# Profit Finder Y

# A Tool to Analyze Historical Marketing Data & Review Full Value Pigs

#### **Overview of Profit Finder Y**

- Provides marketing opportunity for a population of pigs based on margin over feed cost
- Utilizes producer's feed costs, growth curves, carcass/live prices, packer payment matrix, and carcass/live data
- Allows for custom grid build within tool to establish specific weight and grade breaks
- Requires categorized carcass/live data for weight and/or grade
- Takes categorized carcass/live data over a 1 month time period and determines average and standard deviation of live weight
- · Determines opportunity areas by weight and grade categories
- Summarizes Full Value Pigs
- Allows for summation of attrition data mortality, culls, transportation analysis



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# **User Inputs the following Data into Profit Finder Y**

- Packer payment grid
- Growth curve data
- Group carcass data monthly
- Feed costs monthly
- Carcass/Live price monthly
- Attrition inputs monthly
  - Mortality #
  - Culls # and total cull weight
  - Transport losses #

#### **Access to Profit Finder Y**

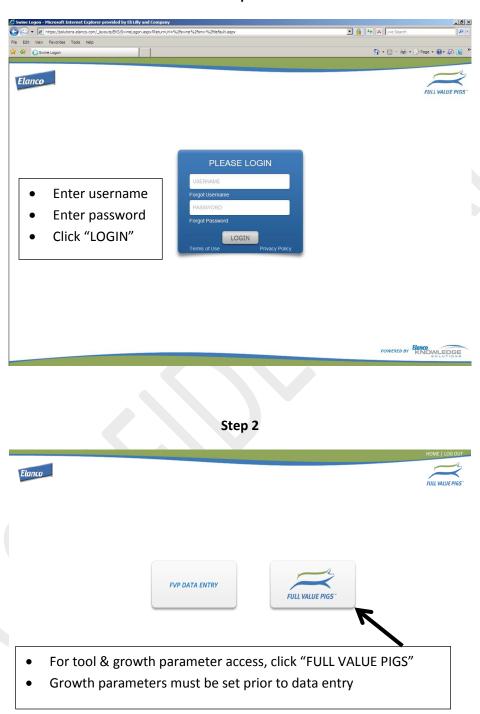
- Web-based tool secure Elanco website
- Account Team will have login and password
- Account Team defines who within their account team has access to the tool & enters data
- Account would not have access to tool



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# **Login to Profit Finder Y**

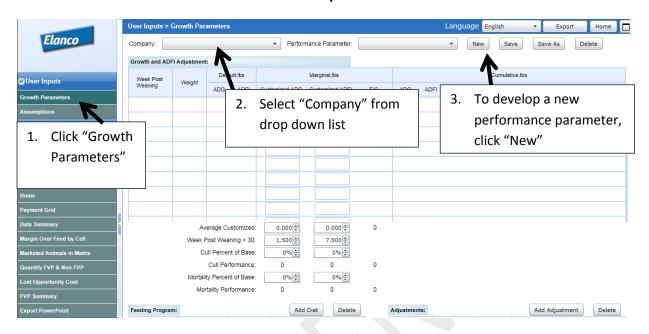
Step 1



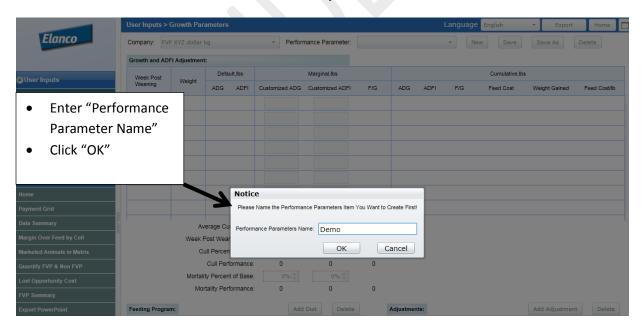




# **Growth Parameters Setup**

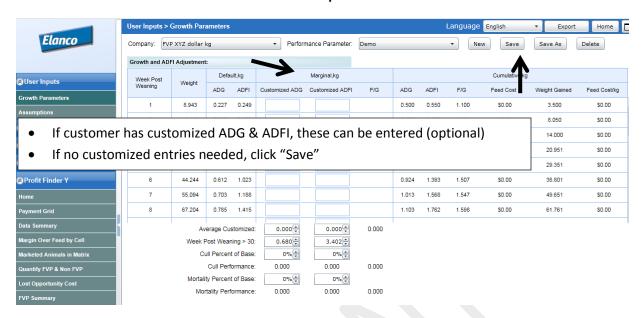


Step 2

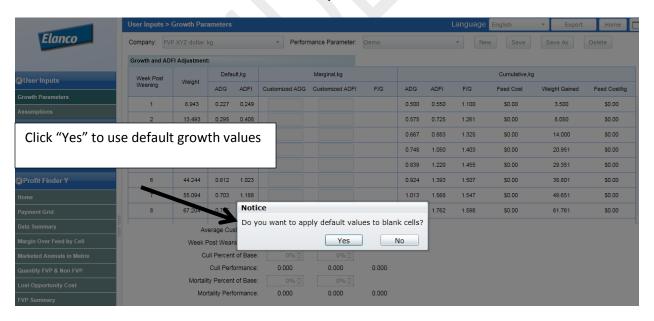




Step 3

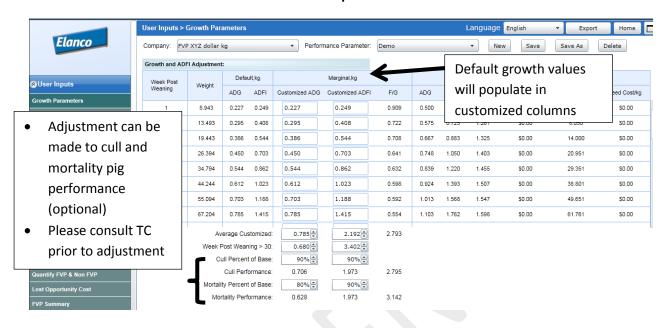


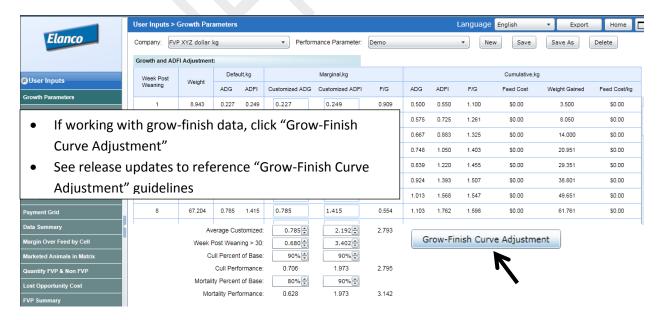
Step 4





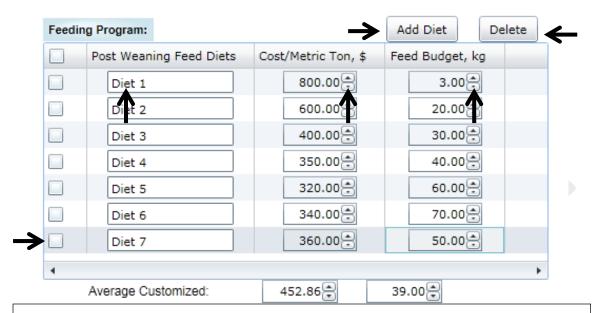
Step 5



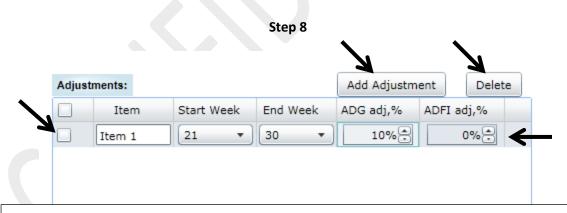




Step 7



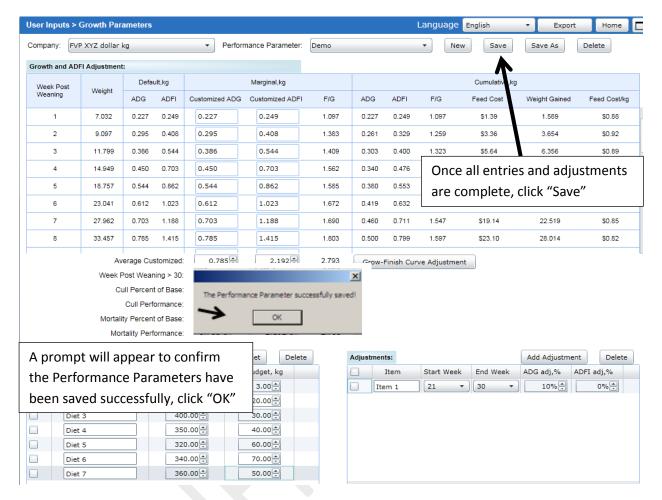
- Enter Post Weaning Feed Diet names, cost, and budgeted units
- To add diet, click "Add Diet" and enter required information
- To remove a diet, select the diet you wish to remove by clicking on the boxes located on left side, then click "Delete"



- Optional adjustments to the growth curve may be entered as appropriate
- Enter item name, start week, end week, ADG adj %, and ADFI adj %
- To add adjustment, click "Add Adjustment" and enter required information
- To remove adjustment, select the item you wish to remove by clicking on the boxes located on left side, then click "Delete"



Step 9



# **Assumptions Setup**

Step 1

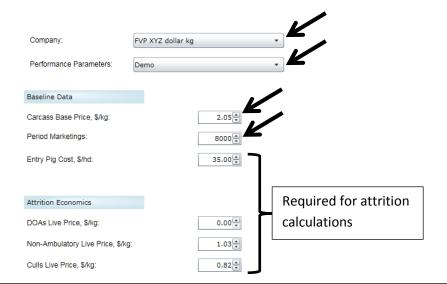


- A prompt will appear to confirm the Performance Parameters have been saved successfully
- Now, the assumption parameters must be set.
- If this is the initial setup, click "Yes"
- If setup is already complete and you wish to bypass, click "No"



Step 2

User Inputs > Assumptions



- Select appropriate Company and Performance Parameter
- Enter Carcass Base Price (appropriate units of measure) & Period Marketings (# of pigs)
- Enter Pig Cost and Attrition Economics section
- Once complete, click "Save"

User Inputs > Assumptions			Home
	Company: FVP XY	Z dollar kg	•
	Performance Parameters:  Demo  Baseline Data  Carcass Base Price, \$/kg:	2.05 👚	•
	Period Marketings:  Entry  The Assumptions successfully saved!  Attri		confirm the assumptions were successfully saved
	DOAs Live Price, \$/kg:  Non-Ambulatory Live Price, \$/kg:  Culls Live Price, \$/kg:	0.00 a 1.03 a 0.82 a 0.	Click "OK"



# Begin Grid Setup & Data Entry





- Next, begin setup and data entry
- Click "FVP DATA ENTRY"





# **Payment Grid Setup**

Step 1

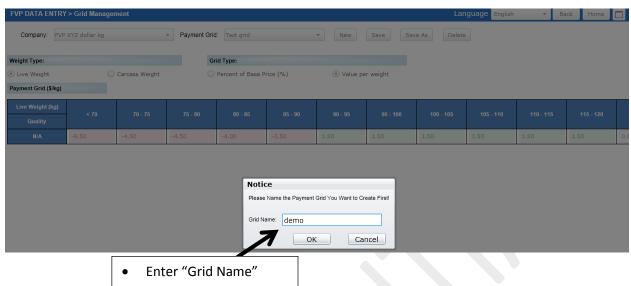


Step 2



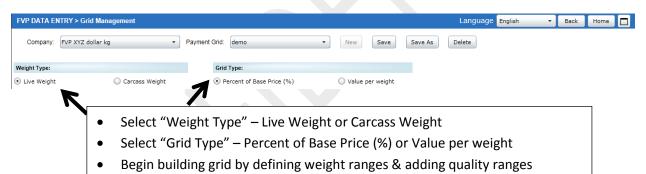


Step 3



Click "OK"

#### Step 4



Step 5

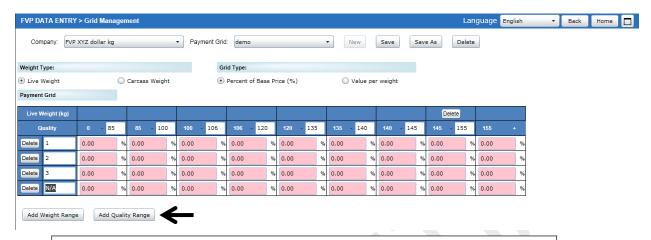


Click "Add Weight Range" to insert additional grid weight ranges

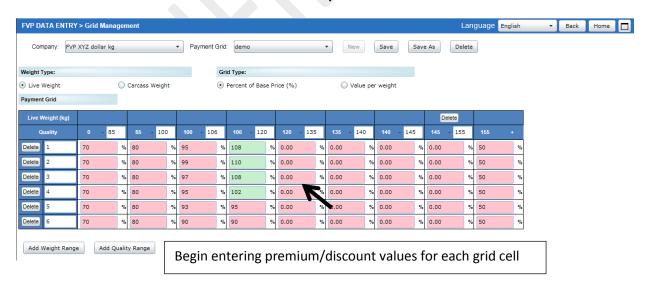


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Step 6

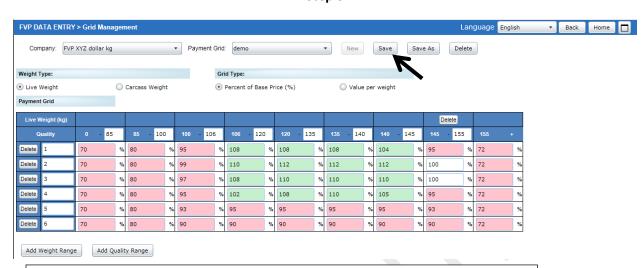


- If the grid is a weight only grid, no quality grade is needed
  - Proceed to entering premium/discount values
- If the grid includes quality ranges, then enter the initial quality value and click "Add Quality Range"

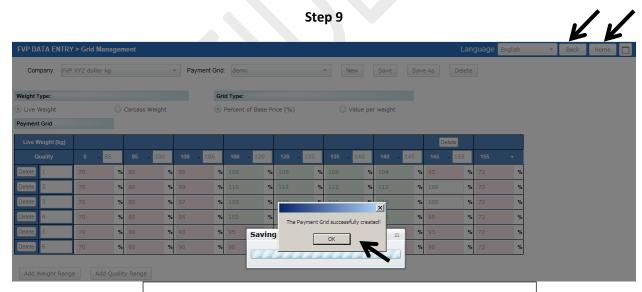




Step 8



- Make sure negative signs ( ) are used for discounts in value per weight grids
- Once premium/discount values are entered, click "Save"

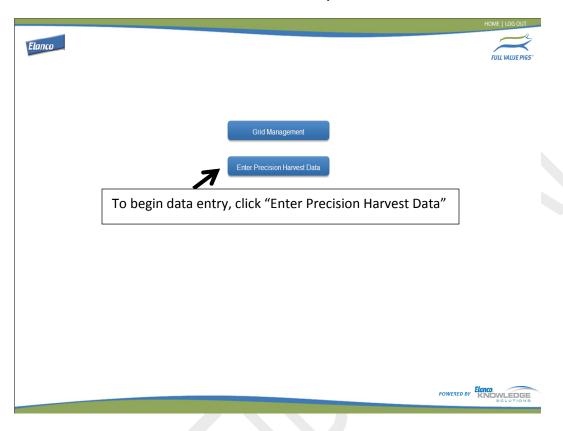


- A prompt will alert that the grid has been saved correctly
- Click "OK"
- Then click "Back" to continue with data entry
- Or click "Home" to begin tool access

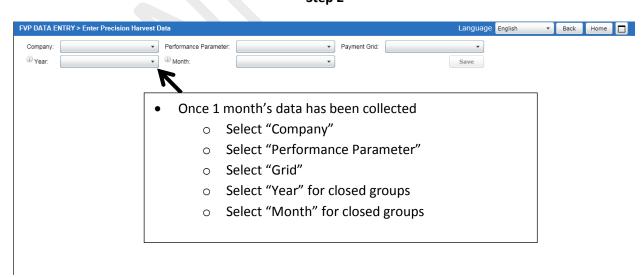


# **Data Entry**

Step 1



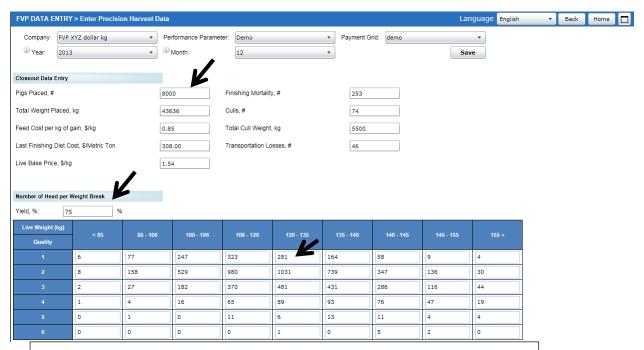
Step 2



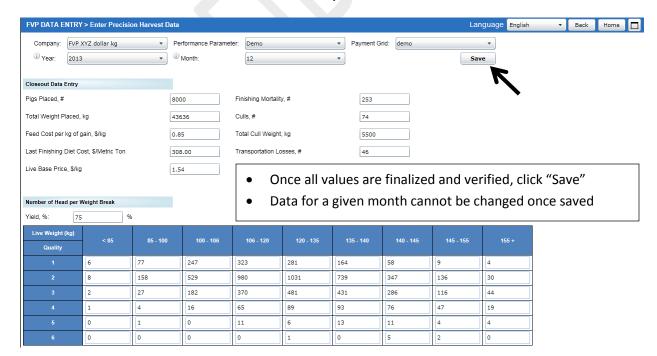


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Step 3

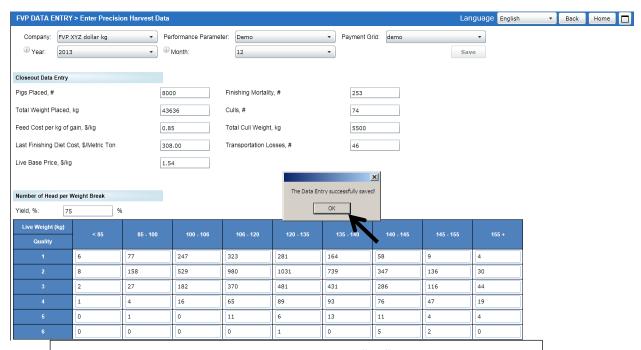


- Enter the required entries in "Closeout Data Entry"
- Enter values into grid categories in "Number of Head per Weight Break"



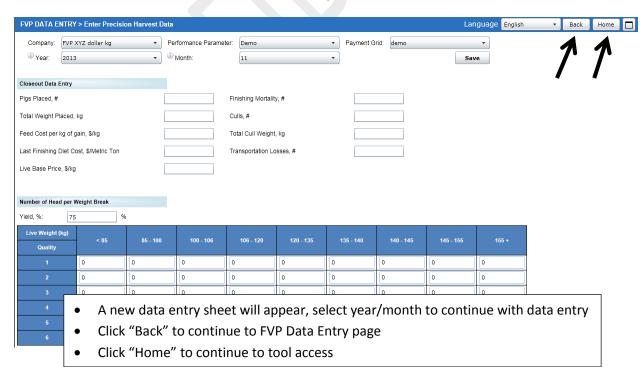


Step 5



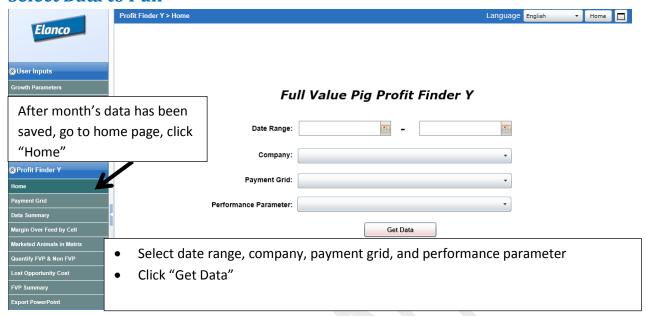
- Data Entry Success prompt will populate, click "OK"
- Page will automatically update to a blank data entry option (see next slide)
- Once data is saved, it will be stored and available for future access

Step 6

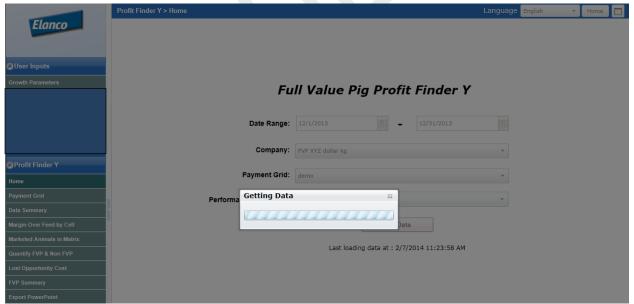




#### **Select Data to Pull**

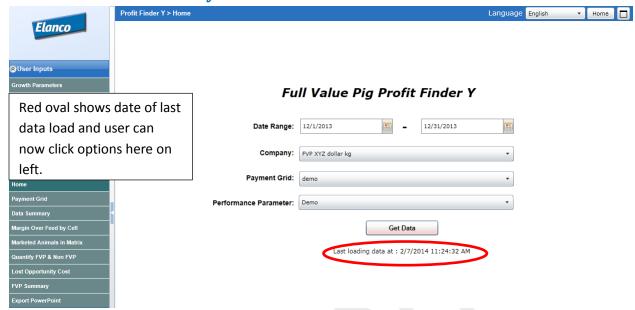


# **Pulling Data from Elanco Database**

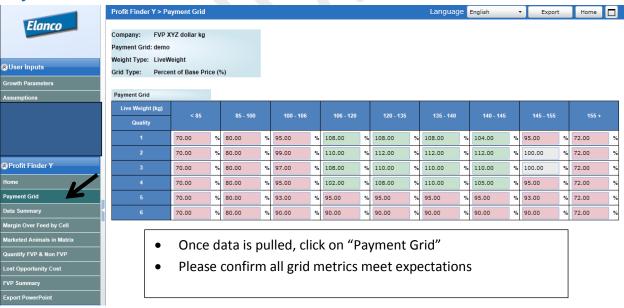




# **Data Pulled Successfully from Elanco**

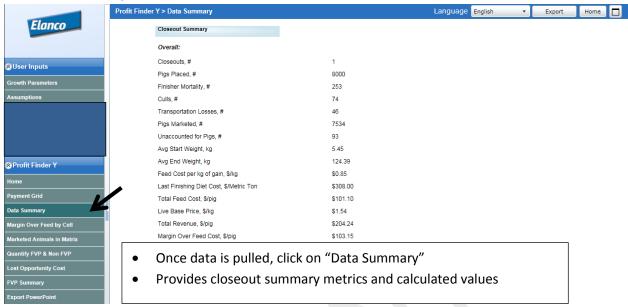


## **Payment Grid**





#### **Data Summary**

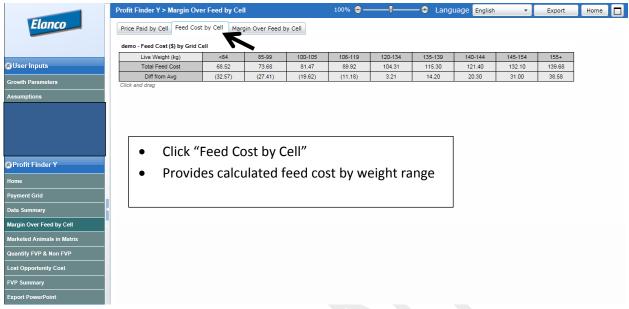


## **Price Paid by Cell**

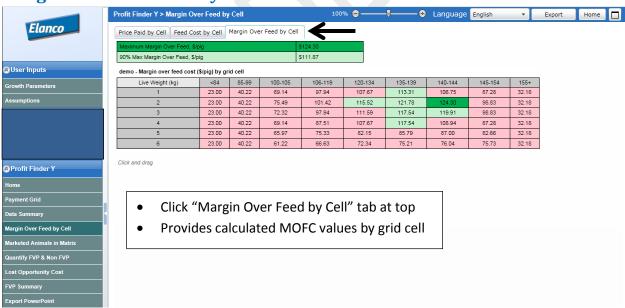






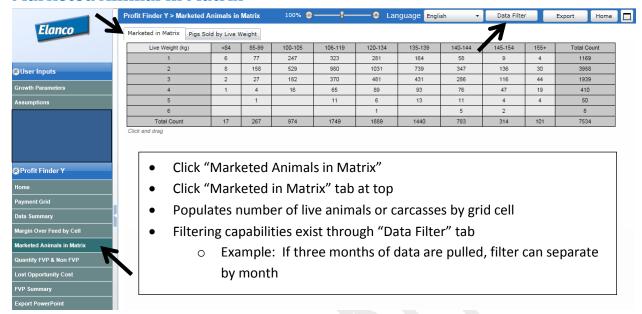


# **Margin Over Feed Cost by Cell**

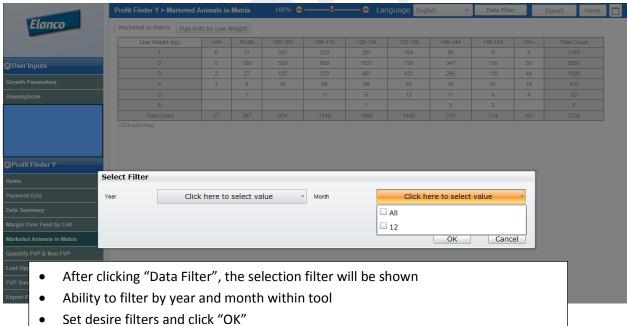




#### **Marketed Animal in Matrix**

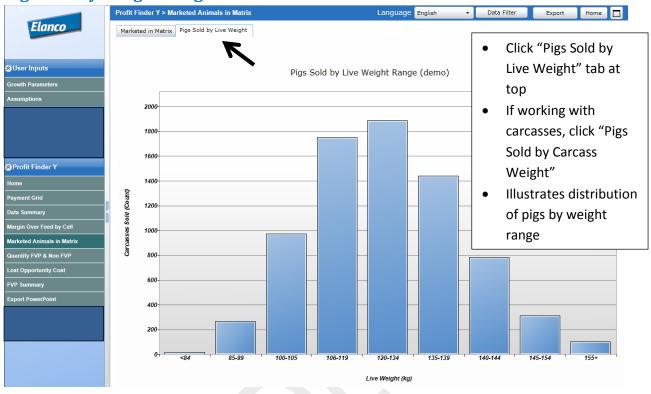


## **Filtering Capabilities**

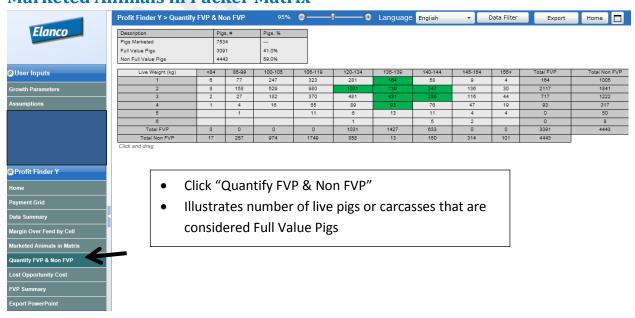




# Pigs Sold by Weight Range



#### **Marketed Animals in Packer Matrix**

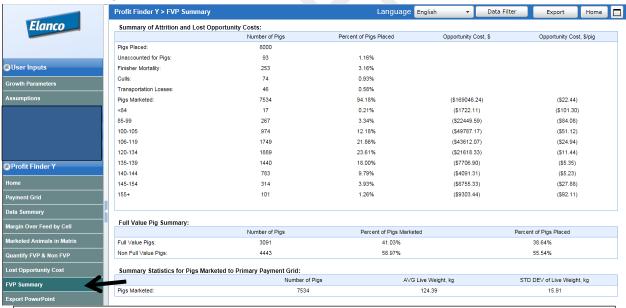




### **Lost Opportunity Cost**



# **FVP Summary**

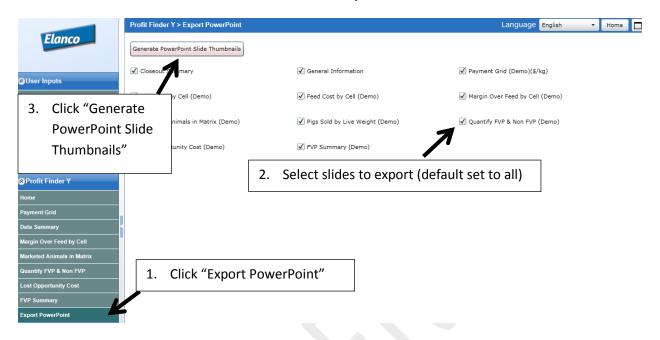


- Click "FVP Summary"
- Provides summary of FVP metrics
  - Attrition loss summary
  - Live/Carcass breakdown by weight range with opportunity associated
  - FVP % based on pigs placed and pigs marketed
  - Average live/carcass weight and standard deviation of live/carcass weight

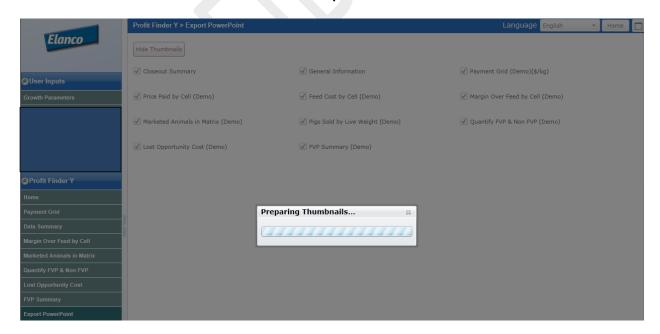


# **Export to Power Point**

Step 1

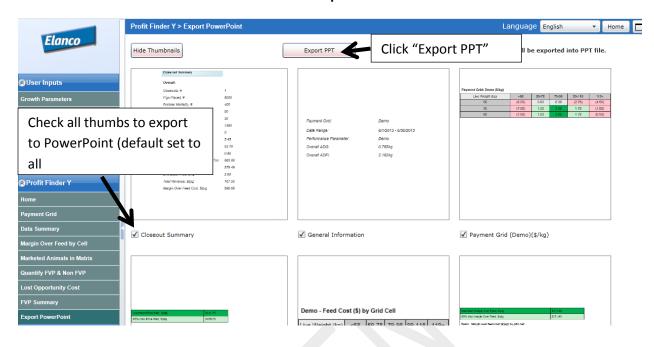


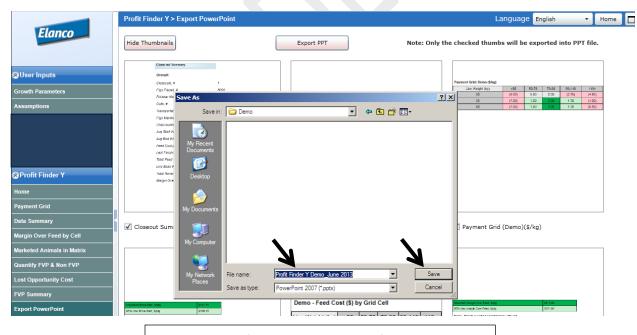
Step 2





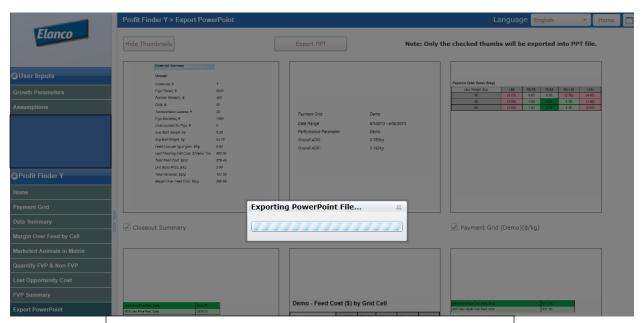
Step 3





- Establish a file name appropriate for data output
- Click "Save"





- Once file is exported, go to folder where file is saved
- Open PowerPoint file to review presentation

