



# DTN LIVESTOCK®

CASE STUDY

## Frahm Farms, Inc.

Plainview, Nebraska

Frahm Farms grows 1,200 acres of corn for use at the family feedlot which has a capacity of 3,500 head. The Frahms market most of their cattle to producers and the rest at auction. Jerry Frahm is president of Frahm Farms, Inc., which he owns with his three sons, his mother, his brother, Jack, and Jack's family.

### The challenge

The Frahms need the latest weather and market information to raise their crops and efficiently run their cattle operation.

### The solution

DTN/*The Progressive Farmer* subscribers for a number of years, the Frahms upgraded to DTN Livestock Professional Online in September 2006 when they got high-speed Internet access. "We moved our subscription online because it meant having one less monitor and receiver around, and we're trying to simplify things."

### The results

Along with the weather, the market information and the service's commentary, Jerry and his sons follow DTN Six Factors® Market Strategies. They receive it as part of their subscription to DTN Livestock Professional. The strategies provide analysis and recommendations for six factors that drive the markets: trends, noncommercial outlook, commercial traders, seasonal index, volatility, and price probability.

The Frahms depend on the weather information the service provides for planning their work. "We plan some of our yard cleanings and getting new cattle in and so forth according to weather. We use the weather information when there are storms coming and when weather might affect our feedlot consumption. I think the weather information the service provides is about as close as you can get anywhere."

The Frahms use market information to monitor the market and to help them price their cattle. "I like to follow the cash trends to see how much open interest there is in the commodity markets. It helps me judge what kind of swings we might be seeing in the commodities markets and how volatile they might be."

"'Cattle Facts' at the end of the day and the other market information coming throughout the day let me know what's happened to box beef prices and how many cattle have been sold," he said. "We market some feeder cattle and large yearlings, and the auction reports give me a pretty good idea what's going on throughout the area. We buy a four-way or a five-way calf, and it'll tell me what those markets are in this area as well as out west."



Jerry also likes to follow several columnists, including John Harrington and Walt Hackney. "It's a different look at things we follow during the day. It broadens the things you're thinking about." He also subscribes to the CommStock Report, one of the premium services, which provides market information focused on grains, livestock and outside market recommendations.

Jerry has also found the charting service helpful. "It's real simple and easy to update."

Jerry considers DTN/*The Progressive Farmer* critical to his operations. "Throughout the day we discuss the weather, the markets and a lot of the commentaries that are on there. If there's something that any one of us reads that we think is important, it gets printed off and passed around."

What Frahm likes best about the system is the convenience of using it online since they're already using their computer for other things. "It's just handier and it saves time."

#### The client's view

"I would recommend the service to others. It's really important to anyone's operation to have as much input as they can get, and DTN Livestock Professional Online offers a lot of information."

Jerry Frahm, president and owner, Frahm Farms