



DTN DAIRY®

Chwala Farms

Jefferson, Wisconsin

Chwala Farms is located in Jefferson, Wisconsin, about 100 miles northwest of Chicago. The Chwalas have 80 milk cows, and they sell their milk to Foremost Farms. They farm 800 acres of corn, soybeans, hay and wheat, which they sell to Frontier FS and United Cooperative. They also raise some heifers. Jeremy Chwala, who grew up on the farm, now runs the business in partnership with his father, mother and wife.

The challenge

The Chwalas need up-to-date weather and market information to plan their farming and sales operations for maximum success.

The solution

When the Chwalas rented additional land to farm in early 2006, closely tracking market information became more important than ever before, so they added DTN Dairy Professional to their operation. Prior to that, they depended on phone calls or the radio to obtain the information they needed.

The results

Both Jeremy and his mother, Emily, who also uses DTN Dairy, find the system easy to use. Jeremy looks at DTN Dairy whenever he is in the house. His mother watches the markets and weather when he is busy in the fields or in the shop, especially if they know the markets have been up for a few days.

Using DTN Dairy has already helped the Chwalas maximize their profits. "By watching the markets on DTN, we're able to sell corn and beans for a better price," said Jeremy. "Before, I had to call for the information I needed, and I would get really busy on the farm and forget to call, or I would work late and end up calling after they closed." With DTN Dairy, the Chwalas can also benefit from short-term price increases. "Before, I would miss out on the opportunity if prices spiked for a couple minutes," said Jeremy. "Now we can take advantage of that kind of temporary price increase."

Jeremy also uses DTN Dairy for futures contracting. "DTN Dairy provides pricing estimates all the way to 2008. Right now, I'm using DTN Dairy to price corn and beans for next December."

Jeremy also monitors prices that other elevators are offering on DTN Dairy. Doing so increases his confidence in his business decisions. "I can look at the screen and know that the prices I'm being quoted by the elevator or others reflect actual current market prices. You know what the market really is because you have the information right there in front of you."

Chwala likes the independence he gains from using DTN Dairy. "You can watch what everything is doing: milk prices, grain prices, and even fuel prices. If



you don't have that information yourself, you have to rely on someone else to obtain it."

Initially, Chwala planned to invest in a more basic DTN/*The Progressive Farmer* system, but he decided to purchase DTN Dairy when he learned about all the information it offers. "I like the idea that you have milk prices on here too. It also has weather radar that updates every five minutes, so it's a lot more accurate than other weather information. You can tell where the weather is going." During planting season, they use the radar information to plan ahead when storms are pending. "You know when you need to get going if a storm is coming."

His mother also depends on the weather information when she feeds the calves. She said, "If bad weather is threatening, I'll look to see if it's going to start raining before I get down there or if it will start while I'm feeding them. That helps me determine when and how much to feed them so we don't waste feed."

The client's view

"DTN Dairy keeps me up to date on the market so we can watch when corn or beans prices are up. With the information right in front of us, we don't have to take the time to call and check prices when we're busy."

Jeremy Chwala, Jefferson, Wisconsin