

# IT'S TIME TO TAKE ANOTHER LOOK!



Have you taken advantage of the Profit Profiler Dairy Financial Analysis Service? No? Why not?

If you thought about it but then got busy...you need to make time in a busy schedule to explore how you can improve your farm's profitability. If you think it is time to make a change, take another look at Profit Profiler.

*"Profit Profiler has great value. It ties in relevant DHI information along with the financials, to produce reports crucial to today's dairyman. If the report encourages one management change by demonstrating an opportunity, then I believe it is well worth the money and you can easily recoup your costs. As far as being too busy - are you too busy to spend 2-3 hours looking for ways to improve your dairy farm and bottom line?"*

*Terry Howell, Maplebrae Farm Inc. (70 cows)  
Jerseyville, ON*

**If you thought it takes a lot of time and effort...yes, you do invest your time into the Profit Profiler program, but there is a trained advisor that works directly with you to gather information and discuss your results.**

*"Profit Profiler provides deep and detailed an insight into so many different dairy businesses. Although the reports are very detailed, filling out the information forms was no problem at all using only my own standard financial statements. When assessing an opportunity to make a management change, I was able to use Profit Profiler to precisely determine what the results would be. It helps take some of the guess work out of the business."*

*Andrew Henderson, Kenora Farms (145 cows)  
Spencerville, ON*

**Or, if you thought that this program didn't apply to you...Profit Profiler is available to all progressive dairy producers in every size herd. If you want to ensure that the investments and changes you make result in the best possible outcome, this program will help you to make educated, factual decisions.**

*"Herd size should not be a reason for not using Profit Profiler because the information is all the same. I look at "per cow" and "per litre of milk sold". When you go deeper into the numbers you are surprised in some areas like heifer costs and labor costs. If you don't do it, you don't know. If you plan to expand, you need to know these details before going to your lender. As far as timing, everyone has a period of the year when they have time."*

*Cees Haanstra, Greiden Farms Ltd. (550 cows)  
St. Marys, ON*

**Take another look at the Profit Profiler Dairy Analysis Service today and find out how this program can help you improve your business.**

