



## DTN DAIRY®

### Lane Holsteins

Goddard, Kansas

Lane Holsteins is a 100-cow dairy located approximately 20 miles from Wichita. Last year, Lane Holsteins was the highest milk-producing herd in the state. Owners Dave and Dawn Lane also grow 450 acres of corn, beans, and wheat, and they run a certified seed operation. They use their corn as silage and also sell it to the local cooperative along with the beans and the wheat. They sell their milk to Dairy Farmers of America. Lane was raised on the farm and is a fourth-generation farmer. The Lanes have one part-time employee.

#### The challenge

The Lanes need the latest marketing and weather information to run their operation efficiently and profitably.

#### The solution

Dave Lane started subscribing to DTN/*The Progressive Farmer* via satellite 15 years ago, then progressed to the online system. After briefly using their cooperative's Web site, Lane returned to DTN in March 2006. "I was looking for more in-depth dairy information because we've gotten better at using forward contracting in milk to protect ourselves." He also missed the speed and convenience of the DTN service. "With the cooperative Web site, you spend way too much time trying to find things."

This time, Lane chose DTN Dairy Professional Online and the accompanying DTN Six Factors® Marketing

Strategies. The strategies provide clear, concise analysis and recommendations on the six factors that drive the markets: trend, noncommercial outlook, commercial traders, seasonal index, volatility, and price probability. "That was a selling point."

#### The results

Although Lane depends on the service primarily for market information, he also likes the weather radar. "The radar is good. It's pretty accurate."

The service is the first thing Lane checks every morning. "There are days where I'll spend practically the entire morning watching the system. Watching the futures market, I get information on what could be moving markets or information that's coming out from the USDA. It all comes back to what's going to push the futures market one way or the other — information I need to help me price my milk."

Lane also uses the DTN Six Factors Dairy Strategies. The dairy charts are helpful, although he has yet to take full advantage of that segment of the service.

A 30-day trial subscription to a competitor's service convinced Lane that DTN Dairy is the best system for him. "The competitor's information seemed to be contradictory. They market themselves both to the



buyer and the seller, which seems a bit disingenuous. I want a system that's geared specifically to my needs as a user, like DTN/*The Progressive Farmer*. DTN/*The Progressive Farmer* is focused purely on the farmer/grower/producer side. I like that."

"What I like about using DTN/*The Progressive Farmer* is how easy it is to find prices and to move back and forth between them. If I want to bounce between dairy futures to grain futures, it's just 'click, click.'"

He also finds the charts on DTN Dairy very accessible. "If you're looking at futures prices, you can pull up all the Class A milk prices at once. If you want a specific chart for a specific contract, you can easily go right to the chart you need, and that's nice."

Lane believes the system is a worthwhile investment. "I'd recommend it to anyone who is really focused on both their inputs and their pricing. There's a fair amount of information on the system at your disposal."

#### The client's view

"Although there are plenty of things that I can get for free from our local cooperative Web site, DTN/*The Progressive Farmer* brings more in-depth pricing information to the table."

David Lane, Goddard, Kansas