

## DTN GRAINS®

## Dan Stender

Madison, Nebraska

Farming is in Dan Stender's blood — several generations of Stenders farmed in Germany before coming to the United States. Here, he is a fourth-generation farmer, growing corn and soybeans on more than 1,200 acres near Madison, Nebraska — about 100 miles northwest of Omaha. His dad, Marvin, lends a hand. His family has a rich history that goes beyond farming — his is just one of two families in the state who had relatives come over on the Mayflower.

### The challenge

Stender needed a solution to help him stay on top of changing weather and market conditions.

### The solution

To help him with his challenges, Stender chose the satellite-delivered version of DTN Grains. It is a reliable, real-time solution that's constantly updated, organized, and easy to use, so producers, like Stender, have quick access to the information they need. It is also available via the Internet, and online users can customize their content and layout in a personalized "control center" for a unique dashboard view of markets, weather, and top news.

With just a click of the mouse or push of a button, Stender can get the production information, industry news, expert analysis and commentary, market information, and pinpointed weather data that he needs to make daily operational and business decisions.

### The results

Stender has used the solution for about 18 years now. It is an integral part of his day — his satellite system is set up in his kitchen, and he is on it five to six times a day to check the information he needs.

Weather plays a huge role in Stender's day-to-day challenges, as his fields are spread out over 35 miles. All of the weather tools provided by the solution are important to his operations. In particular, he really likes how he is able to pan back on the weather radar to see what is headed his way. It helps him with regular tasks — like determining if he should turn off the pivots at night — in addition to severe weather concerns. "I don't get major TV channels, so I rely on DTN for emergency weather," Stender explained.

His DTN Grains system also connects him to market information that helps him operate his farm business more profitably. Stender uses it mostly to follow the local markets, daily bids, and board of trade. If the markets are moving up and down a lot, he stays in close contact with the system. The coverage of South American agriculture and commodities markets is also important to him, as it impacts the U.S. markets as well.



One of the things he really likes is how he can access what local elevators are bidding. Instead of having to hop on the phone and call them, he just goes on his DTN/*The Progressive Farmer* system. "I definitely recommend DTN/*The Progressive Farmer* to others," he said. "DTN/*The Progressive Farmer* has made me money."

The system has helped him hit some pretty good markets over the past few years, which has made him happy. "When you are in the tractor all day, you can't keep up on the markets." With his DTN/*The Progressive Farmer*, he can.

#### The client's view

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