



CASE STUDY

National Farmers Organization

Ames, Iowa

National Farmers Organization defines itself by its sophisticated commodity marketing and ag risk management programs and services. Through National Farmers Organization, producers market their commodities in pooled groups. The organization's negotiators ensure that transactions with major buyers include terms that are favorable to its farmers and ranchers. The organization also offers ag risk management programs that include forward contracting, hedging, and an array of futures and options offerings, administered by its ag risk professionals.

Today, its members represent a cross-section of conventional and organic production, from grain growers to cattle producers to dairymen and women.

The challenge

"We wanted to improve communication with our members, as well as provide streaming market information on our website," explained Perry Garner, director of communications for National Farmers Organization.

The solution

To reach these goals, National Farmers Organization selected DTN AgHost from ag information leader, DTN/The Progressive Farmer.

DTN AgHost can provide a new, strategically designed and professionally executed website — or can be used to strengthen the content on a company's existing site. Along with a company's own content, DTN AgHost can display DTN/The Progressive Farmer's industry-leading news, weather, market quotes, and analysis — continually and automatically updated to motivate frequent visits. Its content and tools can also help agribusinesses to communicate with customers, drive sales, and stand out in a highly competitive marketplace.

The results

"The text messaging and e-newsletter features are wonderful," said Garner. "Being able to provide market data to our members via text is a great service."



DTN AgHost helps users like National Farmers Organization build customer loyalty through an enhanced customer experience by providing critical, time-sensitive information. In addition to market information, targeted text messages, and emails can be used to communicate bids, time-sensitive offers, and important operational information, like a change in hours or announcing a new location.

“As farmer and rancher smartphone usage grows, DTN/*The Progressive Farmer* continues to pursue innovative technology that producers really want and need in their operations,” added Garner.

The client’s view

“Providing markets information via text message, as well as e-newsletters from our organization ramps up our contact with our customers — adding value to the services we provide them.”

Perry Garner, director of communications,
 National Farmers Organization