



DTN MOBILE®

CASE STUDY

Treadwell Land & Cattle

Frederick, Oklahoma

Buddy Treadwell, owner of Treadwell Land & Cattle, farms 4,000 acres of grassland and cultivates 3,600 acres of wheat, cotton, and Sudan hay grasses. He sells his grain to the Tillman Producers Cooperative and the Farmers Cooperative Association in Snyder, Oklahoma. Treadwell owns 300 cows and 3,000 stocker head. He sells his cattle to feedlot operators in Iowa, Nebraska, and even the Texas panhandle.

The challenge

Rarely in his office during the day, Treadwell needed a way to easily access market and weather information while away.

The solution

Last July, as he headed out of town on vacation, Treadwell bought a BlackBerry® device and signed up for DTN Mobile service which allows him to access market quotes, weather, and news via his new device. The BlackBerry is an all-in-one mobile phone, e-mail device, Web browser and organizer.

The results

"I do all my marketing and hedging on DTN Mobile. When I subscribed last July, I was heading out of town on vacation and I had a lot of positions in play, so I ordered the BlackBerry from the road, picked it up in Oklahoma City and set up the online service as I was heading down the highway." Treadwell also subscribes to DTN Livestock® Online which he

accesses when he's in his office early in the morning or in the evening. "I use the online service in my office to read the analysis, see what the market has done and to use the charting system. I chart all my crops and livestock."

"I've got DTN Mobile on a BlackBerry which has phone access, but I don't even use it as a phone. I keep that phone just strictly for the DTN Mobile," he said, while speaking on the second cell phone he uses to actually place and receive calls.

"The main reason I got DTN Mobile is for market access. I can go in and pull up the corn, wheat, and cattle to tell what's been happening as far as trades. Especially when we've been using options trading, it gives me the opportunity to go online and check the options and what it has done per trade as far as open and close. It's a pretty reliable tool for me." During the day, Treadwell checks DTN Mobile every 30 minutes or so. "It works really well." From time to time, Treadwell will also monitor the news and commentary available on the mobile service.

"DTN Mobile is a big asset to me. My operation spans a 45-mile area, and whenever I get out that far in the country I don't have access to anything else. So it's a very useful tool for me whether I'm on horseback or whatever, I've got access to it at any time."



"My office is my pickup and my horse. With a phone and DTN Mobile, if I see something that's changed, I can call my broker and say 'okay this is where this is at, what do we need to do?'"

Although he primarily uses DTN Mobile for market information, Treadwell occasionally uses it to monitor the weather. "If we're out in the country and we're working cattle, I'll look and see what they're saying as far as weather. For example, if it's going to be eight hours or so before we're back at headquarters, we'll monitor if there's a storm system coming in."

"What I like best about DTN Mobile is that it gives me basically what it says - it's mobile. I can take it with me and go anywhere, whereas normally I'd have to call somebody and find out what's taking place in the market."

The client's view

"DTN Mobile is definitely critical to our operation. We're a multimillion dollar operation, and what happens in the markets on a daily basis plays a big role in our profitability."

Buddy Treadwell, owner, Treadwell Land & Cattle