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DTN PORTAL® AND DTN AGHOST®

Farm Country Cooperative

Pine Island, Minnesota

Formed in 1896, Farm Country Cooperative is full service co-op supplying feed, seed, fertilizer, grain, petroleum, and dairy supplies to its patrons.

The challenge

Farm Country Cooperative sought a solution that provided up-to-the-minute market and weather information. For Grain Merchandiser Jeff Dohrmann, who has been with the co-op for 25 years, it was also important to have details on what the outside markets are doing.

"This was needed to provide our patrons with information to help them make sound decisions for their day-to-day operations," explained Dohrmann. "Farming has changed tremendously over the years."

The solution

To create a custom-branded Internet presence, the co-op selected DTN AgHost for a strategically designed website to 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 help better target information and offers to specific customers and prospects.

For online grain trading, Farm Country Cooperative chose DTN Portal — the agribusiness component of DTN Marketspace™. This helps to expand their geographic reach by connecting them with more producers and feedstuff buyers, without incurring additional costs. It also allows them to increase accessibility with 24/7 access so that customers can submit sell offers anytime.

The results

While Dohrmann has been with the co-op 25 years, his role as grain merchandiser is relatively new to him. Because of this, he appreciates the speed and ease of use of his DTN/*The Progressive Farmer* solutions.

"One of the solutions that we really enjoy is DTN Portal," said Dohrmann. "It provides our patrons — and us — with 24/7 service." He further explained that with the increased competition for grain, it is critical to have new, innovative merchandising and marketing solutions.



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DTN Portal helps Farm Country Cooperative improve the communication of bids so they can target specific producers and buyers with special offers via emails and text message alerts. “Our producers who use our DTN Portal enjoy the text messaging,” added Dohrmann. “We are able to text our producers with the ending daily markets, too.”

Through DTN Portal, the co-op is able to offer its patrons personalized online account management — including completed transactions and open offers. Farm Country Cooperative can do this while maintaining full control over who can access bids and make offers online — they also have the ability to accept or decline offers.

The client's view

“To succeed in the agriculture business today, you must provide services and products to help your producers be successful. DTN/*The Progressive Farmer* is a big part of that.”

Jeff Dohrmann, grain merchandiser, Farm Country Cooperative