



DTN GRAINS®

Bluff View Farm, Inc.

Crescent, Iowa

Since 1958 when he was a junior in high school, Bob Hansen has been a farmer. His father and grandfather were both farmers, so he knew that was what he wanted to do. On his 1,000 acres in the Missouri River bottom near Crescent, Iowa, Hansen grows corn and soybeans. According to Hansen, Bluff View Farm is a "one-man operation," except in the fall when he has some part-time help that assists him with the harvest.

The challenge

As a full-time farmer, Hansen's livelihood depends on his crop, the markets, and what Mother Nature decides to send his way. Planting, spraying, or selling at the wrong time can make a difference in his crop production and overall profits.

"I always need to be on top of the markets and the weather to know what's coming my way," he said. "It can directly impact the timing of when I do certain things."

The solution

With his DTN Grains system, Hansen receives a live stream of data that includes real-time weather conditions and forecasts, production information, market quotes and cash bids, analysts' insight, and agriculture industry news.

"I watch the markets each day to see what the current bids are," he said. "It helps me determine when I should sell grain or wait for a better price. I also use the historical charts to look back and get a perspective of what grain has sold for during certain months in the past few years."

The news stories and commentary available on his DTN Grains system are also something Hansen uses on a daily basis. "There are a lot of good articles on the Agronomy Menu," he said. "Dan Davidson writes some interesting pieces about crops, bugs, and other issues I'm facing. I also get a lot of good information from many of the weekly wrap-up articles."

The results

Hansen is so impressed with the weather information he gets from his DTN/*The Progressive Farmer* system that it's now his only source for this information.

"I don't pay attention to TV weather reports anymore," he said. "I check DTN Grains for the short-term and moving radar every morning and sometimes throughout the day. If I'm getting ready to spray I need to see what might be coming this way and how fast it's moving."



Since he farms in a river bottom, Hansen also relies on the river level data DTN/*The Progressive Farmer* provides. "Being right on the bottoms, I keep an eye on what the Missouri River is doing. If it's getting high, I need to know."

The client's view

"Each day I take my break in the shop and check DTN Grains. I like to sit down and check the markets, the weather, and read some stories. The agronomy menu always has a lot of good information about crops, insects, and other topics."

Bob Hansen, Bluff View Farm, Inc.