

## Warrington Seed

Bristol, South Dakota

Warrington Seed is a seed farm that grows and processes seed, and also sells fertilizer and chemicals. They raise and process 1,000 acres each of wheat and SoDak Roundup Ready® soybeans and 500 acres of corn. Currently, their commercial grain goes out through local grain buyers including South Dakota Wheat. They also sell some of their corn to the ethanol industry. They are in the process of setting up an international production program to grow and process seed to sell overseas.

Leo Warrington, the owner, has been in the seed business for 17 years and in farming for more than 30 years. He runs the operation with his sons, Neil and Jason. Warrington Seed also has a full-time and a part-time employee.

### The challenge

The Warringtons need weather and market information to run their farming operation and profitably market their seed.

### The solution

One of the first DTN/*The Progressive Farmer* users, Warrington Seed participated in an original pilot program that introduced DTN/*The Progressive Farmer* to producers. Since December of 2005, they've used DTN Grains Standard Online so that Leo's sons can check the service from home or anywhere with an Internet connection.

### The results

"The service works well. My son, Jason, who is in charge of the marketing, watches it pretty regularly," said Leo. "We watch the markets and check the weather on it constantly. I'll check the DTN/*The Progressive Farmer* system at 4 o'clock in the morning, first thing when I wake up."

"I like being able to check the markets at any time of the day or night whenever I have free time," said Jason. "It's good to have the information at your fingertips."

"We use the information to decide when to sell, to find different sites where we can sell and to see what their markets are. Jason also watches for the basis and decides when to forward contract," said Leo.

Jason also finds the charts useful for catching general trends. "I like to use the charts to follow the trends to see if things are going to break downward. With corn, for example, we've had such a big run-up that I'm looking to see if there's a spot where it takes a big drop."

Jason likes to read some of the columnists, including Jerry Gulke's weekly marketing column. "Gulke's column gives me another perspective."

"I think it gives us a competitive advantage to have the system," said Leo. "You can watch your markets a lot closer. You don't have to drive to the local elevator or call them every day. You just go on, bring it up and see what the markets have done. The service just makes life a lot simpler."

They also depend on the weather information that the service provides. "We watch the weather pretty closely for planning our daily events," said Leo. "We really like the radar. It lets you know if you need to get the sprayer pulled out of the field or hurry up with the combine if a storm is coming, that sort of thing."

"I use the radar on the system a lot. I'm addicted to it," said Jason. "It helps me know what to do for the day, especially seeing what the wind is if we might be thinking about spraying."

Jason also likes the geographic-specific weather information. "That works really well. I follow Dade County and Brown County in particular."

#### The client's view

"What I like best about using DTN Grains Standard Online is that I can watch it when I want to. It's on my time, not someone else's."

Leo Warrington, owner, Warrington Seed