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South Dakota Wheat Growers Association

Aberdeen, South Dakota

Founded more than 80 years ago, the South Dakota Wheat Growers Association is a producer-owned, farmer-controlled, and multi-faceted agricultural cooperative. Marketing between 80-90 million bushels of grain a year, the association is governed by an 18-member board of active producers and offers a variety of programs to help farmers market their products — including soil sampling, field scouting, custom application, agronomic consulting, and a wide variety of spray and repair services.

The challenge

For the South Dakota Wheat Growers Association, part of their success depends on the ability to get the most up-to-the-minute information and real-time quotes available. In the business of marketing and hedging grains, being on top of the latest markets is crucial.

"We've always had great success with DTN/*The Progressive Farmer* in the past, and we were looking for the same reliability with new features that would better serve our needs," said Roger Krueger, director of grain marketing, South Dakota Wheat Growers Association. "We needed a service that gave us live quotes, access to historical data and government information, and the ability to create charts for our customers."

The solution

With the addition of the DTN ProphetX Internet-delivered system, the South Dakota Wheat Growers Association is now able to provide real-time commodity quotes, customizable commodities charting, agriculture-specific weather information, the latest industry news, and a source for industry-related government information and data.

"It was a very smooth transition when we added the DTN ProphetX system to our office," said Krueger. "We had the same features we've always had with the company's solutions, plus the additional resources we'd been looking for."

The results

Two of the South Dakota Wheat Growers Association's favorite features of its DTN ProphetX system are the abilities to chart historical prices and monitor cash bids in the area.

"We often have customers ask us what some of the past highs have been for grains in certain months," said Krueger. "With this system, we are able to pull the data, customize a chart, and illustrate this to them."



By accessing posted cash bids, Krueger and his customers stay on top of bids in the area. "It's good to keep track of what's going on locally in regards to the markets," he added.

The client's view

"We signed up with DTN ProphetX because of its many advanced capabilities. The customizable charting function was a big plus because we can specifically tailor it for each customer's individual needs."

Roger Krueger, Aberdeen, South Dakota