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## DTN MARKETER® AND DTN GRAINS®

### Irrigation Central

Sikeston, Missouri

Originally established in 1978 as Clayton Farm Services, the company became Irrigation Central in 2003. Irrigation Central focuses on retail sales and service of irrigation and grain handling equipment. However, drilling agricultural wells for crop irrigation is the heart of their business.

A major distributor, installer, and servicing agent for agricultural irrigation, the company is licensed to drill in Missouri, Tennessee, and Kentucky. They also sell and install center pivots, gas and diesel power units, electric motors, turbine pumps, centrifugal pumps, submersible pumps, grain bins, transport augers, grain drying systems, and parts.

#### The challenge

"One of our biggest challenges is weather-related issues," explained Rick Smelser, manager with Irrigation Central. "We chose DTN/*The Progressive Farmer* because I was familiar with their services from using them previously."

#### The solution

Smelser and his colleagues at Irrigation Central chose two solutions from the ag information leader. The first, DTN Grains, helps them better manage their weather challenges — as well as better serve their producer customer base. Delivered directly via

satellite or the Internet — Irrigation Central chose the satellite option — DTN Grains is a reliable, real-time solution that provides fast access to the weather information they need. In addition, it is available to help visiting customers get the production information, industry news, expert analysis and commentary, market information, and pinpointed weather data they need to make daily business decisions with just push of a button.

The second solution, DTN Marketer, was selected to help promote their business throughout their service territory. DTN Marketer is an effective marketing, sales, and service solution that helps agribusinesses reach top producers in their area, helping them to build customer loyalty and motivate transactions.

#### The results

Irrigation Central relies on DTN Grains system to manage its daily weather challenges — primarily those focused around rainstorms and deadly lightning strikes.



"We keep it on the regional radar," Smelser said. "At any one time, we can have several crews in the field using the well drilling rig or cranes for installing pumps. We must know if heavy rains or storms with lightning are approaching so we can alert our crews."

Irrigation Central uses the radar on DTN Grains to see how far away rain is or "if it's popping up or forming rapidly," added Smelser. "We can tell by the width and color of the approaching rain cells on the radar if a crew should leave the field, or stay and finish if it looks like it will pass quickly," he said.

With the field-level weather information DTN Grains provides, Irrigation Central can decide whether or not to send out crews in the morning. "As you can see, this is an important feature for us and helps to solve that specific operational issue," Smelser said.

DTN Marketer has allowed Irrigation Central to differentiate their business with high-impact, branded advertising placement across the DTN/*The Progressive Farmer* network. The company uses a combination of rotating banner ads, box ads, and screen savers, which provide click-through capabilities to customized landing pages or their website.

The solution can also help Irrigation Central to provide automatic, accurate posting of important information to their customers, like specials, events, and schedules.

## The client's view

"Weather conditions have a tremendous effect on our business. We use our DTN/*The Progressive Farmer* solutions daily to help us make informed, weather-related decisions. The right decision saves us time and problems — which saves us money."

Rick Smelser, manager, Irrigation Central