



DTN AG APP

Doug Reimers

Jamestown, North Dakota

Doug Reimers commercially grows corn and soybeans on a large-scale farm in Jamestown, N.D. For 15 years, he has relied on DTN's market and weather data to manage his operations and maximize profitability.

The challenge

Reimers' farm is vast, so he needed a detailed weather service that was specific and accurate to particular parcels of land. Furthermore, he wanted a market service that could help him make the best decisions about when to lock in grain prices.

The solution

Reimers leverages a full suite of DTN services that include the DTN Mobile Bundle for iPad, and multiple Grains Professional Online and satellite services with real-time market quotes. He was particularly impressed with the real-time information of the tick marketing, as other services typically have delayed information by as much as ten minutes.

More recently, Reimers has had two new DTN Ag Weather Stations installed on his land, which provides him with even more accurate and relevant weather forecasting. The DTN Ag Weather Station is a field-based weather station that monitors real-time weather conditions and, in an industry first, provides

highly-localized forecasts for multiple locations in the surrounding area. This professional grade weather station observes, records and provides timely weather alerts, monitors real-time observed conditions, and records historical data. Reimers can also view detailed 72-hour and 15-day forecasts for the area immediately surrounding his weather stations throughout his operation in tandem with his DTN online services.

The results

The up-to-the-minute market information has helped inform better decision-making with regards to locking in grain prices. "It's our only source for instant tick marketing," Reimers said. "Today's markets are so volatile; you can be limit up and then five minutes later you could be limit down and miss the opportunity. But with DTN, there's no delay."

With the weather stations installed on the property, Reimers is able to access very accurate weather readings and forecasts. "The mobile alerts for severe weather are especially convenient because our operations are very spread out and we may be far from shelter."

In addition to the accuracy of the services, Reimers has been particularly happy with the DTN team and finds them to be responsive and helpful. For example, his account representative regularly checks in with him to ask how the products are performing and to discuss feedback. When the new DTN weather stations were available, Reimers was quick to learn about them and start leveraging their benefits.

"One of the biggest attributes apart from the products – which sell themselves – is the customer service," said Reimers. "The team is reputable, proactive and top notch."

The client's view

"I would recommend DTN in a heartbeat."

Doug Reimers