



DTN GRAINS®

RB Kent Farms

Algona, Iowa

RB Kent Farms is located in Algona, Iowa, 150 miles southwest of Minneapolis. Bruce Kent, owner of RB Kent Farms, farms 2,000 acres "leaning more to corn than to soybeans." He sells the soybeans to Pioneer for seed and hauls his corn locally to Murphy Farms. He also expects to start selling corn to an ethanol plant planned for the area. He has one full-time employee. Kent is a third-generation farmer. His grandfather started as a car mechanic who opened an automobile dealership when Model Ts were popular. He purchased farmland with his dealership profits and farmed briefly in the late '50s. Today, Bruce continues the family tradition.

The challenge

Kent needs real-time weather and market information to guide his decisions and to maximize profits.

The solution

For the past five years, Kent has depended on DTN/*The Progressive Farmer* to provide him with location-specific weather information and the latest market information. In August 2006, Kent upgraded to DTN Grains Professional which provides him with marketing, news, weather, and production information targeted specifically for the needs of grain producers.

The results

Kent has been pleased with his investment in DTN Grains. "It provides so much more information as far as marketing commentary," he explained. "DTN/*The Progressive Farmer* is just so handy. It doesn't take long to know the highest price and how many miles away it is from you."

Kent especially likes the weather information he gets off the radar on the system. "It tracks the movement of weather fronts so that you can see how far away it may be raining and which direction it's moving. DTN Grains is quite accurate. The radar zooms in so close that you can tell exactly what the weather is for your town and area." Kent also finds the long-range weather forecast provided by DTN/*The Progressive Farmer* very useful. "It really helps with time management as far as getting the crops in and out."

Kent finds that market information from the service enables him to use his broker more efficiently. "I'm not calling him as frequently for information, and when I do call I have a more specific idea what I want to ask him because I know what happened in the markets that day."



With both his previous system and DTN Grains Professional, Kent finds the various charting options helpful. "I use the charts quite a bit to look at uptrends, downtrends, the 20-day high, the 40-day high, when it's breaking, just that kind of thing." He likes the immediacy of having market information at his fingertips. "Seeing something as it happens, we can respond to it right away if it's a profitable move."

Kent depends on the service all day long. "It's the first thing we look at when we get to work in the morning." He immediately brings up "Before the Bell" to see what the markets are going to do and what they did overnight. He watches the Chicago Board of Trade market periodically all day long and he surfs through a wealth of other information. He also makes sure to check the system before he goes home at night.

Kent admits to struggling with using computers, yet he finds DTN Grains, with its dedicated terminal fed by satellite, easy to use. "To me, it's a lot more user-friendly than using a computer. You don't get caught in windows you can't get out of or face the sorts of challenges that you can with a computer. With this system, you can always just go back to where you started from. I find it much easier to operate than a personal computer."

The client's view

"The screen on DTN Grains Professional is so much bigger and so much easier to read than before. It's a vast improvement as far as being able to see what I'm looking at. It's like having a big-screen TV."

Bruce Kent, owner, RB Kent Farms