

A black and white cow stands in the foreground of a lush green field. In the background, other cows are visible, and a wooden fence runs across the top of the image. The scene is bright and sunny.

Benchmarking Software User Guide

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Introduction

Benchmark is an interactive website that allows dairy producers to organize and analyze data with the objective to improve their performance. Our software uses the latest technologies in benchmarking analysis to produce accurate and actionable reports. Reports are provided in a real-time environment and will allow producers to conduct a 'what-if' scenario and directly interact with their results. We have also created the software with the best security practices to ensure full confidentiality and privacy of user information. Our benchmark analysis reports are tailored to specific dairy producers, therefore a series of questions will be asked in order to provide accurate reporting and feedback. Before proceeding with the benchmarking process, it is suggested to have these questions answered before hand:

- A) Quantity of milk shipped in litres: _____
- B) Purchased feed expense: _____
- C) Homegrown feed expense valued at market value/prices¹: _____
- D) Total feed expense (B + C): _____
- E) Capital expense: _____
- F) Family labour hours: _____
- G) Hired labour hours: _____
- H) Family labour expense valued at market wage rates: _____
- I) Paid labour expense: _____
- J) Total labour expense (H + I): _____
- K) Miscellaneous expense: _____

¹Ways to value homegrown feeds: According to a recent FARE study, Ontario dairy producers rely heavily on home-grown feed. The cost of home-grown feed encompasses several expense items: labour, land, seed, fertilizer, fuel, repairs, interest and depreciation. Two commonly use approaches to valuing the home-grown feed are: 1) the input costs of home-grown feed which requires farm record keeping of all the input costs 2) a market value of home-grown feed, transferring the home-grown feed costs at market price (value) to the dairy operation (opportunity cost- i.e., selling the home-grown feed from crop to dairy enterprise).

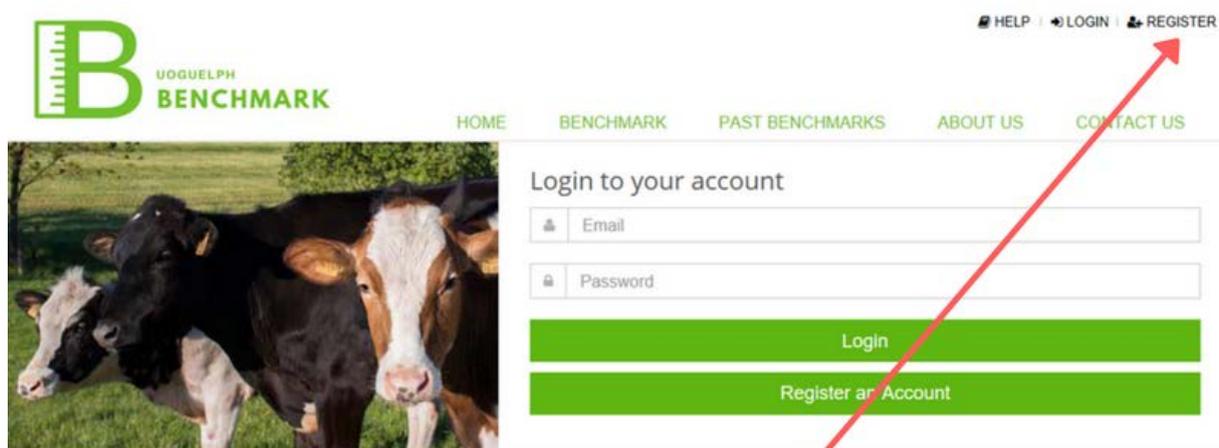
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Account Management

To be able to use our software an account is required. The following section will provide a guide to creating an account and make changes to your account.

2.1. Account Registration

In order to perform a benchmark analysis, an account is required beforehand. To register an account start by clicking on the REGISTER link on the top right corner of the website.



Once on the registration page, in order to proceed you must complete the registration form and review the terms and conditions. An account activation email will be sent to your email address shortly after submitting the form. Once the email has been received proceed by clicking the link in the email and logging into the account. All accounts created can be deleted at any time.

The screenshot shows the 'Benchmark' registration page. At the top left is the 'Benchmark' logo. To its right is a navigation menu with links for 'HOME', 'BENCHMARK', 'PAST BENCHMARKS', 'ABOUT US', and 'CONTACT US'. In the top right corner, there are links for 'HELP', 'LOGIN', and 'REGISTER'. The main heading of the page is 'Register'. Below this heading is a registration form with the following fields: 'Full Name:' with a text input field containing 'eg. John Smith' and a small icon; 'Email:' with a text input field containing 'eg. johnsmith@email.com'; 'Password:' with a text input field and a small icon; and 'Retype Password:' with a text input field and a small icon. Below the form is a green button with the text 'I agree to the terms and wish to register.'. At the bottom of the page is a dark footer. On the left is the 'UNIVERSITY of GUELPH' logo. To the right of the logo are two columns of links. The first column is titled 'Useful Links' and contains 'FARE DEPARTMENT' and 'UNIVERSITY OF GUELPH'. The second column is titled 'Contact Us' and contains 'University of Guelph', 'Guelph, Ontario', and 'N1G 2W1'.

Benchmark [HELP](#) | [LOGIN](#) | [REGISTER](#)

[HOME](#) [BENCHMARK](#) [PAST BENCHMARKS](#) [ABOUT US](#) [CONTACT US](#)

Register

Full Name:
eg. John Smith

Email:
eg. johnsmith@email.com

Password:

Retype Password:

[I agree to the terms and wish to register.](#)

UNIVERSITY of GUELPH

Useful Links

[FARE DEPARTMENT](#)

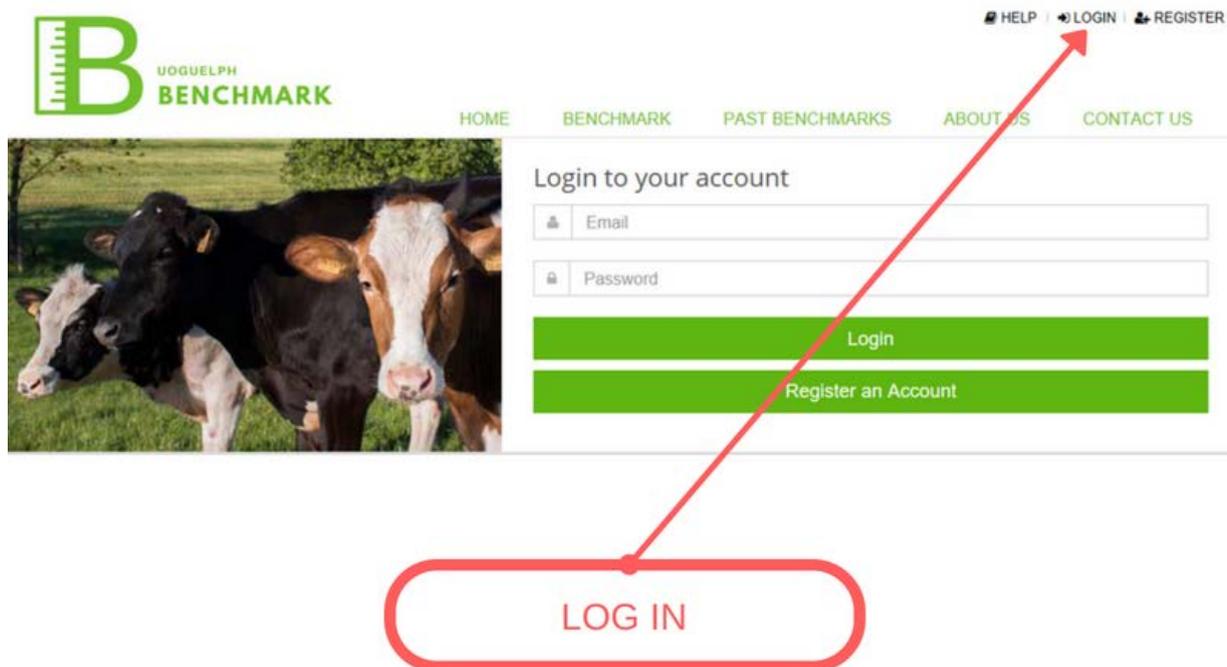
[UNIVERSITY OF GUELPH](#)

Contact Us

> University of Guelph
> Guelph, Ontario
> N1G 2W1

2.2. Login

After creating your account, you can proceed to the login page by clicking the “LOGIN” link located on the top right corner of the page beside REGISTER



When on the login page, enter your email address and password used during the account registration phase. If your account password is ever lost, you can perform a password reset.

2.3. Password Reset

If you have forgotten the password to your account, you can simply click on the “reset your password” located under the login form on the login page. After clicking the link you will be asked for your account email in order to send a link to perform a password reset.

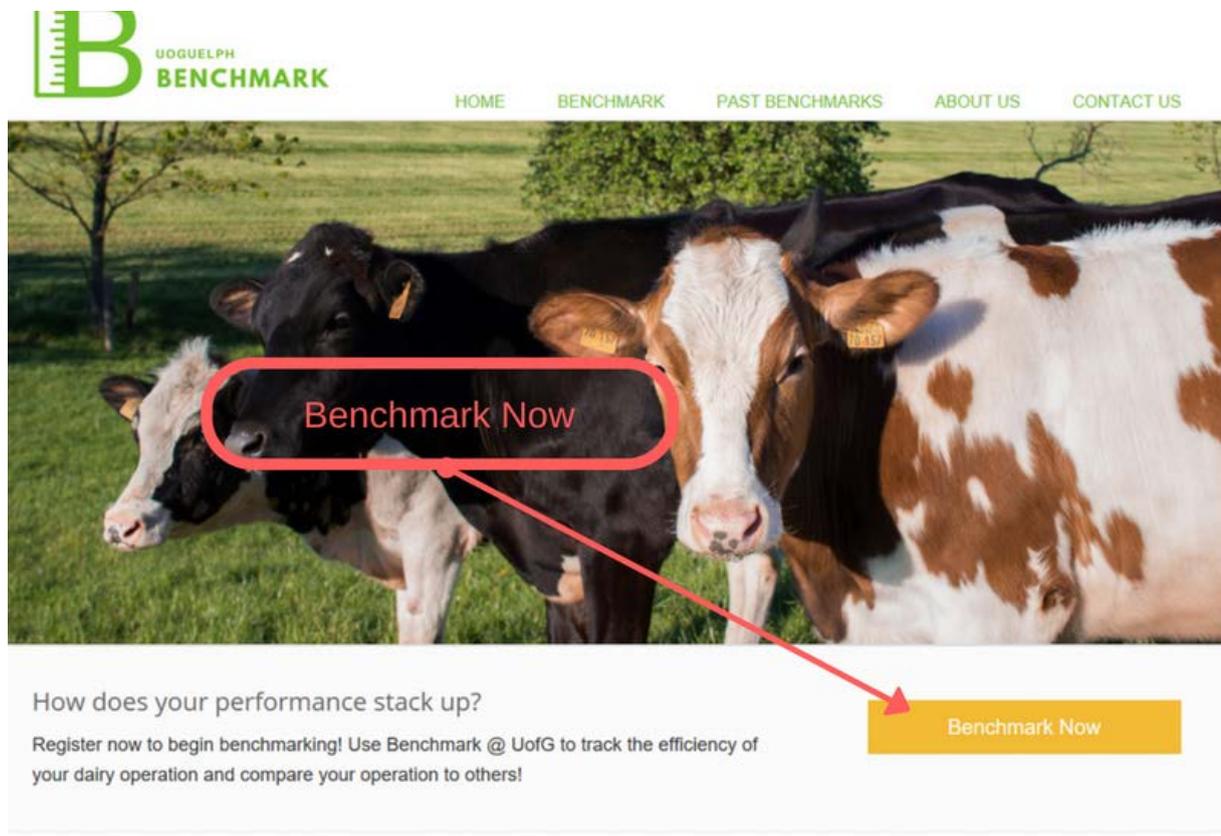
2.4. Change Account Details

In order to change your account details first click on “Account Settings” found on the top right corner beside “Logout”.

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Benchmarking Process

Once logged into your account you can now proceed to the benchmarking page by clicking on the green button labeled “Benchmark Now” button located on the home page.



On the benchmarking page you will be presented with a form. Every field in the form must be answered correctly in order to produce an accurate report and analysis.

Placing your mouse over the “(?)” symbol beside each question will display a detailed help message.

3.1. Understanding Reports

The report page is categorized into five main sections. You can find them by clicking on the left panel.

1. Overall Efficiency

Information regarding how well your farm performs overall based on all expenses and milk shipped.

2. Feed Efficiency

Information regarding how well your farm performs based on feed expense and milk shipped.

3. Milk Output

Details on how much milk is shipped, the cost of each litre compared to competitor's prices.

4. Expenses

Breakdown and analysis of your expenses and a comparison to the average competitor.

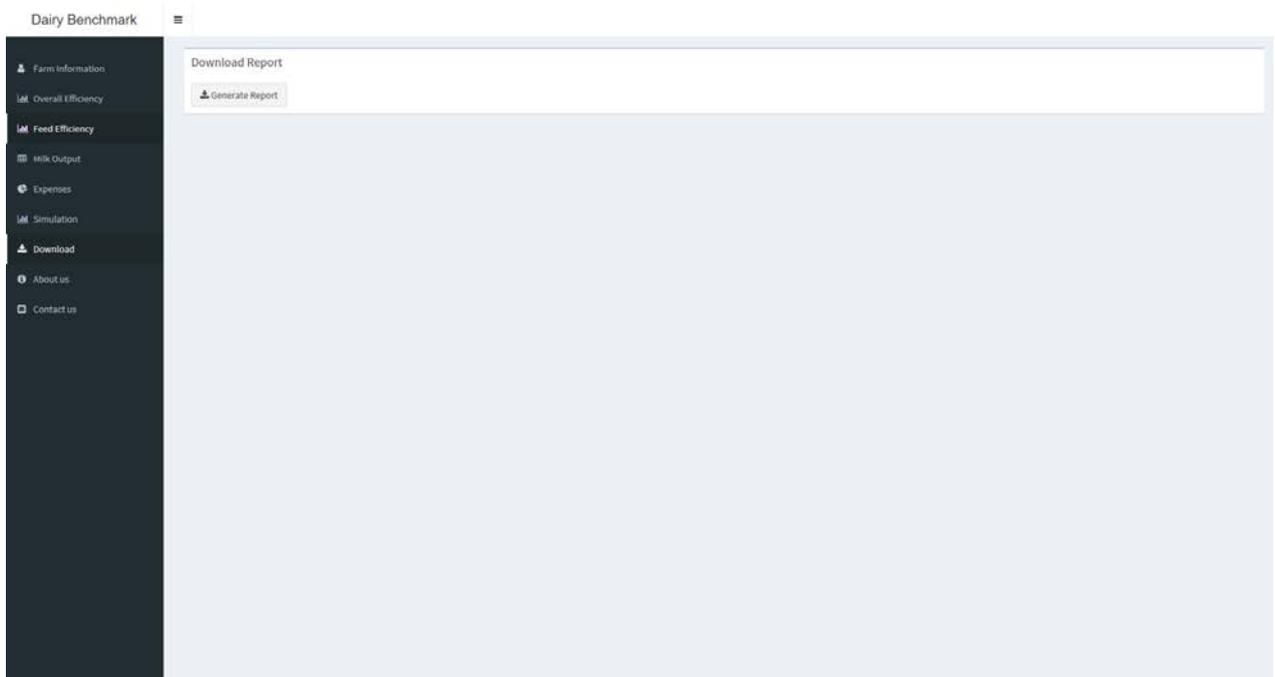
5. Supplement Information

Table of how your efficiency compares to others based on your supplement information can be found in the downloaded report.

3.2. Download and Sharing Reports

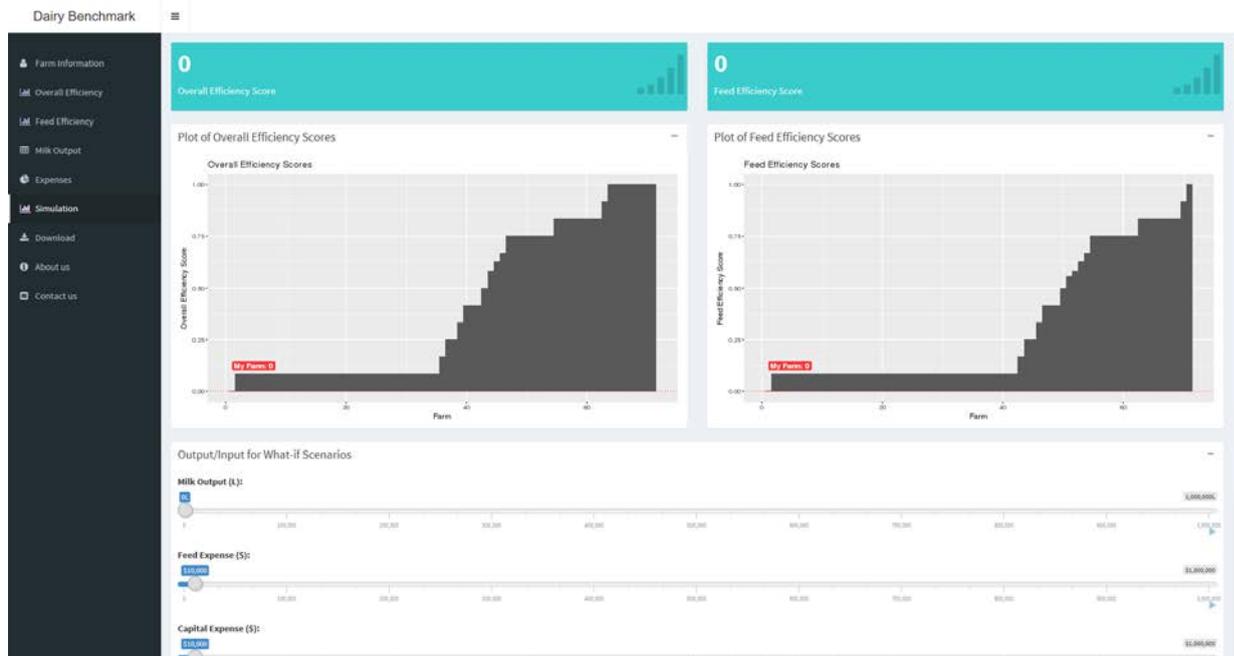
Reports can be downloaded in HTML format.

To download the report, proceed by clicking on the “Generate Report” button on the “Download” page.



3.3. Simulation Tool

Since reports are created in a real-time environment, we have provided a tool on the reports page that allows producers to create “What-If” scenarios to see how their results can differ with changes in their expenses and milk output. The tool can be found on the simulation page. Sliders can be used to adjust the values.



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Feedback

If you wish to leave any feedback or require support related to our software please contact us via email at benchmrk@uoguelph.ca. You can also contact us using the email form found on the “Contact Us” page.