



DTN PORTAL®

Farmers Co-op Supply and Shipping Association

West Salem, Wisconsin

Farmers Co-op Supply and Shipping Association is located in West Salem, part of the Coulee region of west-central Wisconsin. The co-op currently operates five locations, serving the grain, feed, agronomy, petroleum, and hardware needs of its owner-members. Traditionally a very strong dairy and livestock production area, the Coulee region's grain production has been growing every year.

The challenge

The co-op wanted a solution to help them better serve their owner-members while enhancing their own grain trading operations.

The solution

Farmers Co-op Supply and Shipping Association selected DTN Portal from industry information leader DTN/*The Progressive Farmer*. The agribusiness component of DTN MarketSpace™, DTN Portal is a completely private environment, tailor branded to the co-op. It helps them easily monitor offers, particularly during high-demand periods, and saves time otherwise spent communicating offers individually.

DTN Portal also decreases errors and increases efficient buying practices, reducing the potential for lost dollars from "missed" offers. Because it is secure, the co-op can make private offers to select customers or groups of customers, as well as choose who can access their bids and make offers online. They can also accept or deny offers for full control.

"I use DTN Portal to keep our customer orders organized while maintaining our current grain position current," explained Rodney Winter, grain merchandiser for the co-op. "I also rely on the grain markets information each day."

The results

"DTN/*The Progressive Farmer* is well respected and serves as an excellent partner in delivering grain and livestock marketing information to our owner-members, plus potential new customers," said Winter. "With our DTN Portal, we have 24-hour access to grain customers, while keeping offers submitted by our producers organized — it is an important tool in maintaining our grain position."



Farmers Co-op Supply and Shipping Association’s privately branded portal allows producers to access offers and pricing information any time of the day or night. This provides the co-op’s owner-members with the ultimate convenience — even during high-demand periods. Each customer has a personalized account management portfolio that includes completed transactions and open offers — and can set up their account to receive related email and mobile text alerts. The co-op’s staff can also receive alerts when owner-members accept, decline, or counter their offers.

The client’s view

“In the grain business, accuracy and timeliness are essential in providing good customer service while maintaining profitable levels for our owner-members.”

Rodney Winter, grain merchandiser,
Farmers Co-op Supply and Shipping Association