



## DTN PORTAL® & DTN AGHOST®

### Maplehurst Farms

Rochelle, Illinois

In 1909, James Carmichael started Maplehurst Farms on 80 acres north of Rochelle, Illinois. For many years, his late grandson, L.D. Carmichael, ran the thriving farm with help from his own children and grandchildren. Today his grandsons are very involved in the family business, which is ran by a team of employees. They also operate 10 grain elevators throughout northern and eastern Illinois, under the Maplehurst Farms brand.

The mission of Maplehurst Farms is to serve the needs of producers with modern and progressive services. Their goal is to do so through old-fashioned values and work ethics. Honesty, integrity, and fairness are an integral part of their commitment to total quality and excellence.

#### The challenge

"We were looking to further automate our in-house offer system," explained Barb Koehnke, Maplehurst's controller.

Maplehurst already had DTN Portal from industry leader DTN/*The Progressive Farmer's*, which provided a place to centralize all of their buy/sell offers. This allowed them to deliver a higher level of service to early adopters within their farmer client base.

#### The solution

With their DTN Portal online offer management solution, Maplehurst was able to manage all buy/sell offers in one location. It also provides their clients with 24/7 access so they can submit sell offers at anytime that it is convenient for them.

To further enhance the capabilities of DTN Portal, Maplehurst took advantage of an integration partnership between DTN/*The Progressive Farmer's* and AGRIS, a vendor they already used. This allows them to incorporate data from their DTN Portal directly into their AGRIS back-office accounting system.

For their Web presence, they rely on DTN AgHost for a custom-branded, strategically designed website that helps them communicate with customers, drive sales, and stand out in a highly competitive marketplace.

#### The results

"The DTN Portal offer system allows our location managers to input and track offers in real time — without making multiple phone calls to the merchandiser," said Koehnke. "It also provides a better tracking tool for the offers. It shows us who



