



DTN LIVESTOCK®

Beery Farms

Lancaster, Ohio

Edwin Beery, owner of Beery Farms, works 800 acres of corn, soybeans, wheat and hay in Lancaster, Ohio. The farm also raises 300 sows, two-thirds of which they sell as feeder pigs and one-third of which they finish out. They use most of their crops as feed and sell the rest to a local elevator. In addition to selling some of their swine locally, they sell their feeder pigs to a broker in Western Ohio and their finished pigs to a small packing plant in Columbus. Beery grew up on Beery Farms and is the third generation to farm the land.

The challenge

Beery needs the latest weather information and market data on hogs and grain to run his operation efficiently and effectively.

The solution

More than a decade ago, Beery invested in DTN/*The Progressive Farmer*. In March of 2005, he upgraded to DTN Livestock Professional.

The results

"There's a lot of information on the DTN that we use quite a bit." He depends on the service's weather information to plan his work, especially when it comes to planting season. "In the springtime you're always concerned about when you can get things done. We need the system so we know what's coming and we can plan our day and our week."

"One of the things I like best about the DTN is that I can put the radar into motion and see which way the weather is heading. I also like the 10-day long range forecast. I use that to plan ahead."

When it comes to market information, Beery depends on both current and future pricing data. "We use a lot of the futures information. I'm always looking through the swine pages, looking at the analyses."

"We sell a lot of feeder pigs, and I like that I'm able to look through the DTN and see what feeder pigs are bringing elsewhere. This gives me bargaining power because when you go to price the pigs, you know what they're bringing everywhere else. It works the same way with grain and the fat hog market. You've got an idea where prices are at so you know if you're in the ballpark."

Beery also subscribes to two of the premium services available to DTN/*The Progressive Farmer* users, FortuCast and Allendale. "I enjoy reading them." Allendale is a research firm that provides clearly detailed marketing recommendations using options and futures, summarizing them in a "Daily Wrap Up" and in a comprehensive "Week in Review" on Fridays.



Fortucast is a commodity research advisory firm that delivers informed recommendations on up to nine financial and 11 agricultural markets. Fortucast's agricultural timers deliver precise trading recommendations, entry and exit points with protective stops and brief supporting analyses. "I like the corn, beans and wheat recommendations that FortuCast provides and their recommendation about what they think the markets are going to be doing down the road. I enjoy reading that and getting some direction. It's fairly accurate."

Beery also likes to follow Jerry Gulke's marketing column and "Newsom on the Market," a weekly column providing grain marketing analysis and advice. "Newsom does a good job with his short analysis of what's happening and where things are going."

DTN Livestock is a regular part of Beery's day. "It's usually the first thing I look at in the morning when I come down." He spends time checking the market and weather in the morning, throughout the day and in the evening. "At night, I like to look at the markets and commentaries to find out where the markets closed and why."

The client's view

"What I like best about DTN Livestock Professional is that it offers so much information — a lot more information than you can read in one day. It's a good broad spectrum. I would recommend the system to anyone."

Edwin Beery, owner, Beery Farms