

## DTN PORTAL® & DTN AGHOST®

## Maplehurst Farms

Rochelle, Illinois

In 1909, James Carmichael started Maplehurst Farms on 80 acres north of Rochelle, Illinois. For many years, his late grandson, L.D. Carmichael, ran the thriving farm with help from his own children and grandchildren. Today his grandsons are very involved in the family business, which is ran by a team of employees. They also operate 10 grain elevators throughout northern and eastern Illinois, under the Maplehurst Farms brand.

The mission of Maplehurst Farms is to serve the needs of producers with modern and progressive services. Their goal is to do so through old-fashioned values and work ethics. Honesty, integrity, and fairness are an integral part of their commitment to total quality and excellence.

## The challenge

"We were looking to further automate our in-house offer system," explained Barb Koehnke, Maplehurst's controller.

Maplehurst already had DTN Portal from industry leader DTN/*The Progressive Farmer's*, which provided a place to centralize all of their buy/sell offers. This allowed them to deliver a higher level of service to early adopters within their farmer client base.

#### The solution

With their DTN Portal online offer management solution, Maplehurst was able to manage all buy/sell offers in one location. It also provides their clients with 24/7 access so they can submit sell offers at anytime that it is convenient for them.

To further enhance the capabilities of DTN Portal, Maplehurst took advantage of an integration partnership between DTN/*The Progressive Farmer's* and AGRIS, a vendor they already used. This allows them to incorporate data from their DTN Portal directly into their AGRIS back-office accounting system.

For their Web presence, they rely on DTN AgHost for a custom-branded, strategically designed website that helps them communicate with customers, drive sales, and stand out in a highly competitive marketplace.

### The results

"The DTN Portal offer system allows our location managers to input and track offers in real time — without making multiple phone calls to the merchandiser," said Koehnke. "It also provides a better tracking tool for the offers. It shows us who



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submitted the offer and when, as well as when offers were changed or hit. The history in the details is beneficial."

"All our location managers enter producer offers into the DTN Portal," explained Koehnke. "The merchandiser is able to export and manipulate the offers in Excel to give him or her totals by price, by person, by delivery period...it's very versatile."

Maplehurst's team appreciates that their accepted offers flow directly into their AGRIS solution — eliminating re-keying of the information — and potential errors.

DTN AgHost provides Maplehurst with a Web presence customized to their company's image — including strong content. Along with Maplehurst's own information, they display DTN/*The Progressive Farmer*'s industry-leading news, weather, market quotes, and analysis — continually and automatically updated to motivate frequent customer visits.

High-value, unique ag content like new crop weather maps and five-day detailed forecasts — including wind speed, growing degree days, crop moisture index, and more — can also be added, helping producer-customers plan daily operations — further increasing site visits.

Through the AGRIS integration option, basis can be automatically updated in a company's back-office system. This can help with end of the month inventory valuations and entering in contracts. Maplehurst also uses end of day market data in their mark-to-market and inventory valuation process.

### The client's view

"The DTN Portal producer offer system has brought efficiencies to the offer/contract process. DTN/The Progressive Farmer's employees listened to our needs and have done a good job providing solutions."

Wayne Kollis, grain merchandiser, Farmers Elevator Cooperative

