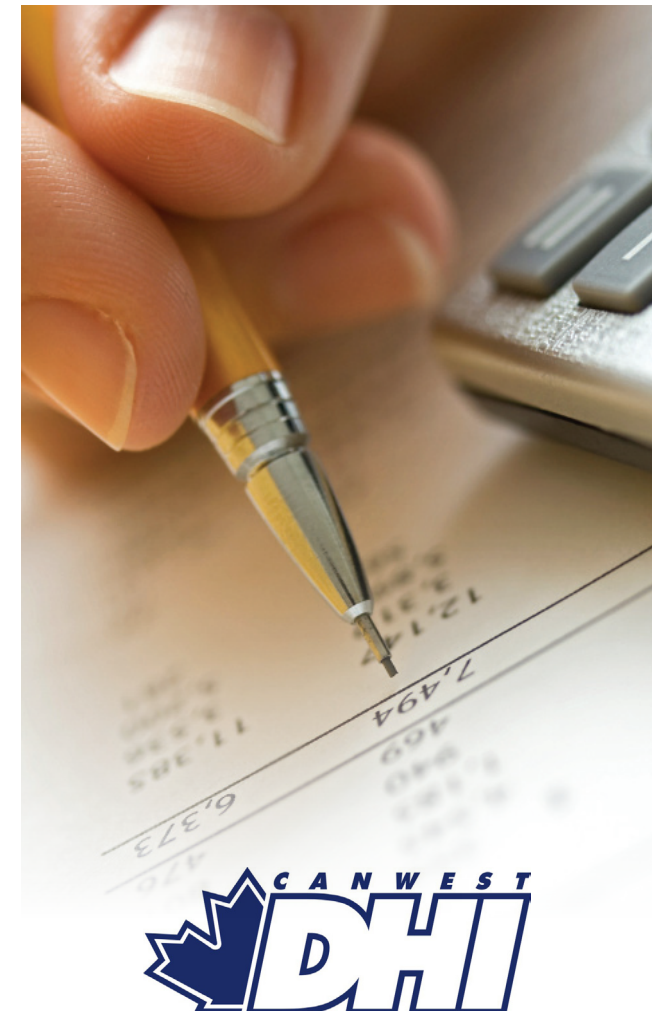
Profit Profiler is Supported and Endorsed by



Better business decisions start here.



Dairy Financial Analysis Service



WHAT IS PROFIT PROFILER?

Profit Profiler is a financial and production analysis tool that benchmarks production, cost of production and labor measures, which allows you to identify strengths and opportunities to improve profitability on your farm.

Profit Profiler allows dairymen to measure how well they are doing in terms of production and financial measures compared to other dairies of similar size, production and geographic location. It also provides benchmarks for cost and productivity for cows, heifers, forages and grain segments of your overall dairy business as well as labor comparisons.

Many times, expansion plans bog down because a realistic breakdown of the herd's current financial and profit picture is not available. Profit Profiler provides this based on the current production, cost and labor structure.

PROFIT PROFILER ANSWERS THESE QUESTIONS:

- What are the strengths and opportunities to improve my business?
- How do I compare to other herds?
- How would my inventories, labor requirements, cropping, financial and profit picture be impacted with a proposed change?

HOW DOES PROFIT PROFILER WORK?

You need to provide financial and physical information. The Profit Profiler program will calculate over 150 benchmarks for your business, compare it to the average of similar dairy herds as well as rank your business in key measures compared to the group.

The benchmarks combine financial, cropping, labor and production results to show strengths and opportunities in *costs and production of forages, grains, milk and components, replacements, and labour.*

The ability to see your strengths and opportunities for improvement comes from comparing yourself to other progressive dairies.

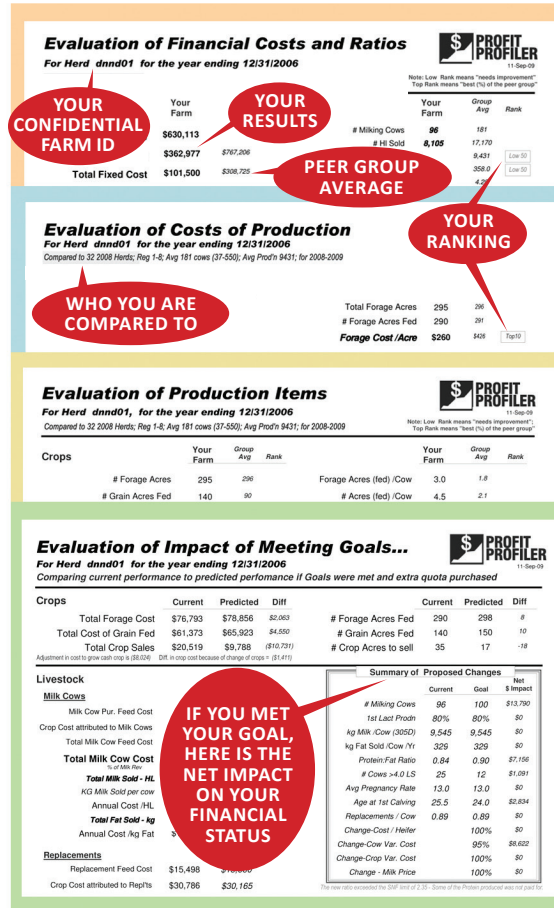
WHAT IS THE VALUE TO YOU?

In addition to comparing your business to others, it uses your own values with the 'What-if' option to allow you to see what the financial and profit impact would be if you made one or more changes to production or cost of production parameters. This type of information is invaluable in identifying opportunities for improved profit and it can easily translate into thousands of dollars!

SAMPLE REPORTS

The reports give you the three following viewpoints:

1. A **Business Overview** which compares the total farm business
2. A closer look at the **Cost of Production** of the four enterprises
3. A comparison of **Production and Investment** measures.



The fourth report (the "What if" report), allows you to see the financial impact of making changes USING YOUR OWN COST AND PRODUCTION PARAMETERS, before committing to expensive, and possibly, ill-advised ventures.

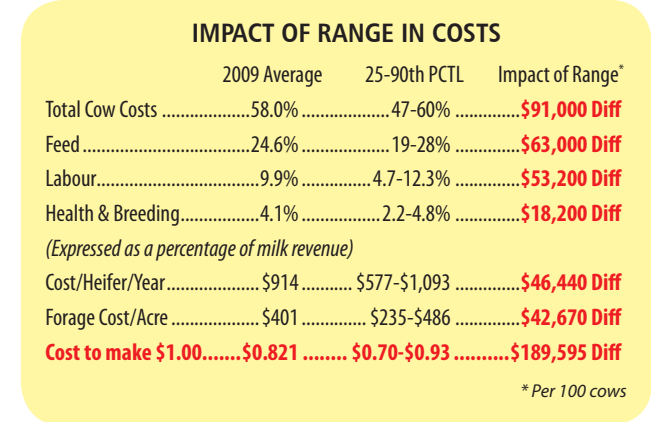
"Profit Profiler shows opportunities for improvement through financial benchmarking, which has a substantial impact on net profit. I would recommend Profit Profiler to all dairy producers. Knowing your cost of production is key to a successful business plan."

Gert Schrijver, Mars Dairy, Stettler, AB

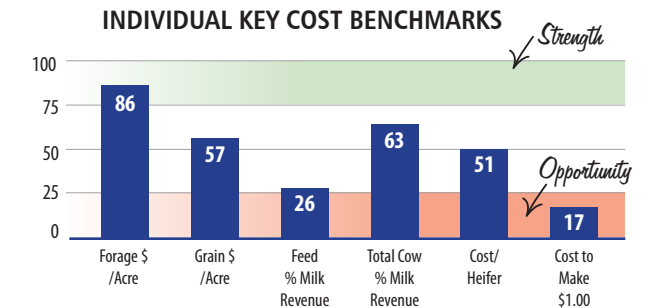
SOME RESULTS

Profit Profiler considers EVERY cost that is associated with the expense of an enterprise. For example, on many farms more fuel is used around the barns than in the fields. That expense belongs to the livestock enterprise – and in Profit Profiler, it is.

Here are some results from the program.



The table above shows the average cost for each of these cow expenses plus the range of 65% of the dairies involved. Note how wide the range is in some of the results. In particular, the range in total cow related costs is 13% of the milk revenue. For a 100 cow herd, that means some people are paying \$91,000 per year more than other dairies. You need to know your own costs because "average" is not good enough.



The graph above is part of the analysis and shows how an individual compares with their peer group. The first bar shows that they are at the 86th PCTL – which means they are doing better than 86% of the group in that measure. The last bar shows that over 80% of the peer group is doing better than the individual – an opportunity for improvement. Others have improved and so can you.

Many more valuable comparisons are available to those dairymen who complete the analysis.