



# DTN NORTHERN GRAINS®

CASE STUDY

## Leamy Brothers Farms

Bloomington, Wisconsin

Jim and David Leamy are brothers and co-owners of Leamy Brothers Farms. Jim started farming in 1956 and, in 1962, his younger brother joined him. Their father farmed the land before them. In fact, it has been in the family for 115 years. Today, they farm 2,000 acres, including leased land, owned land, and land they custom farm for neighbors. They grow corn and soybeans that they sell at Patterson Brothers grain terminal in Clayton, Iowa. Some of the grains they sell are specialty, non-genetically modified crops, such as STS soybeans.

### The challenge

The Leamy brothers need real-time pricing information to make marketing decisions and to get the most value for their crops. They also need the latest wind speeds and soil temperature information for making decisions about planting and spraying their crops. In the winter, they need the latest weather information for their snowplowing business.

### The solution

For the past 10 years, Leamy Brothers Farms has depended on DTN Northern Grains to provide them with the marketing and weather information their business demands. About two and a half months ago, they switched to the online version which provides them with even more local information. "I just thought it was time for a change," said Jim.

Designed specifically for small grains producers in the U.S. Northern Plains, DTN Northern Grains Online provides real-time information covering markets, weather, news, and production.

### The results

DTN Northern Grains Online is the first thing that Jim looks at in the morning, and he checks it periodically throughout the day. "The last thing before I go to bed, I usually check it too."

Research on DTN Northern Grains helps Jim determine what price to get for their crops. "Where we sell, just about all our crops go to a river terminal," he said. "You have to watch that closely because the basis can change very quickly. I usually like to use DTN Northern Grains to help set a target price for what we want to sell," he explained. After they have set their target price, they call their grain dealer and create a sell order at that price.

For additional marketing expertise, Jim likes to check the news and editorial segments. He especially likes the column from Jerry Gulke that appears every Friday on DTN Northern Grains.



In the winter, the Leamy Brothers provide snowplowing services. When it looks like it's going to snow, they depend on DTN Northern Grains to keep them updated with the latest weather information. "We like to know how close the storm is and when it's coming in so we know when to head out with our equipment," said Jim. During cold months, Jim depends on PrecipTimer® from DTN Northern Grains, which lets him know when rain or snow will start and how long it's going to last. He reports that it is "quite accurate."

When it comes to planting and spraying their crops, the real-time weather information that DTN Northern Grains Online provides is essential. "We use the predicted wind speed and direction, and we watch the soil temperature," Jim explained. "When it comes to planting, if soil temperatures are getting close to 50 degrees, we're ready to start with corn. If they're getting to 55 and above, we're ready to start with soybeans," he said. "When it comes to spraying our crops, if the wind speed is too high, we don't like to do any spraying."

#### The client's view

"DTN Northern Grains Online shows us agriculture trends, and the writers give us a heads-up on what to expect. It gets us thinking more about how we should be doing things."

Jim Leamy, Bloomington, Wisconsin