



DTN GRAINS®

Harriman Farms

Morral, Ohio

Harriman Farms is owned by Laurel, Dean, and Dana Harriman, three brothers who now run their late father's farm. Their father started out with 15 acres and, as young boys, the brothers contributed by picking up rocks and sticks and cleaning out fence rows. "We've been working on the farm all our lives," said Dean. Today, they farm corn, beans, and wheat on 3,000 acres, more than two-thirds of which they own. Dean is also raising four bison and three Texas longhorn cattle, and he is looking to expand the herd. The brothers sell most of their crops to local elevators and some corn to Ohio Fresh Eggs.

The challenge

The Harrimans need up-to-date weather and pricing information so they can make business decisions such as when to spray their crops and when and where to sell the final products.

The solution

Ten years ago, their father started using DTN Grains. "He wanted to watch the markets more closely without having to call the elevator for pricing," said Dean Harriman. The three brothers continue to depend on the information DTN Grains provides. They believe it is very important to their operations.

"I use DTN Grains every day," said Harriman. "Every morning, I check the weather and see what the prices did the night before," he said. "I like to read the Opening Comments and Before the Bell. Then,

before I go home, I check out what the closing quotes were."

Dana Harriman takes a similar approach. "DTN Grains gives us a lot of information that we can use," he said. "I usually look at it first thing in the morning and before I head home at night."

Both men depend on it for weather data. "It gives us a first-hand look at what's coming," said Dean. "If it's showing rain on radar, we're getting wet."

The results

Dana Harriman explained that DTN Grains helps them plan ahead based on winter weather. "Yesterday, we had snow coming in — if it had been a day we'd been planning to work outside, we would have called that off," he said. "If it's going to be cold outside like it is today, we know we will probably work inside," he said.

Dana Harriman especially likes the weather radar information. "It's useful to be able to focus in on a certain area," he said. "We're 60 miles outside of Columbus, and the weather here can be very different from what they're predicting on television."



DTN GRAINS® CUSTOMER PROFILE

They also depend on DTN Grains for pricing information. “We see what the prices are doing and what they’re calling for them to do the next day, and we make our decisions based on that,” said Dean. “We look at the futures every day and, based on them, may lock in a particular price,” he said.

Dana Harriman likes to see what price the local elevators are offering. “We have three elevators pretty close that we haul to, and sometimes there will be a 40 cent difference in what they’re paying,” he explained.

“One elevator crushes a lot of soybeans, and occasionally they’ll be 20 to 40 cents higher than the other two. We also have a nearby chicken farm, and they’ll often be 10 to 20 cents higher on corn than the elevators,” said Harriman.

The client’s view

“DTN Grains lets us know how close the storms are. If we’re spraying crops, it’s so expensive we don’t want the stuff to wash off.”

Dana Harriman, co-owner, Harriman Farms