



DTN GRAINS®

Nolan Clark Farms

Mer Rouge, Louisiana

Nolan Clark's fields in northwestern Louisiana are spread out. Nolan, his father, and his brother farm a total of 6,400 acres. Nolan operates 2,000 of those acres as Nolan Clark Farms. He grows cotton, corn, and soybeans. A third-generation farmer, Nolan sells his grain to local elevators in the area. He sells his cotton to a nearby cotton buyer and to a newly formed local buyers' cooperative. While each of the Clark men farms under their own name, they handle some aspects collaboratively. Nolan handles paperwork and crop sales for most of their crops.

The challenge

Nolan needs the latest weather and market information to maximize his yields and get the best value for his grains.

The solution

More than four years ago, Nolan started using DTN Grains for the latest weather and market information. This year, after he bought a new computer and upgraded his Internet connection, Nolan switched to DTN Grains Online.

The results

Nolan finds DTN Grains Online easy to access, and he has set it up as his homepage. "I have to click the blue button — basically sign in — and that's it. I'm on DTN Grains Online immediately," he said. He likes that DTN Grains Online makes information available

at a glance. "Most of my options are sitting there right in front of me, and I can pan through them as I want to," he explained.

Nolan also likes that he has been able to create a favorites page, saving all his preferred maps and forecasts for quick, one-click access. He likes that DTN Grains Online presents information visually. "For example, when you go to your favorites, you're looking visually at the pages, not at the names of the pages," he said. "You can glance through and decide 'I want to see this radar up close,' and punch to it," he said. Likewise, on the market side, Nolan finds it easy to quickly scan through the available information and click on what most interests him.

Nolan especially depends on the weather information on DTN Grains Online during the spraying season. "We just had one cell that came all the way from Oklahoma yesterday. If we had not been able to look on DTN Grains Online and see it there, we probably would have sprayed some and gotten rained out," said Nolan. Since his fields are so spread out, he also depends on DTN Grains Online to help him determine which fields are getting rain when planning work on a day-to-day basis.

Nolan finds that DTN Grains Online keeps him educated about the market and prepared to market



his crops, which he sells in increments throughout the year. "DTN Grains Online helps me keep up with general market trends," he said. "It helps me formulate an opinion on when to sell crops."

With some weather and market information available for free online, some of Nolan's friends question his investment in DTN Grains Online. He tells them, "I find value in the information DTN Grains Online offers, which is packaged by people who understand farmers," he said. "DTN/*The Progressive Farmer* understands what I want, and I'm paying for the packaging to take some hassle off of me."

He believes that those who access online information for free "may not be getting the best deal as a total picture," he said. "In my mind, DTN Grains Online is paying for itself over and above their getting the freebies," he said. "In the grand scheme of things, it might be the best money spent."

The client's view

"What I like best about DTN Grains Online is that I get the most pertinent information in the smallest possible capsule. I don't have to search for all that information."

Nolan Clark, owner, Nolan Clark Farms