

## Towards Increased Profits (TIP) Report

Dear Customer:

You have an opportunity to receive a personalized and confidential **Towards Increased Profits (TIP)** Report, at no cost to you, by simply filling in the information below or calling toll free at 1-877-343-2767.

A **TIP** report is a simplified farm financial analysis, which compares your farm with industry average income and expenditure benchmarks for your commodity type and income range. This report may assist you in identifying opportunities for improving your profitability at the whole farm level.

The **TIP** report will compare your farms current program year to

- your farm's five-year average and
- to an industry benchmark

The **TIP** report will also display various operational comparisons (ratios) such as:

- direct expense ratio
- operating cost ratio
- machinery expense ratio
- land/ building expense ratio
- overhead ratio

Also included with the **TIP** report, are indicators / graphs that provide quick visuals which will help focus attention to specific areas.

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To receive a **TIP** report, simply check the box, then below, provide your PIN number, print your name, sign, date; then mail, fax, or email in.

Or you can call toll free at 1-877-343-2767.

When the **TIP** report is available, one will be mailed to you (we are estimating some time in the fall). By checking this box, you are also consenting to having the information provided to AgriStability to be used to produce the **TIP** report by comparing your financial information to similar farms. Once a **TIP** report is consented / requested, you will receive one yearly. You have the option to opt out of receiving a report.

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PIN Number

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Print Name

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Signature

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Date

If you have questions, please call 1-877-343-2767.

Gary Flaten  
Farm Business Specialist  
BC Ministry of Agriculture and Food