



DTN NORTHERN GRAINS®

CASE STUDY

Valley View Farming, Inc.

Halsey, Oregon

Valley View Farming, Inc. is located almost 90 miles south of Portland, Oregon in Halsey. Larry Warfel, president, grows a variety of grass seed on more than 650 acres that include orchard, perennial rye, annual rye, fescue, and clovers. He also grows some wheat. He sells through dealers and brokers in the Willamette Valley who ship his grass seed throughout the United States and to Argentina, China, Korea, Japan, Poland, France, Germany, and elsewhere. The Willamette Valley is a long and narrow, fertile river valley that is bordered by rain-forested mountain ranges creating a perfect environment to dominate the world market in grass seed and even hazelnuts. Today the valley boasts national leadership in everything from berry to prune production and provides the nation's highest-yielding sweet corn.

The grass seed that Warfel sells is used in turf for golf courses and lawns as well as for pastures and hay. With a long history of farming in his family, Warfel is the third generation to farm this land. Warfel is working on his 30th crop this year with two full-time employees and some part-time help during the summer months.

The challenge

Warfel needs real-time weather information to determine when to spray his fields. To effectively market his crops, he needs a variety of information on the domestic and international markets.

The solution

Warfel depends on DTN Northern Grains Professional to provide him with the real-time weather and market information he needs. He has used DTN Northern Grains for the last five years, switching to the professional version in the last year. Prior to that, he had to depend on local media for weather information and made a lot of phone calls for the latest pricing information. DTN Northern Grains Professional provides real-time information covering markets, news, and production for pulse crops and small grains in the U.S. Northern Plains. With DTN Northern Grains Professional, Warfel can customize information to meet his needs.

The results

Warfel watches a variety of markets. "I'm watching the cattle market because that affects my grass seed market. If the cattle guys are doing well, then they buy grass seed," he explained.

Warfel likes to look at the grain charts and the cattle charts. He uses information on DTN Northern Grains Professional to identify industry trends. He finds Jerry Gulke's Friday column especially useful. "He's the one I probably get the best information from for what I'm doing, the best overall view."



Warfel has found that DTN Northern Grains Professional gives him information a cut above what he would get working only with a broker. "You get a completely different view than you would from just calling a broker. You get a lot better idea of what's going on worldwide in the market with DTN Northern Grains Professional," he said. "You find out if China is buying, those sorts of things," he said.

He likes the immediacy that using DTN Northern Grains Professional provides. "With DTN Northern Grains Professional, the information is right there. You can look at it and see right away what's going on. Plus, there's usually more than one opinion there." Warfel has added the real-time radar option to DTN Northern Grains Professional. "That works really well," he explained. "When I'm out spraying or about to spray, I can look and see exactly what's going on and where the weather is." Most of the chemicals they apply are pretty sensitive to the weather. He says that since they are in a valley that is roughly 25 miles wide and more than 100 miles long, "you can't see the rain coming very far away, so you need to look at the radar on DTN Northern Grains Professional to know exactly what's happening."

The client's view

"With the real-time radar, you look at DTN Northern Grains Professional and you know instantly what's going on."

Larry Warfel, Halsey, Oregon