



## DTN GRAINS®

CASE STUDY

### The Van Genderens

Eddyville, Iowa

Larry and Cindy Van Genderen are the third generation to run the farm started by his grandfather. While Van Genderen has been involved in the family business all of his life, the couple officially took over the farm during the 1980s. Today, with help from son Calvin, who lives nearby, they grow corn and soybeans on fields spread out over a nearly 20-mile area in southeast Iowa. In addition, Calvin Van Genderen runs his own Angus cow/calf operation.

#### The challenge

The Van Genderens wanted a solution that would provide the ag news, weather, and market information they needed to run their farm business profitably.

#### The solution

The family chose the satellite-delivered version of DTN Grains Professional from agriculture information leader DTN/*The Progressive Farmer*. The solution provides easy access to market-specific information, real-time field-level weather conditions, and farm business news.

#### The results

The Van Genderens liked the solution so much, they purchased "his and her" systems. Larry Van Genderen's system is located in the shop office, while Cindy Van Genderen's is located in the house. Sometimes they share systems, but they always share the information they gather.

"The reason we have two is because Larry is out in the shop more often, and it makes it very convenient for him," explained Cindy Van Genderen. "I am in the house and need to look at DTN Grains Professional throughout the day as well."

But Larry Van Genderen's system is not his own. They have customers that stop into his shop, who also appreciate the instant access to ag information. Plus their neighbors borrow the system, or call to find out what the weather will do.

While they often compare notes, weather is Cindy Van Genderen's speciality. "I tailored my system to the weather," she said. "Larry goes more into the market information." Her favorite weather tool? The long-term forecasts, which she uses to help with planting and harvest time planning. The hourly forecasts are also important.

She also uses DTN Grains Professional's PrecipTimer® — a patented precipitation timing tool. It provides advance warning to approaching conditions that will impact operations — giving them time to be proactive. By supplying custom alerts with start and stop times for rain in their fields,



PrecipTimer helps them determine when to plant, spray, harvest, and do other field work. This is critical since the Van Genderens' fields are so spread out.

To prioritize spraying, Van Genderen also uses DTN WindMonitor™. With it, she can set up custom alerts to advise of wind speed and direction changes, along with start and stop times. "It helps us know when to spray, when not to spray, and when the wind is coming in," she explained. "It saves us money and time."

"The weather information is key information," she added. "It's information you don't get from your local weather channel."

In addition to weather, Van Genderen also watches real-time fuel prices to help her make the most economical purchases to meet their needs.

For his part, Larry Van Genderen uses the system's market strategies and recommendations. With DTN Market Strategies — a unique, innovative market advisory service — he can increase profitability while reducing input costs. It delivers easy to understand, unbiased information to support decisions that help earn better margins and protect farm businesses in today's uncertain times.

Van Genderen appreciates that the market solutions tie together all the information that they need to make their decisions. It saves them from hunting for information on the Web. "All of the information we need is all in one spot — which saves us valuable time. We don't have time to research other areas, sites and trade publications," Cindy Van Genderen confirmed.

The real-time cash bids help them monitor prices to determine when and where to sell their grain. The solution's DTN Market Tracker® automatically calculates real-time, freight-adjusted cash prices and provides access to more than 4,000 cash bid locations across the United States and Canada. This helps them quickly compare and select the best selling opportunity — without losing time calling around for individual bids.

Son Calvin Van Genderen also uses real-time bids to watch feeder cattle auction prices.

The family enjoys reading the editorial articles, commentary, and recommendations provided on the system. In particular, those of renowned market analyst Darin Newsom. The news and editorial content provides them with valuable business information, such as a recent story on hiring employees that they found very intriguing.

#### The client's view

"It's been a very valuable tool for us. We benefit from the decisions we make using DTN Grains Professional."

Cindy Van Genderen