



DTN GRAINS®

Friesenborg & Larson, Inc.

Buffalo Center, Iowa

Since they became incorporated in 1978, Friesenborg & Larson, Inc. have been farming more than 5,000 acres of corn and soybeans in rural Winnebago County, Iowa. Gary Friesenborg, his nephews John and Joe Larson, along with two full-time employees, also offer custom crop spraying and oversee the sale of some farm equipment.

The challenge

When your livelihood depends on the weather and the latest markets, you need to have access to the most current cash grain markets, agricultural news, and weather forecasts.

"We need to keep an eye on the markets each day and stay updated on the latest news in the farm industry," said Gary Friesenborg, president of Friesenborg & Larson, Inc. "Both help us determine when the best time will be to sell our grain and get work done in the fields."

The solution

Since first subscribing to DTN in 1986, Friesenborg & Larson, Inc. has upgraded many times and are currently using DTN Grains. With this system, they receive current market quotes and cash prices, detailed satellite maps and weather forecasts, along with agricultural news, USDA updates and market commentary.

According to Friesenborg, everyone in the office refers to DTN/*The Progressive Farmer* for something. "A couple of our employees check the weather forecasts every time they walk by and I'll check the current market prices," he said. "It's always been a useful tool for us in our day-to-day operations."

The results

For their custom crop spraying business, knowing what the current and upcoming weather conditions are plays a key role in when and how a job gets done.

"We check the weather for wind direction and speed before we head out to spray a field," said Friesenborg. "The forecast is also checked so we won't spray a field and then lose the chemicals to rain the next day."

The client's view

"We signed up with DTN Grains for all of the information it provides... from the markets and weather to the commentary on the agriculture industry."

Gary Friesenborg, president
Friesenborg & Larson Inc.