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DTN PORTAL® AND DTN AGHOST®

Rabbe Grain Co.

Trimont, Minnesota

Rabbe Grain is a locally owned and operated grain company, dedicated to bringing IP premium markets to their producer customers. Minnesota-based, they have offices in Trimont, Ormsby, and Sherburn. The company directly exports to Asia and Southeast Asia and supplies U.S. specialty markets.

The challenge

Rabbe Grain Co. wanted a solution to help them better serve their customers, while enhancing their own grain trading operations. Additionally, they sought a user-friendly way to maintain a Web presence that would allow them to connect with customers and promote their services.

The solution

Rabbe Grain Co. selected DTN Portal from industry information leader DTN/*The Progressive Farmer*. The agribusiness component of DTN MarketSpace™, DTN Portal is a completely private environment, tailor branded to the company. It helps them easily monitor offers, particularly during high-demand periods, and saves time otherwise spent communicating offers individually.

DTN Portal also decreases errors and increases efficient buying practices, reducing the potential for lost dollars from “missed” offers. Because it is secure,

Rabbe Grain Co. can make private offers to select customers or groups of customers, as well as choose who can access their bids and make offers online. They can also accept or deny offers for full control.

In addition to DTN Portal, Rabbe Grain Co. added the DTN AgHost service, which provides them with a custom-branded Internet presence. With their own strategically designed website, they can easily communicate with their producer customers, promote their services, and stand out in a highly competitive marketplace. The solution also allows them to send customized emails, e-newsletters, and text messages to better target information and offers to specific customers and prospects.

The results

“DTN Portal gives our producers the opportunity to market their crops when it is convenient for them, rather than for us,” said Kirsten Rabbe, vice president at Rabbe Grain Co. of the solution’s 24-hour accessibility.

The company’s privately branded portal allows producers to access offers and pricing information any time of the day or night. This provides Rabbe Grain Co.’s clients with the ultimate convenience — even during high-demand periods. Each customer



has a personalized account management portfolio that includes completed transactions and open offers — and can set up their account to receive related email and mobile text alerts.

Rabbe Grain Co.'s staff also receives alerts when customers accept, decline, or counter their offers. "The added benefit of having the system alert us when bids are met means our staff can tend to their other responsibilities without the risk of overlooking a bid," Rabbe explained. "This helps us complete our hedging in a timely manner — giving our producers the first-class service they deserve." She also added that the staff enters all their contracts in the system, which has provided the company with a great backup to their paper system.

When asked what is the single biggest benefit of the company's DTN/*The Progressive Farmer* agribusiness solutions, Rabbe responded, "The instant communication between our producers, merchandiser, and elevator staff at multiple facilities. This allows us to handle producer questions and concerns immediately and accurately."

The client's view

"The DTN Portal has proved a great convenience for us and for our producers. It is technology that helps us serve the needs of the most important people in our operation — our producers!"

Kirsten Rabbe, vice president, Rabbe Grain Co.