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DTN PORTAL® WITH AGVANTAGE SOFTWARE

CASE STUDY

Ursa Farmers Cooperative

Ursa, Illinois

Located in west central Illinois, Ursa Farmers Cooperative celebrated their 90th anniversary in 2010. They serve more than 2,400 members at two river terminals and four inland elevators. Each year, more than 25 million bushels of grain pass through their six locations.

Being governed by a seven-person board of directors who are also active producers in the trade area helps to ensure that the interests of local farmers are always at the heart of their business. In addition to grain handling, Ursa Farmers Cooperative provides services in the areas of feed manufacturing, seed and trucking, crop insurance, and premium I.P. grain programs. Additionally, they manage the Canton Ferry Service — a public transportation system — for the state of Missouri.

The challenge

Ursa Farmers Cooperative wanted a place to centralize all of their buy/sell offers to help improve their own operational efficiencies, as well as to offer a higher level of service for their producer-members.

The solution

The cooperative chose an online offer management solution from DTN/*The Progressive Farmer*. DTN Portal — the agribusiness component of DTN Marketspace™ — helps Ursa Farmers Cooperative

manage all buy/sell offers in one location. It also provides their members with 24/7 access so they can submit sell offers at anytime.

"We use our DTN Portal to help us centralize and manage our producer offers — and to accept offers when the value is hit," confirmed General Manager Gerald Jenkins.

To further enhance the capabilities of DTN Portal, the cooperative took advantage of a partnership between DTN/*The Progressive Farmer* and AgVantage Software, a vendor they already used. "This partnership allows us to provide a 'pioneering' product to our farmers," explained Jenkins.

"It gives our farmers the ability to centralize all of their buy/sell offers in real time, with a single Web-based tool," Jenkins added. "This gives us an instant view of the futures or basis needed to hit a cash offer."

"Our AgVantage Software allows us to print contracts on acceptance of offers. We also hope in the near future to use the pricing information to monitor manual contract entry into our long and short position," said Jenkins.



The results

With this integrated solution, Ursa Farmers Cooperative is able to achieve a new level of efficiency. Because the real-time, centralized offer deck management solution is in sync with their website's basis changes, they are able to reduce slippage. This also helps them increase accuracy by eliminating double entry and errors through seamless transfer of fulfilled offers to their AgVantage Software package.

Their members benefit from enhanced service too. Producers are able to view both their eAgVantage account and their DTN Portal account's secure, personalized information 24/7 — allowing them to do business when it is most convenient for them.

In addition, this configuration helps Ursa Farmers Cooperative automatically sync their AgVantage customer demographics with their DTN Portal database — eliminating the need for duplicate updating.

"We like the ability to easily enter offers, add new producers, adjust offers, and change the basis on our cash prices," Jenkins said. "All of these features are improvements on the original format."

"We appreciate the fact that DTN/*The Progressive Farmer* support staff listened to customer suggestions — and that these suggestions have been used to continually enhance the solution," he added.

The client's view

"If you are the type of person who is reluctant to try new technology, they make the extra effort to develop a product that is very user friendly."

Gerald Jenkins, general manager, Ursa Farmers Cooperative