



DTN GRAINS®

## LaFraise Farms

Flanagan, Illinois

Paul Bertsche owns LaFraise Farms — a grain and a cattle operation that he runs with his three sons: Steve, Dale and Larry. His sons are the fourth generation to work the family's land. They grow about 900 acres of corn and 600 acres of soybeans each year. In addition, the Bertsches run a Charolais beef cattle operation — an all-white breed which originated in west-central and southeastern France.

### The challenge

Bertsche wanted a solution that would provide reliable weather information to help plan efficient, cost-effective operations. He also needed market information to help the family make better informed, more profitable decisions.

### The solution

To meet his weather and market needs, Bertsche selected the satellite-delivered DTN Grains Professional from agriculture information leader DTN/*The Progressive Farmer*.

DTN Grains Professional provides market-specific information, real-time field-level weather conditions, and farm business news. The Bertsches can access it from their home.

### The results

Bertsche uses the system throughout the day, but especially when the weather is active. "I like to watch

the radar to stay in tune with upcoming storms," he explained.

"The weather tools help us to determine when to cut hay," he added. DTN Grains Professional includes a patented precipitation timing tool called PrecipTimer®. It provides advance warning to approaching conditions that will impact operations at LaFraise Farms — giving the Bertsches time to be proactive. By supplying start and stop times for rain in their fields, PrecipTimer helps them determine hay cutting schedules and when to pick up bales.

PrecipTimer also benefits the Bertsches in planning work around their soybean and corn crops. They can set up custom alerts to aid short-term spraying and harvesting decisions. This is important due to the size of their operations. For longer-term planning, they use the detailed weather forecasts.

To prioritize spraying, Bertsche uses DTN WindMonitor™. With it, he can set up custom alerts to advise of wind speed and direction changes, along with start and stop times.

"Our weather tools can tell us a day ahead of time when a funnel system is coming," Bertsche said. "They give us a pretty good idea of what time it will hit."



# DTN GRAINS<sup>®</sup> PROFESSIONAL

The weather tools aren't the only part of the solution to provide time and money saving benefits. The market information DTN Grains Professional delivers helps bring clarity to today's markets — not an easy task in a struggling economy.

Bertsche relies on several tools to help him make marketing and day-to-day business decisions. DTN Grains Professional provides access to DTN Six Factors<sup>®</sup> Market Strategies — an innovative market advisory service designed to help producers increase profitability and reduce input costs. It supplies easy to understand, unbiased information that helps users like Bertsche make informed decisions that can earn them better margins per acre, head, or cwt. "It gives me a big picture of where the market is at and makes my decisions more clear," he said.

For a smaller picture, the solution's DTN Market Tracker<sup>®</sup> 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. It helps Bertsche quickly compare multiple agribusinesses to select his best selling opportunity. "This saves us time — we don't have to look this information up for each individual elevator," he said.

Bertsche appreciates the market commentary DTN Grains Professional provides. He enjoys reading the early morning reports on the markets, as well as details of the open of the markets. "It helps our us in our business," he said.

## The client's view

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Paul Bertsche, LaFraise Farms