



DTN GRAINS®

Grisier Farms

Yates Center, Kansas

Owner and partner of Grisier Farms, Rod Grisier, farms 4,000 acres, including 2,000 acres of grass and 2,000 acres of corn, soybeans and wheat. They also have 130 cows and more than 600 feeder cattle.

The challenge

Dependent on market information for a profitable operation, Grisier needed a tool to effectively navigate the wealth of available market information. "I was looking for some type of unbiased market information, something that wasn't tied to a broker or to any association. I wanted something that would help me digest the basic information that's out there and put it into a format that's easy to understand."

The solution

Ten months ago, Grisier started subscribing to DTN Six Factors® Marketing Strategies. The service provides clear, concise analysis and recommendations for six factors that drive the markets: trend, noncommercial outlook, commercial traders, seasonal index, volatility and price probability. Grisier subscribes to DTN Livestock Strategies, which covers cattle and swine, and DTN Grains Strategies, which covers soybeans, corn and wheat.

The results

"Six Factors is pretty valuable. I just feel like it's straightforward. Six Factors verifies some of the things you think you're seeing in the market, but you don't

consider yourself to be an expert, so you don't always trust your own judgment. It gives you the courage to take action." Grisier finds the information to be on target. "From what I've watched, it's been pretty accurate. Their long-term outlook seems to match what's going on."

Initially, Grisier hesitated to take action on the information the service offers. "When you start with a fresh outlook you give them a little bit of room to see if they're on track. You don't just go right out of the gate and follow everything they suggest." Grisier is increasingly secure that he can trust the information. "It seems like they're giving me reason to have confidence in them."

Grisier finds that the services provide a solid overview of what's happening in the market. He likes to read information on DTN Six Factors Marketing Strategies, and he also follows the commentaries and other information on DTN Grains Professional, which he also subscribes to. "I like to get as much information as possible." He also likes that DTN Six Factors Marketing Strategies helps him make sense of the wealth of information he reads, yet it can be easily and quickly digested. "The information on Six Factors is pretty condensed, so it doesn't take very long to read. It's also easily understood. It's written in a basic style that you can read and understand the first time."



Grisier follows DTN Six Factors Marketing Strategies on a daily basis. The service has given him a new appreciation for the various forces that can affect the market.

"When it comes to funds, I've learned that the speculators can move the market based on the volume they own or short, so without any real good reason, the market can move pretty big and fast based on what the funds are doing. You learn to make a marketing decision and you move on, because you're never going to outguess these fund traders. It helps a person realize that if you make a decision that's good for you, then don't second-guess it."

Grisier typically reads all the information on DTN Six Factors Marketing Strategies, and he is eager to keep using it. "I'm anxious to watch it some more. I'm getting more confidence in it all the time. I sure want to keep using the service."

The client's view

"I think that Six Factors is a good value. It seems to be unbiased and doesn't have any agenda other than to cut through some of the "smoke and mirrors" in the market. It sticks with the facts and presents them in plain language."

Rod Grisier, Yates Center, Kansas