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# DTN PORTAL<sup>®</sup> AND DTN AGHOST<sup>®</sup>

## Pro Cooperative

Pocahontas, Iowa

Pro Cooperative is a full service cooperative with 14 elevators in 13 Iowa towns. Their annual volume is 30M for corn and 10M for beans. In addition to grain and agronomy services, the cooperative offers feed and petroleum to its clients.

### The challenge

With 14 locations, Pro Cooperative needed a central location for all of their offers. This would allow one person to monitor and manage them at all times to help reduce hedging risk.

### The solution

The cooperative chose DTN Portal from industry information leader DTN/*The Progressive Farmer*. The agribusiness component of DTN MarketSpace™, DTN Portal is a completely private environment, tailored branded to the cooperative. It helps their staff to easily monitor offers, particularly during high-demand periods, and saves time otherwise spent communicating them individually. DTN Portal also decreases errors and increases efficient buying practices, reducing the potential for lost dollars from "missed" offers.

Because it is secure, the cooperative can make private offers to select customers or groups of customers, as well as choose who can access their bids and make offers online. Pro Cooperative can also accept or deny offers for full control.

In addition to DTN Portal, Pro Cooperative also added the DTN AgHost service, which provides them with a custom-branded Internet presence. With their own strategically designed website, they can easily communicate with customers, drive sales, and stand out in a highly competitive marketplace. DTN AgHost also allows them to send customized emails, e-newsletters, and text messages to better target information and offers to specific customers and prospects.

### The results

"We really like DTN AgHost and DTN Portal because of the 24/7 access they provide our customers," said Bryan Shimp, originator at the cooperative. "We also like that together they create a 'one-stop-shop' for customers and prospects."

Shimp explained that DTN Portal provides another powerful reason for clients to frequent their website. Its 24/7 accessibility delivers an interactive bid and offer management system, allowing producers to check Pro Cooperative's grain bids anytime for greater convenience. They can also directly communicate their marketing plans to the cooperative and view a personalized account management portfolio of completed transactions, open and pending offers, as well as delivery commitments.



In keeping with the times, Pro Cooperative can send text messages and emails regarding bids directly to their clients so they always have the most current information while out in the field or away from their home office.

In addition to the bid management benefits their DTN/*The Progressive Farmer* solutions provide their customers, the cooperative's operations are improved by streamlined efforts and automatic documentation of transactions. It also helps the cooperative enjoy decreased slippage with hedging because there is no delay with the real-time information and customizable tools to which they have access. They can even get advance notice of price levels for hedges.

"We really like the dashboard feature, which allows us to view everything on one page," added Shimp.

#### The client's view

"DTN/*The Progressive Farmer* has given us the ability to centralize our locations and offers for better control of hedging risk and reduce slippage. This helps contribute to our bottom line."

Bryan Shimp, originator, Pro Cooperative