



# DTN GRAINS® AND DTN MOBILE®

CASE STUDY

## Worth Farms

Lake Benton, Minnesota

Worth Farms is a family-ran operation located in southwestern Minnesota. Bob Worth and his son Jon, who joined the operation in 1993, co-run the farm. Bob's wife Gail is the farm's accountant, and Jon's wife Shanna is also involved. The family, with help from two part-time employees, grows corn, soybeans, and spring wheat on 2,350 tillable acres.

### The challenge

Twelve years ago, Bob Worth was looking for a reliable source for ag news, weather, and market information. At that time he chose DTN/*The Progressive Farmer's* then ground-breaking satellite service for grains producers. Later, he wanted to upgrade to the company's newest solutions, which offered expanded capabilities.

### The solution

Today, Worth uses the Internet-delivered DTN Grains Professional — a switch he made about five years ago. He also recently added DTN Mobile to his service.

DTN Grains Professional provides market-specific information, real-time field-level weather conditions, and farm business news. The Worths can access it from their home computer — without the need for additional hardware.

DTN Mobile is a companion to DTN Grains Professional. It helps producers acquire the time-critical information they need to protect profitability and operate more effectively — all via their cell phone or PDA, in the field or away from their home office.

### The results

Both Bob and Jon use DTN Grains Professional — up to 10 or 12 times a day on average. In fact, the home page on their computer is the log-in screen for the service. While Jon focuses mainly on the market information, Bob keeps an eye on the weather so they can plan more efficient and effective operations.

"Lots of times we have had DTN/*The Progressive Farmer's* weather save us from unnecessary spraying," explained Bob Worth. "That has saved us money. We constantly monitor the weather to eliminate risk."

To monitor the weather, Worth uses DTN Grains Professional's PrecipTimer® — a patented precipitation timing tool. It provides advance warning to approaching conditions that will impact operations — giving the Worths time to be proactive. By supplying



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custom alerts with start and stop times for rain in their fields, PrecipTimer helps them determine when to plant, spray, harvest, and do other field work.

To prioritize spraying, Worth also uses DTN WindMonitor™. With it, he can set up custom alerts to advise him of wind speed and direction changes, along with start and stop times.

Worth uses the solution's interactive, layered weather maps to plan operations. The maps let him customize his view of the weather for the farm. He can plot his location on the map and add in different layers, like local radar to see exactly how far a storm is from his location.

In addition to traditional weather content, value added layers like crop moisture deficit and rainfall estimates can be added to show areas that are severely dry or extremely wet. Estimates and actual totals are also provided as such conditions can impact the current markets.

"DTN/*The Progressive Farmer* has helped Jon get up to speed on the markets," explained Worth.

In particular, Jon utilizes real-time cash bids to monitor all the prices and determine when and where to sell their grain. The solution's DTN Market Tracker® automatically calculates real-time, freight-adjusted cash prices and provides access to more than 4,000 cash bid locations across the United States and Canada. This helps Jon quickly compare to select the best selling opportunity — without losing time calling around for individual bids.

"This really helps Jon in determining when and where to sell," Worth added.

When it comes to using their mobile solution, both have alerts set up to keep them on top of changes. Changes to the weather for Worth, and market changes for his son Jon. By staying on top of conditions that will impact their operations and their profitability, they have an added advantage.

DTN/*The Progressive Farmer* also has the industry's largest newsroom, delivering unique ag news to help producers make smarter business decisions. The Worths both enjoy reading articles and blogs provided via the system, including those of renowned market analyst Darin Newsom, and leading ag meteorologist Bryce Anderson.

## The client's view

"It's pretty accurate — and it's great to get news, markets and weather in all in one spot."

Bob Worth, Worth Farms