



DTN GRAINS®

John Rutherford

Dalton City, Illinois

John Rutherford has been farming since he graduated from the University of Illinois in 1997. He and a partner farm a little more than 3,000 acres near Dalton, Illinois. Two-thirds of their acres are in corn and the remainder in soybeans. They rent about one-third of the land, share-crop another third, and own the rest.

The challenge

"Corn costs big money to put in the ground," said Rutherford. "It takes more machinery, too." Fertilizer costs have increased, and interest is a large expense. In addition, due to the high grain prices, Rutherford's recently negotiated cash rent increased 150 percent for 2008. This all adds up to making 2007 the hardest marketing year Rutherford has experienced.

The solution

Rutherford subscribes to DTN Grains Professional, which provides him with the industry news, expert analysis and commentary, market information, and market moving weather information he needs to make daily business decisions. He also uses DTN Mobile® which allows him to track real-time commodity and option prices directly from his BlackBerry.

"I'm a '30-something' guy — I guess I'm one of the few farmers with a BlackBerry. Some people think it's funny, but DTN keeps me informed and that more than pays for my DTN/*The Progressive Farmer*

service AND the BlackBerry," said Rutherford. "I can think of nothing more important in my business than accurate information delivered in a timely fashion. My generation moves fast and the DTN service works to keep up."

Prior to using DTN Grains Professional, Rutherford subscribed to newsletters but by the time he received them, the commentary was stale. The commentary by DTN analysts, including Darin Newsom and Elaine Kub, provides the information Rutherford needs to make smart marketing decisions.

"The market commentary on DTN Grains Professional is really good stuff," said Rutherford. "The charts are excellent. I used to use eSignal but it only provided me with raw data, which I had to interpret. DTN Grains Professional is a complete product with diverse information on all levels, plus commentary. It has helped me develop a 'gut feeling' which has enabled me to keep up with the market volatility."

Rutherford also uses the DTN Grains Professional weather, including precipitation impact layers to monitor drought conditions in other areas around the Midwest, which can impact his prices. "I trade off the weather analysis," added Rutherford. "I also follow what's happening in South America and Australia, because that also impacts my prices."



The results

"I'm a hedger, but if the train is going to move, I don't stand in front of it. Last Monday, I placed hedges on the remainder of my corn crop because of the DTN/*The Progressive Farmer* commentary and other information I had been reading. On Tuesday, prices fell off the bed," according to Rutherford. "I gained \$5,000 in that one-day transaction — a much better fill than I thought I had coming."

The client's view

"I would hate to run my farm without DTN/*The Progressive Farmer*. I was hesitant at first when I switched to DTN/*The Progressive Farmer* from a competitor, but I've found that it's the best product out there. The rewards I receive from DTN/*The Progressive Farmer* far outweigh the cost."

John Rutherford, Dalton City, Illinois