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DTN AGHOST®

Kanza Cooperative

Iuka, Kansas

Located in Iuka, Kansas, approximately 75 miles west of Wichita, Kanza Cooperative is a member-owned association. Originally chartered nearly 110 years ago as The Farmers' Grain and Cooperative Association of Iuka, today the co-op operates 12 grain handling locations throughout central Kansas. In addition to a dedicated grain department, the co-op provides feed, seed, fertilizer, and fuel services through a professional staff and quality facilities. Aside from its ag services, the co-op also runs three Ampride gas stations and three farm stores.

The challenge

"We were looking for ways to provide our customers with accurate, real-time market, weather, and ag news information, as well as better customer support. We also wanted to make these resources available to our employees too," explained Keith Rose, Kanza Cooperative's IT manager. "By staying on top of industry changes that impact our producers, they can do their jobs better and provide a higher level of customer service."

The solution

Kanza Cooperative chose DTN AgHost from ag information leader DTN/*The Progressive Farmer*. DTN AgHost provides a powerful electronic storefront

customized to a company's image — 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, keeping customers' eyes on the co-op's website.

High-value, unique ag content like new crop weather maps and five-day detailed forecasts — including wind speed, growing degree days, crop moisture index, and more — can also be added, helping the co-op's producer-customers plan daily operations — further increasing site visits.

The results

"In addition to the real-time market information available at DTN/*The Progressive Farmer* terminals, we especially enjoy the information we are able to present on the Web," said Rose. "When customers visit our website to view the content provided by DTN/*The Progressive Farmer*, it gives us a chance to further communicate the services we provide at the co-op."



Rose went on to explain, “DTN/*The Progressive Farmer* provides accurate, real-time ag-related news and content that we can rely on to knowledgeably serve our customers. Having this information easily available contributes to our commitment to customer satisfaction.”

The client’s view

“It gives us a chance to further communicate the services we provide at the co-op.”

Keith Rose, IT manager, Kanza Cooperative