



## DTN GRAINS®

### Vaupel Farms

Racine, Minnesota

Vaupel Farms is located in Racine, Minnesota, in the southeastern part of the state. Owner Mat Vaupel grows 1,400 acres of corn and soybeans which he sells through All American Cooperative or Cenex Harvest States. Vaupel has also started a feeder calf business with 15 cows, which he sells through the Central Livestock Association in Zumbrota, Minnesota, or privately. He plans to expand the business this spring. Vaupel is the fifth generation in his family to farm.

#### The challenge

Vaupel needs the latest weather and market information to raise and market his crops and successfully expand his livestock operation.

#### The solution

Vaupel is a member of a marketing group, where his colleagues already use DTN/*The Progressive Farmer*. Particularly interested in the commentary and more in-depth information that DTN/*The Progressive Farmer* offers, Vaupel decided it was time to further investigate his options with the service. After using a free trial of DTN Six Factors® Market Strategies, which provides analysis and recommendations for six factors driving the markets, Vaupel decided to invest in DTN Grains Professional Online, which features DTN Grains Strategies, covering soybeans, corn, and wheat.

#### The results

Vaupel finds that he's able to get more detailed, in-depth information on DTN Grains Professional than he could previously obtain for free. "You've got all your option costs, all your puts, further out marketing strategies, things I can use."

Although he has not yet taken advantage of the weather information on his new service, Vaupel has already seen his colleagues and father benefit from the accurate weather information that the service offers, and he looks forward to using it himself. "I think the weather information is going to be huge for me especially the ability to figure out wind speed and those sorts of things. I anticipate using it a lot. I do my own spraying so I'll definitely use it for that. I'll also use it for forecasting out to plan my operational schedules. I really think it will be a very helpful tool."

Vaupel is already benefiting from the market information. "I'm able to get better prices now because it's all right in front of me. Before, it was just as easy to call my local elevator six miles away and just sell to them. Now the bids are right in front of me and I can see that I'll get a 15 or 16 cent better basis by going five extra miles away."



He also likes that the information he needs downloads so quickly off the site. "It's a good Web site. The links are quick. Other sites I've been on, it takes too long to download things. DTN/*The Progressive Farmer* is very fast."

Vaupel finds the service so valuable that he would like to access it in multiple locations. "Although I only have it in the house right now and check it every hour or so, I would like to add DTN/*The Progressive Farmer* to my shop as well. There I would probably look at it every 10 minutes. I absolutely find it that useful."

Vaupel already considers the system critical to his operation. "If you don't market properly, you could lose your farm. My primary marketing tool is the Internet, and now with DTN/*The Progressive Farmer*, 90 percent of my marketing is done via DTN/*The Progressive Farmer*. I read the commentary, look at the markets and make a decision based on what I'm reading right there."

#### The client's view

"I absolutely feel like DTN Grains gives me a competitive advantage. With the service, you have up-to-date commentary from somebody who's been providing it for years. DTN/*The Progressive Farmer* is a name that's out there. It's trustworthy."

Mat Vaupel, owner, Vaupel Farms