



DTN LIVESTOCK®

Spencer Livestock, Inc.

Spencer, Nebraska

Spencer Livestock in Spencer, Nebraska is a farming, trucking, and cattle feed business. The owners farm corn and alfalfa on 800 acres of their own land. They also own 2,500 cattle and have a transportation business hauling livestock. They haul livestock for feed yards, typically carrying them 200-300 miles and in some cases as far away as 500-600 miles. Brothers Bob and Harold Haun carry on the business started by their father. Today, one of Bob's sons and three of Harold's also are involved in the business.

The challenge

The Hauns depend on weather and pricing information to run their business. Prior to DTN Livestock, they were limited to the information available over the radio.

The solution

The Hauns started using DTN Livestock seven years ago. Today, DTN Livestock Online continues to provide them with the pricing and weather information they need for the different segments of their business. "We check DTN Livestock every day, probably two to three times a day," explained Bob, who is president of the corporation. They check in when the market information comes out in the middle of the morning and again later in the day once or

twice. "The futures market, especially the grain futures and the livestock futures market are the main things that we track," he said.

The results

"It helps us know where we are and what the markets are doing, so the information that DTN Livestock provides is pretty important to us," explained Haun.

Especially with their transportation business, up-to-date weather information also is crucial to their work. "Winter time is the only time we really worry too much about the weather. If there's a storm coming, for example, we may put off hauling on a particular day," he explained."

If they are going to spray their crops, the Hauns also use DTN Livestock to check the weather and determine if conditions will be right for it. They also watch the temperature in cold weather to decide whether conditions are right for any cattle branding they need to do. "If it's really cold, we wouldn't want to be implanting them or branding them," said Haun. "We don't want to pick a day to work cattle when it's terribly cold," he explained.



The client's view

"When we go to sell our cattle, it makes a difference if we know what the markets are doing. We use the information from DTN Livestock to negotiate the best price we can."

Bob Haun, president, Spencer Livestock