



AG ESSENTIAL

Hess Family Farm

Bushnell, Illinois

Whether it's taking care of the day-to-day field work, tending the herd, tracking financials, marketing the crop or livestock, monitoring storage or developing farm plans, operating a corn, soybean and custom cattle feeding operation requires attention to details...a lot of details. A farmer can use every edge necessary to manage those details and ensure profitability.

That was the case for Marcus Hess. He had almost become resigned to the fact that spending countless hours building spreadsheets was just part of managing the family's west central Illinois farm.

The challenge

Hess felt he needed a more user-friendly approach to track inventory and contracts on grain in storage, access grain balances and build reports that tracked field-by-field production, inventory and contracted bushels.

"For years, I have been feeling the need to build a comprehensive spreadsheet to pull together my field lists, crop production contracts and financial information," he said. Then DTN introduced Ag Essential, its new, unique cutting-edge farm enterprise management solution that supports growers with their marketing and risk management decisions.

The solution

Hess felt he needed some more information on how Ag Essential worked and its capabilities. After participating in an Ag Essential product demonstration in late 2013, Hess was confident he had found the ideal tool that could streamline his farm's data. So he subscribed to Ag Essential in early 2014.

"DTN has established themselves as an organization that is committed to bringing technology down to a farm-friendly level in order to improve efficiency and access to information," said Hess, who has been a longtime customer of DTN products including DTN Grains® Professional and Weather Alerts.

The results

Hess began seeing favorable results with Ag Essential right away.

"Ag Essential allows me to track inventory all the way from the field gate to the elevator dump pit. It gives me the opportunity to break down my inventory between unpriced grain, contracted grain and hedged grain in real time. No more calling the elevator to find out how much I have already contracted," Hess said. "It takes a lot of the guesswork out of tracking production and inventories."



With Ag Essential, Hess is able to easily update, manage and organize production and marketing information all in one place. "By tracking production, contracts, prices, basis and crop input expenses, Ag Essential is a key component in streamlining various information in a truly user-friendly manner," said Hess, who plans on utilizing the report-generation functionality in upcoming meetings with agribusiness partners.

The convenience of Ag Essential also helps Hess take better advantage of a feature that alerts him on marketing opportunities and upcoming business decisions, saving time that Hess can devote to all the other details for the farming operation.

The client's view

"I would recommend [Ag Essential] to anyone who is looking for a simple and user-friendly way to keep track of field-by-field P&Ls, as well as tracking field-by-field production all the way to the end-user."

Marcus Hess, farmer
Bushnell, Illinois