

## **SUMMARY AND INTRODUCTION**

### **BAKERAG BENCHMARKING & MONITORING SERVICE**

DSM (Dairy Systems Monitoring) was developed in 1999 by Chris Lewis, Senior Dairy Consultant and partner of BakerAg.

The protocol for building a comprehensive farm plan, have simple data entry, and maintain a valid computer model, was coupled with the internet to enable extremely rapid capture and reporting of information.

This process developed over time now enables our DSM clients to plan their flight path, monitor and amend the system during the journey (over a season) and have monthly benchmarks against the achievements of their peers.

Further to this, the service and reports give members the opportunity to ask “what-if, and why”, and get specific feedback. With a well coordinated client-consultant team approach you have an interactive tool that will direct, motivate and build on high performance farm systems.

We need to ensure our clients see DSM as a tool and not an end result. The service is about having a plan, then monitoring and responding towards achievement of your specific targets. You can compare your performance with your peers – while helping you to understand the strengths and weaknesses of your business.

#### **CONFIDENTIALITY:**

DSM requires participants to share their results with the group and this is a strength of the benchmarking process. You can recognise individual farms and learn what makes them tick.

Respecting the privilege to access this information and not forwarding it on to third parties is paramount. This expectation means that participants who fail to respect this confidentiality boundary, will be excluded from the service.

#### **THE BENEFITS:**

**The information is current, not historical.**

##### **MOTIVATION**

Owners, sharemilkers and managers using DSM find themselves reinvigorated, and more focused on what they are trying to achieve.

##### **ADVANCED FEED BUDGETING**

Monthly updating of the management plan with Farmax Dairy Pro and finding solutions to achieve target performance in a proactive environment.

##### **BENCHMARKING**

Achieving your goals is one thing, doing it efficiently is something else. To identify strengths and weaknesses DSM provides monthly peer group (efficiency) comparison reports.

### **STRATEGIC PLANNING**

With quality and valid computer models the farm system can be challenged to deliver higher performance in the medium and long term.

### **NETWORKING**

Like-minded people gather together to share, discuss and promote change. Meetings are coordinated to encourage understanding and use of the tool.

### **SIMPLE DATA CAPTURE**

The manager or farm owner has a monthly physical data sheet to complete and return at the end of each month. This should take about 15 minutes. For milk production, we require permission to access your milk production data through your processor's website and similarly, permission to access your financial recording software (CashManager or Xero) to help with the capture of the budget and actual expenditure.

### **HOW MUCH DOES IT COST?**

The current annual fee is \$2,550 + GST. Payment will be split in two – half invoiced in July and February.

The current DSM service provides the following -

- Initial Farmax model set up and plan for the season.
- Monthly recording of actual farm data.
- Monthly farm and group reports emailed from September to June.
- Group meetings – November and Year End in June/July. These will be in Masterton and subject to demand, in the Manawatu and the South Island.
- Financial Updates – members can supply a financial update at any time. We provide three detailed farm and group reports (Financial Benchmark Reports) with original budget in September, revised budget in December and final actual financials in June/July.
- Auto rollover for existing farms – you need to complete and return a form and we will do the work in Farmax. If you currently have a BakerAg consultant, they will do this for you.
- If you want a customised setup for the new season, or further scenario work through Farmax modelling during the year, this will be charged on an hourly basis.
- The DSM annual fee includes the annual Farmax software subscription and clients have the option of having a “view only” access of the model, at no extra cost. Clients wanting full access to the model can source this option through BakerAg. Note: Participation in DSM does not require Farmax on your own computer.

**For more information, please contact Angela Tanner**

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