



## DTN GRAINS®

### Crawford Farms

Independence, Iowa

Crawford Farms is located in Independence, Iowa, (population, 6,000), in the northeast corner of the state. Gary Crawford, owner, farms 1,500 acres each of corn and soybeans which he sells to Archer Daniels Midland and Cargill. Four years ago his daughter and son-in-law joined him. He lives in town and commutes to his nearby farm. Coming from a long line of farmers, Crawford has farmed for 30 years. "There's nothing else I'd rather do," he said.

#### The challenge

Crawford needs up-to-the-minute weather and pricing information. Weather information is key to determining when they do much of their work, and market information is vital to getting the best price for their crops.

#### The solution

Crawford has used DTN/*The Progressive Farmer* products as long as they've been available. Today he uses DTN Grains Professional. Before DTN/*The Progressive Farmer* products were available, he depended on phone calls to the local elevator, TV, and radio for weather news. Crawford now depends on DTN Grains equally for weather and market information.

#### The results

Crawford likes to check DTN Grains first thing in the morning, and then he checks it again before

he leaves the farm at night. During the day, one of his hired hands updates Crawford with DTN Grains information via business band radio. "If I'm in the combine or the pickup, I holler to them over the radio, and they can tell me instantly what's going on," he said.

If he's away from the farm at the end of the day and doesn't get to check DTN Grains before he goes home, Crawford has to pull up information on the Internet when he gets to his house. "I like DTN Grains Professional so much better than getting on someone else's Web site," he said.

Crawford uses DTN Grains to track the prices at the local elevators so he is prepared to negotiate the best possible deal for his crops. "Sometimes I try to bump them a penny or two based on the market prices," he said. "I also may try to sell them a larger block to see if they will give me a better price for it."

Crawford and his crew also depend on the weather information that DTN/*The Progressive Farmer* provides. "We really, really like that feature," said Crawford. "It has better weather than the radio or the TV. You can see what's happening for yourself, and you don't have to take anybody's word for it."



Lamenting the inaccuracies he finds in radio and TV weather reports, he said "The weather on DTN Grains Professional is just heads and shoulders above the local newscasts."

The localized weather that DTN Grains provides is especially useful. "We're spread out about 20 miles, so a lot of times when you're working in one part of the fields it can be raining where you planned to go next and you need to change your plans based on the weather," he said.

"We use the weather information on DTN Grains for making decisions about spraying in the spring," he said. "DTN Grains provides vital information about wind conditions and rain."

Crawford especially likes that he can zoom in on weather activity and clearly see where it's going. "You can actually see it for yourself. You don't have to take anyone else's word for it," he said.

#### The client's view

"DTN Grains Professional is very easy to use. We have the mouse feature where you can click on this or that — even if you don't know anything about computers, you can figure this system out."

Gary Crawford, owner, Crawford Farms