

AG ESSENTIAL™

Inventory, financials, margins, and market values — all tied together in one place.

As a busy producer, chances are you face a multitude of farm management challenges. These may include connecting the dots between input expenses and income from sales to establish your true break-even price. Gathering, managing, and communicating your information for government compliance, banks, accountants, and agribusiness partners can take considerable time and effort. Likewise, knowing exactly what your current financials are at field, storage, farm, and enterprise levels is critical to your farm business decisions. Plus, you need visibility of your overall crop portfolio value, both in the field and in storage.

To help, at DTN/*The Progressive Farmer* we have created Ag Essential, a new, unique cutting-edge farm enterprise management solution. Ag Essential supports your marketing and risk management decisions, and serves as a budget and planning tool. With it, you can:

- Save money with real-time inventory and market valuations across planted fields and on-farm and agribusiness storage
- Improve decisions by seeing production and inventory information in a financial-friendly view
- Save time by easily managing and analyzing all of your production and marketing information in one place

Quickly understand your financial position

Ag Essential allows you to easily update, manage, and organize your production and marketing information all in one place. With it you can quickly produce reports to communicate important information to your agribusiness partners. It provides a clearer financial picture with:

- Field input expenses and income that move with your grain as it is stored or sold
- Net profitability for your bin and sales positions
- Field, on-farm storage, agribusiness storage, and sales positions/contract tracking

Inventory tracking and market valuations

Find your most accurate break-even price by easily connecting the dots between expenses and income. Ag Essential ties them to your grains movement, throughout the growing season and your operation. With its real-time inventory tracking and market valuation tools, you can:

- View your growing crop portfolio
- See all of your grain in storage, whether on-farm or at an agribusiness
- Track your sales positions against estimated and actual production



- Dynamically updated grain's market value with trusted DTN/The Progressive Farmer market data customized to your local market
- Monitor sold, committed offers, and unsold product

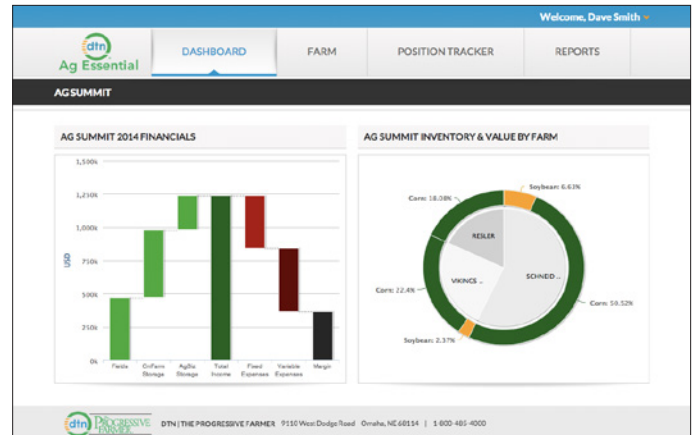
Consolidated records with real-time visibility

Clearly see your current financial picture with dynamic updates to your management metrics at a high level or for specific assets at a field, storage, or contract level. In addition, take advantage of marketing opportunities by being alerted to upcoming decisions and profitability levels. With Ag Essential, you can:

- Easily update and organize financial information based on how you run your business
- Produce reports for: your financials, grain inventory and market values; marketing positions with delivery tracking; and crop insurance and government compliance.

A trusted partner

Ag Essential delivers all you need to proactively manage your farm business in one place, with the ultimate visibility and clarity. What's more, it's brought to you by DTN/The Progressive Farmer — the industry's leading trusted partner.



Enterprise view of financials, inventory value, and quantity

The screenshot shows the 'REPORTS' section with a detailed financial report for 'SCHNEIDER FARMS' and 'VIKINGS FARMS'. The report includes columns for Inventory, Average Price, Income, Expenses, Net Profit, and Profit Margin.

	Inventory	Average Price	Income	Expenses	Net Profit	Profit Margin
SCHNEIDER FARMS						
Corn	30,000 bu	\$4.35	\$130,600.00	\$150.00	\$130,550.00	100%
Soybean	8,000 bu	\$12.87	\$102,960.00	\$1,300.00	\$101,660.00	99%
Total SCHNEIDER FARMS			\$233,560.00	\$1,750.00	\$231,810.00	
VIKINGS FARMS						
Corn	19,500 bu	\$4.09	\$79,755.00	\$0.00	\$79,755.00	100%
Total VIKINGS FARMS			\$79,755.00	\$0.00	\$79,755.00	
Total 2013 Soybean	8,000 bu	\$12.87	\$102,960.00	\$1,300.00	\$101,660.00	99%
Total 2012 Corn	49,000 bu	\$4.26	\$208,755.00	\$1,300.00	\$207,455.00	100%
Overall Total for Ag Summit			\$313,315.00	\$1,750.00	\$311,565.00	99%

Detailed reports with export and print functionality