



DTN CANADA[®] ONLINE

CASE STUDY

Charles Dyck

Winkler, Manitoba

A fourth-generation farmer, Charles Dyck grows barley, wheat, specialty canola, corn, and soybeans with help from his dad, Albert. Dyck and his wife, Audrey, live on 1,100 acres near Winkler, which is located on the western edge of Manitoba's Red River Valley, approximately 120 km southwest of Winnipeg.

The challenge

Dyck was looking for a way to help him stay on top of the markets and weather.

The solution

To help him meet his needs, Dyck chose DTN Canada Online. It delivers real-time information covering markets, weather, news, and production for the needs of Canadian grain and livestock producers.

With prices and commentary on the cattle and swine industries, along with large grain and specialty crops, DTN Canada Online allows users to customize this data to meet the specific needs of their operations. Both content and layout can be personalized in a "control center" for a unique dashboard view of markets, weather, and top news.

Designed specifically for producers from British Columbia to Quebec, DTN Canada Online also provides futures quotes and cash bids, along with weather conditions and forecasts for their local area.

The results

Dyck has been a subscriber since the Internet-based solution first became available. His wife uses the solution, too, and uses the weather while working at a local school. Dyck logs into the solution frequently, especially when he is getting close to selling his grain, or when storms may impact his operations.

The weather is what he uses most, and he gets customizable text alerts to keep him on top of changing conditions, like wind that impacts his spraying efforts. "I like that I don't have to be in the house to get the information," Dyck said. "I was out riding one day and received a text alert that rain was coming. That was good to know."

In advance of the August 2012 open market, Dyck has been following the new Hard Red Spring Wheat market strategies. During this learning phase, he has found the information beneficial and it has helped him tune into the markets — and potential opportunities that will lie ahead.

His DTN Canada Online has proven helpful in keeping him ahead of the markets in the past. Last year, when he was selling his canola crop, he noted that DTN's industry-leading expert, Darin Newsom, said that if canola hit a set amount per ton, that it



would probably be as high as it was going to go. Dyck used that number for his price target. A customer service rep at a local elevator “thought I was nuts,” he explained. The price caught and he did well.

When he still had hogs, he often used DTN Canada Online to help track his feedstuffs. He also uses it to follow fertilizer information to help get the best prices “since we can’t lock in fertilizer prices in Canada,” Dyck explained.

He would definitely recommend DTN Canada Online to others. Dyck compared solutions with a friend who is not a subscriber; they determined his friend doesn’t get the same amount or quality of information — Dyck gets weather specific for his farm, while his friend’s weather is for Winnipeg, 120 km away. “I get the whole package with DTN, and I like that,” he added. “Its weather is at farm level.” That’s important for a windy year like this. DTN Canada Online has been a critical part of Dyck’s planning. He uses the hourly forecast and monitors the wind for his own fields to make the best decisions.

“I told my wife that just one good grain transaction, and my DTN is paid for,” said Dyck. “Growing corn and beans is still kind of a new thing to me, so the information DTN provides is very useful.” He explained that his DTN gives him insight that other growers in Canada don’t have, as the Canadian government seems to be spending less on research. DTN’s unique content and editorial, as well as the U.S. government data it provides, really helps him stay on top of what he needs to know.

The client’s view

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