

For Immediate Release

Dairy Analyzer, LLC[®] Releases MARGINSMART[®] Version 4.0

GREEN BAY, WI — Effective today, Dairy Analyzer, LLC announces the release of Version 4.0 of MARGINSMART. Version 4.0 expands MARGINSMART by adding significant upgrades and features to further enhance MARGINSMART as the industry leader in providing dairy producers with highly customized financial projection tools to make informed financial decisions.

A group of enhancements to MARGINSMART revolve around creating easier and more efficient ways to manage projected feed intakes and milk production. One of the issues that nearly all MARGINSMART customers have faced has been entering the rations actually fed to their herd versus the rations prepared by their nutritionist. Version 4.0 makes this extremely easy as MARGINSMART now has an easy to view and input grid to identify the percentage of each ration actually fed for each month. This allows users to input the base ration from their nutritionist and then manage the grid to identify exactly what is being fed so that MARGINSMART can project proper feed usage and costs. This can be adjusted monthly to reflect projected feed intakes monthly due to weather and milk production changes. While MARGINSMART did this in the past by adjusting each ration and showing different rations throughout the year, this upgrade makes managing the process much more easy and efficient. Whether dairy producers consider it feeding for weighbacks, an overfeed percentage or force feed percentage, MARGINSMART makes it easy.

The second part of the upgrade gives customers the option to utilize feed efficiency factors to project future milk production. When utilized in conjunction with the ration percentages above, this feature will tie feed usage with milk production in a very easy to utilize manner. Users can pick and choose which individual lactating

rations, and months, to implement feed efficiency for; while manually projecting milk production for other rations and months. This allows complete flexibility to all users.

Version 4.0 also adds 2 additional reports to its platinum level license. The first report will show all realized and unrealized gains and losses on all futures, options and physical contracts related to milk, corn, soybeans and soybean meal, along with the projected net milk price and revenue and shrink adjusted feed/grain usage and net cost (after all realized and unrealized gains and losses) on a monthly basis. The second report shows the expected monthly shrink adjusted feed usage of every other feed ingredient, along with units contracted, the average price per unit and total feed cost. Customers can use this to project feed needs and costs on a monthly basis.

Finally, Version 4.0 enhances the target and text features of the program related to all platinum related licenses. These are important mechanisms to make customers aware of their current projected financial numbers and when key targets are met.

Founded in 2012, MARGINSMART is privately owned and committed to providing financial tools to dairy producers to allow them to make management decisions that positively impact profitability. MARGINSMART provides complete customer service to input all information for customers into its web-based tool and set regular review meetings via webinars. Customers can choose to manage their financial decisions by either directly accessing MARGINSMART via the internet or by utilizing MARGINSMART's text and targets features directly from their phone. For more information on MARGINSMART visit www.marginsmart.com or call 877-474-7589.

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MARGINSMART® is a registered trademark of Dairy Analyzer, LLC® in the United States and/or other countries.

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For more information on MARGINSMART® and its features:

<http://www.marginsmart.com>