

DTN NORTHERN GRAINS®

Chris Herron

Connell, Washington

On his 10,000 acres outside Connell, Washington, Chris Herron plants hard red winter wheat, and summer fallows half of his acres each year. He has been on the Washington Wheat Growers Association board for 13 years, and also served as the organization's president.

The challenge

As a wheat producer who trades and hedges his crop, Chris Herron needs access to cash bids and protein levels at delivery points in his area, as well as the latest market, industry and production news.

"I spend 15 minutes each morning studying the markets, and I try to check the news for the global perspective as well," he said. "So, I need to be able to find and access all of this information in a timely manner."

The solution

By subscribing to DTN Northern Grains, Herron receives real-time information covering markets, weather, news and production for pulse crops and small grains in the U.S. Northern Plains that he can customize to meet the specific needs of his operation.

With its database of current cash grain bid prices, DTN Northern Grains allows Herron to search cash bids and protein levels by price and distance in relation to his farm. He can also check out local ag information and crop conditions, along with extension IPM updates and disease scouting maps.

"I really like the news and current production information available with DTN Northern Grains," he said. "I also like the way the options pages are set up — I use them all the time."

The results

The accurate, relevant market information and updates from the U.S. and Canadian markets in DTN Northern Grains have helped Herron be very successful with his trading and hedging.

"One day I was watching the prices and then the supply/export report came out and I noticed some things that could bounce the market," he said. "So, I called my guy in town and told him what I wanted to do when the market opened the next day. He did it and I ended up making \$2,300 in just two ticks of the ticker."

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The client's view

"If I make a penny or two per cwt/per year, it more than pays for my subscription to DTN Northern Grains. With it, I can stay up-to-date on the latest markets and news."

Chris Herron, Connell, Washington