



# DTN GRAINS® AND DTN MOBILE®

## CASE STUDY

### Dan Duval

Manito, Illinois

Dan Duval and his wife Sandi operate a small farm in Manito, Illinois — an agricultural community founded in 1858. The Duvals primarily grow crops like corn, beans, and popcorn. A large part of the Manito area features sandy soil, which is why the Duvals' operation includes about 60 percent irrigated land.

#### The challenge

Like many producers, Duval was looking for new tools to help him best manage his market and weather-related challenges.

#### The solution

In 2008, the Duvals — who have been DTN/*The Progressive Farmer* customers for more than 15 years — chose to upgrade to the company's DTN Grains Professional. The solution provides a wealth of information and a full suite of customizable tools to support critical business and operational decisions. The Duvals use this online service on their wireless network, but also opted to keep their old satellite service too, for others to access.

This Internet-delivered solution provides growers of corn, soybeans, wheat, and other crops, with market-specific information, real-time field-level weather conditions, and unique farm business news to help them earn better prices for their crops, spend less on inputs, and manage key business issues and weather-related challenges. Duval checks his DTN Grains

Professional throughout the day. "It's constant, first thing in the morning, last thing at night," he explained.

Then at a recent DTN/*The Progressive Farmer* customer advisory board — where the company engages its customers for input to help shape future product offerings — Dan Duval added DTN Mobile to his information arsenal. DTN Mobile delivers critical news, weather, and market information to the user's cell phone or PDA. With it, Duval can receive customized text messages or e-mails when market prices reach his high, low or price change thresholds; whenever his local agribusinesses takes action on his open cash, basis or futures-only offers; or futures updates for multiple commodities and contracts. In addition, it provides custom weather alerts — including a patented precipitation timing tool that tells Duval exactly where, when, and how long rainfall, snow, or ice will last.

#### The results

Because of his online and mobile service, Duval has a much better idea of what the weather holds for his farm. Both provide field-level real-time and forecast conditions, plus custom alerts which help



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him prioritizing planting, harvesting, and other outdoor tasks. In particular, PrecipTimer® — the precipitation timing tool — has proven an enormous benefit. It provides advance warning to conditions that will impact his crops — giving him time to be proactive. In one instance, he was alerted to a threat to his crops and had time to cover them, preventing damage and protecting his bottom line.

His new services make a difference in how he manages the markets as well. Duval particularly loves how he can easily chart local basis. He likes how DTN Grains Professional consolidates all the local prices into one area for him, which helps speed up his decision making and lets him lock in the best prices. He also appreciates the intra-day charts and the market alerts he receives three times a day on his phone.

Duval feels that he benefits from reading the global news and DTN/*The Progressive Farmer's* unique, award-winning editorial coverage because it ultimately effects his business. He particularly enjoys insights from the company's industry-respected analysts, like Darin Newsom. In addition, he relies on how DTN Six Factors® Market Strategies help him simplify and make sense of market information and trends. This innovative advisory service assists producers like Duval in increasing profitability while reducing input costs. It delivers easy to understand, unbiased information to support decisions that earn better margins per acre, head, or cwt.

## The client's view

"Timing is important at the planting season, which is why DTN Mobile benefits me."

Dan Duval, Manito, Illinois