



DTN DAIRY®

Rutt Dairy

Elizabethtown, Pennsylvania

Rutt Dairy has more than 160 dairy cows and 200 tillable crop acres on which they grow corn, alfalfa, soybeans, and rylage double-cropped with beans or corn. They also manage another 75 acres that they use as pasture. They use all their crops as feed and sell their milk to Land O' Lakes. Jere Rutt, owner, grew up on the farm and today works with his father on the operation. Rutt has one full-time employee and as many as six part-time employees, depending on the time of year.

The challenge

Rutt needs the latest market information for selling his milk and for purchasing feed for his herd. He also needs location-specific weather information to direct work for his staff.

The solution

Rutt Dairy used DTN/*The Progressive Farmer* via satellite for a few years and Rutt moved to DTN Dairy Online in November of 2006, driven by better access to high-speed Internet.

The results

"In general, I check the markets on the service every day to see if they are moving up or down. I deal with two brokers for soybean meal who buy off the Chicago Mercantile Exchange (CME). So if the CME is down five bucks a ton today, I'm pretty well assured that the local market is down five dollars a ton, too.

There's a basis adjustment for our area versus the Midwest, but it basically follows the CME prices, as does corn. I tend to watch those markets pretty often."

"I also use DTN Dairy for agricultural news. I like reading the agronomy notes, and I also enjoy keeping up with the latest technology and what's happening in the ag sector. I've used the service to keep up on both national and world news."

Rutt also likes to follow Robin Small's "Dairy Commentary" when the markets are especially volatile. "Over the years he has provided an unbiased commentary on what's happening with dairy and why it moves up or down."

"I usually look at the service in the evenings," said Rutt, who watches the system more closely depending upon his purchasing needs. "If I know I'm going to need a load of soybean meal in the next two weeks, I start watching that more because I want to hit it on a downturn."

Rutt also finds the weather information that the service provides useful in managing his staff on the farm. "Weather affects everything, so we're looking at it all the time. Just having the radar loops in front of you is helpful, and that information can be used



anywhere from the wintertime to see when the snow is going to hit or the warmer months when the rain is going to be over. If it's been raining all morning and I would like to be doing a job, I'll check the radar to see when it's going to end."

The client's view

"I look at the radar on DTN Dairy Online and, based on the progression, I can see when the rain should be over, so I can use that information to plan. We have quite a bit of hired help here, and I have to work around the weather to keep everybody busy and to have an efficient operation."

Jere Rutt, Elizabethtown, Pennsylvania