



MARGINSMART is the United States dairy industry's leading profitability projection tool. It was developed by Mark Linzmeier, a Certified Public Accountant, former dairy producer and current dairy accounting and financial expert to be a completely independent third party program to assist dairy producers in customizing projections for their operation. MARGINSMART, and the customer service provided by Linzmeier, has ultimately proven to be very effective for each dairy and their industry partners. MARGINSMART is now entering its FIFTH year! MARGINSMART has gained great acclaim from industry publications like Progressive Dairyman (was involved in the 2014 new IT product test drive) and numerous industry partners.

MARGINSMART has worked diligently with customers to inform them of items related to milk basis and the impacts of this on their dairy's financial results. MARGINSMART has customers who ship their milk to many privately owned and cooperatively owned plants and has a wealth of information related to how plants are paying dairy farms for milk. This has changed a lot over the past few years. Our customers have asked us to provide a "peer group" type analysis to help in this effort. We know that this program can be beneficial to ALL dairies whether they are full MARGINSMART customers or not – so effective 9/15/17 we are making this program available to any dairy farm. Here are a few key highlights of the program:

- CUSTOMERS CAN CHOOSE TO HAVE THE ANALYSIS DONE ONE TIME FOR 2014 THROUGH CURRENT AND/OR MONTHLY GOING FORWARD
 - THE ANALYSIS WILL BREAK DOWN COMPARISONS TO THE ENTIRE FMMO AND THE PEER GROUP WITHIN THE FMMO. WE HAVE MANY DAIRY FARMS IN THE PEER GROUP FOR FMMO #30 ALREADY
 - ANALYSIS WILL KEEP YOUR FARM INFO CONFIDENTIAL WHILE COMPARING TO THE GROUP
 - YOU WILL SEE KEY DIFFERENCES IN PPD AMOUNTS, HOW YOUR PLANT IS TRULY PAYING YOU VERSUS THE FMMO PRICES, HOW YOUR COMPONENT % AND PRICES VARY AND THE DOLLAR IMPACT OF THOSE VARIOUS ITEMS
 - IF YOU ORDER THE FULL 2014 TO CURRENT, YOU WILL SEE HOW THIS HAS CHANGED OVER TIME
 - SEE THE ATTACHED CHARTS FOR THE KEY ITEMS YOU WILL RECEIVE
 - IF YOU ARRANGE ACCESS TO YOUR PLANTS INFO FOR US THIS IS VERY SEAMLESS AND EASY
- Cost is just \$400 for the "One Time" analysis which compares the 2014 – September 2017 period. (You will receive one summary report via email).
 - Cost for the 12-month program is \$400, and you will receive a monthly email summary of all charts.
 - Combine both and receive a \$100 discount - \$700 for both.
 - An additional bonus – you will receive a FREE subscription to the MARGINSMART newsletter for one year (which costs \$300 per year) with either order.

Please complete the info below and mail with check to MARGINSMART at the address below.

Company Name _____ Phone Number _____

Address _____

Dairy Plant _____ I will Provide Direct Access to Info _____ Mail Copies _____

Email _____ Check One 2014-Cur _____ 12 Months _____ Both _____

Please contact Mark Linzmeier at 920-264-9139 or mark@marginsmart.com with any questions.

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