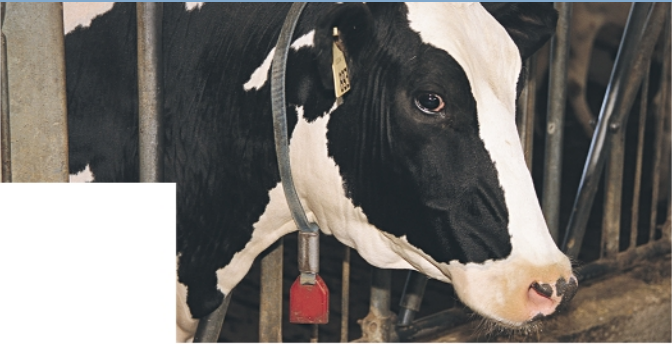## Benchmarking

The process of objective comparison.

Benchmark for success

Learning from industry to plan your future

- Keep pace with change
- Plan for your future
- Get professional support

Understanding your own financial profile is important for the success of your farming operation.

Comparing the performance of your farm to those of similar size and specialization will allow you to identify your farm's strengths, weaknesses, and most importantly, opportunities for the future.

Agriculture and Agri-Food Canada has created a free, easy-to-use electronic form on which Canadian producers can input basic financial information on their farming operations to obtain a benchmarking report.

Based upon Statistics Canada data, the benchmarking reports allow you to compare your operation to other Canadian farm businesses in similar circumstances.

The basic financial information that you input regarding your farm operation is strictly confidential and is intended for your use only.

Why this is important to YOU

- Identify your farm's strengths, weaknesses and future opportunities.
- Compare your farm's performance to other operations.
- Learn best management practices to improve business.

Getting Started

- As of April 1, 2003, you can access the Benchmarking website at www.agr.gc.ca/compare.
- Then, it is simply a matter of entering some basic financial information into the spreadsheet that will be provided.
- After following a few easy steps, your results are automatically calculated, providing you with your benchmark report.
- Now you will be able to see how your business compares with industry peers in similar circumstances.

For more info call:
1-866-452-5558
or contact your local agriculture office
or visit us online at:

www.agr.gc.ca/compare

(From April 1st, 2003)

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