



DTN GRAINS®

Scott Richert

Gresham, Nebraska

In 1989, a year after he graduated from college, Scott Richert became a fourth generation farmer, joining his now semi-retired father. Today, he lives in Gresham, Nebraska, with his wife and four kids — growing seed and commercial corn, soybeans, and milo with help from two part-time employees.

The challenge

When he started farming 20 years ago, Richert also became a DTN/*The Progressive Farmer* user. At the time, his father was a customer, receiving news, weather, and market information via the company's then-ground-breaking satellite unit.

Richert wanted to try the company's newer solutions and delivery technology, which provided additional capabilities to help him earn better prices, spend less on inputs, and manage business and operational challenges.

The solution

Richert upgraded his solution to the company's newer Internet and mobile delivered services. He specifically chose DTN Grains, which provides growers with market information, real-time field-level weather, and farm business news via the Internet. "It's the first thing I turn on in the morning and the last thing I read at night before I go to bed," he said.

He also added DTN Mobile®, which helps producers acquire the time-critical information they need on

their cell phones to help protect profits and improve operations. It delivers customized text messages or e-mails, including notifications when market price thresholds are met, when someone takes action on an offer, or for futures updates, as well as for weather conditions that may impact operations.

The results

Richert likes that he can access his DTN Grains when he is away from his home office, thanks to the service's Internet delivery. "With my satellite service, I could only log on at home," he explained.

Richert also appreciates how well informed it keeps him of everything that impacts his business. He follows the market prices, uses the service's customized charting tools, as well as reads the blogs and watches the online videos by the company's industry-leading ag business experts, market analysts, and ag meteorologists.

"It's great to get this kind of information," he said, adding that the charting sites on the Web aren't nearly as good as the charting tools on DTN Grains.

Since his fields aren't widely spread, one storm can cause a lot of issues, so he constantly monitors the service's real-time weather to plan operations. It also



supplies unique capabilities like PrecipTimer®, which alerts him to approaching precipitation with specific start and stop times for his fields.

Richert makes the most of the mobile weather alerts. He especially likes WindMonitor™, which advises him of wind speed and direction changes, along with start and stop times, to help him optimize his spraying. He explained that without these alerts, his spraying would be off target — costing him money.

He also relies on the weather alerts to help him manage rain-sensitive operations, monitor the threat of hail, and avoid lightning risks. “It’s amazing how close and accurate these weather alerts are,” said Richert.

Richert appreciates the ease of use his solutions provide — and that it saves him time. “I like being able to go to one spot and have it all,” he concluded.

The client’s view

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