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DTN WEB HOSTING AND CONTENT SOLUTIONS

Michigan Farm Bureau

Lansing, Michigan

Established in 1919, Michigan Farm Bureau is the state's largest general farm organization. It serves more than 200,000 members across 67 county farm bureaus in rural, urban, and suburban Michigan. Its mission is to represent, protect, and enhance the business, economic, social, and educational interests of Michigan Farm Bureau members. To do this, it works on the local level and in Washington D.C., supporting action on farm issues, as well as protection of private property rights, the rural environment, and food quality and safety.

The challenge

"We were looking for local cash bids by ZIP code, scrolling market information, weather, and news with direct links to USDA reports," explained Bob Boehm, commodity and marketing department manager at Michigan Farm Bureau.

The solution

Michigan Farm Bureau chose DTN Web Hosting and Content Solutions from DTN/*The Progressive Farmer*. A past customer of the company, Michigan Farm Bureau chose to return to DTN/*The Progressive Farmer* from a competitor when they learned that they could get all the same content, plus expanded coverage.

DTN Web Hosting and Content Solutions offer agribusinesses like Michigan Farm Bureau with an alternate way to receive the company's market data, news, weather, and analysis. This allows Michigan Farm Bureau to seamlessly import the company's trusted, high-value content in their external sites and internal tools for use by customers and employees — all while maintaining their own look and feel. They can even incorporate local news from their member farm publication, *Michigan Farm News*.

The results

Michigan Farm Bureau is able to customize DTN/*The Progressive Farmer's* content to meet their goals. It is delivered in a flexible way, using industry-accepted languages and tools, like iframe, http, and xml. Information can also be ingested by proprietary solutions and back office systems to increase efficiencies and reduce errors.

The service's compelling Web content includes cash and futures market data and analytical tools, premium location-based weather information, and award-winning ag news and commentary. "We use the markets and weather most often along with



cash quotes,” said Boehm. “We like the seamless tie in of the markets and weather information from DTN/*The Progressive Farmer* within the Michigan Farm Bureau website.”

In addition to receiving the information for their own use and for use by their members via the Michigan Farm Bureau website, they also appreciate the level of service compared to their most recent vendor. “We truly appreciate DTN/*The Progressive Farmer’s* quick response,” said Dennis Rudat, director information & public relations for Michigan Farm Bureau. “It’s a refreshing change of pace from what we were dealing with...I’m convinced we made the right choice in switching service providers.”

The client’s view

“I’m convinced we made the right choice in switching service providers.”

Dennis Rudat, director information & public relations,
Michigan Farm Bureau