



## DTN AG APP

### Jerry Warner

Omaha, Nebraska

Jerry Warner has been with Farmers National Company, the largest farm realtor and manager in the United States, for 39 years. He currently serves as their chief management officer, but started as an ag teacher and later became a farm manager. Raised on a rural Nebraska farm, he understands farm life, and also invests in farmland.

#### The challenge

Since he is frequently on the road for work, Warner needed a solution that kept him current on the markets and ag news. He liked what he saw at the DTN/*The Progressive Farmer* 2010 Ag Summit.

#### The solution

At the summit, Warner witnessed the unveiling of the DTN Ag App for the Apple® iPad®. Designed for a new breed of mobile and technology-savvy professionals within the agriculture industry, the app provides enhanced access to award-winning agriculture news, market data and industry-specific weather information offered in an optimized format for iPad users. When he later got his own Apple iPad, Warner added the DTN Ag App.

#### The results

Using just his finger, Warner is able to scroll through breaking industry news, read more than 13 blogs from DTN/*The Progressive Farmer* editors and analysts, and access daily weather and market videos. The app

also offers commodity market data, the latest local cash grain prices, charts and graphics, as well as interactive, location-specific weather information and maps.

Like Warner, many of today's busy agriculture professionals are rarely confined to their offices, so when they have a Wi-Fi or 3G Internet connection, the app downloads the latest information so they can take it with them. Then users — whether a producer in the field or an agribusiness professional on the road — can review it whenever and wherever it is most convenient for their busy schedules. Warner looks at it several times a day, in the office or away.

"I love it," said Warner. "I primarily use it to stay on top of the markets and to read local ag news." He also likes that he can get all of the information he needs on a handy, portable tool that also allows him to access sites like *The Omaha World Herald* and *The Wall Street Journal*.

Warner frequently checks the DTN Ag App for weather and market information, as well as its industry-renowned, unbiased commentary and blogs. "I really like the weather. With DTN/*The Progressive Farmer's* iPad app, it is right there. You don't have to



boot up,” explained Warner. “I can see what is happening right away.” In particular, he regularly looks at the local radar during the growing season.

He also gets the overnight trades and likes the charts. “The charts are great in terms of perspective,” he said. “You can really see the month-to-month differences. I am a visual person — these charts are wonderful. I used them to look at feeder cattle just this morning.”

Warner also reads DTN/*The Progressive Farmer’s* expert outlooks and unbiased markets commentary. “I like seeing what they are thinking and how they are seeing the markets,” he said.

A large benefit for this frequent traveler — the large volume of information he can obtain without a lot of paper. “I liked that during harvest, the DTN Ag App’s commentary kept me on top of harvest progress and yields, on the spot,” Warner said. “It’s great that it is current and that you can get it in small snippets.”

#### The client’s view

“I like it so much, I’ve recommended it to several people.”

Jerry Warner