

# CPM US – Dairy insight Tool (1/2)



## Description

- **Starting date:** Successful Hard Launch Q4 2020
- **Objectives:** Live CPM analytics tool aggregating all NORAM CPM data in one place
- **Value for the business:**
  - 💰 validate and analyze the farm's financials
  - ✅ analyze their milk quality results
  - 🌾 validate their feed hedging
  - 🇮🇹 compare their performance versus their budget commitment or their peers



## Tool Overview

- DairyInsight.io is a custom-built online business tool which provides in-depth insight into the performance of our CPM portfolio of dairy farms across geographically diverse regions. This business tool will present information as to the performance of each farm and will provide a broad set of options to gain insights through key performance indicator dashboard views and reports for assessments, recommendations and outcomes. It will allow the team to do quick comparison, between farms, highlight abnormal results, but also do statistical analysis to help drive better decision making on farms.



## Budget, roles and responsibilities

DAIRYINSIGHTS.IO DANONE CPM TOOL  
FINANCIAL SUMMARY – 2020-2022

	2020	2021	2022	2023+ Global Application
TOTAL CPM COST	\$268mm	\$280mm	\$300mm	TBD
Estimated CPM Farm Productivity	\$670,000 0.25% Improvement	\$1.4m 0.5% Improvement	\$3mm 1% Improvement	
Fees/Costs (Payment to Dairy Insights)	\$200,000	\$1.3mm	\$430,000	
Annual Net Value	\$470,000	+\$100,000	+\$2.6mm	
Contract Net Value	+\$3.2mm			



Project Lead: Adam Hardie

Project Maverick  
Team key contributors: Max Dawes, Vicky Liao, Arnaud De Brux



## Timeframe

2020

2021

2022

- ✓ Tool Development
- ✓ Contract Negotiation & Execution
- ✓ Budget Approval
- ✓ Hard Launch

- Embed into regular monthly CPM review process

- Productivity identifier

- Continue to identify and gain operational efficiencies
- Identify Global Opportunities & Expansion

# DairyInsight.io (2/2)

**LIVE** CPM ANALYTICS TOOL AGGREGATING ALL NORAM CPM DATA IN ONE PLACE FOR THE ENTIRE U.S. TEAM :

1. Monthly farm financials & comparisons!
2. DAILY milk info!
3. Monthly feed use and hedging!
4. Monthly herd data!
5. Geospatial data!
6. Historical analytics / trend tools!

