



CESS MILL WEAN APPLY FARROW INVEST WINDROW COLLECT FEED RIP ANALYZE COMPOST SWATH BALE GLEAN SPREAD PLAN MOW DRILL PLOW MEASURE BREED RAKE SAMPLE PRICE GRAZE REAP MARKET PASTURE ESTIMATE CLEAN UN
RAKE SAMPLE PRICE GRAZE REAP MARKET PASTURE PLANT IRRIGATE HARVEST TRADE FERTILIZE DISTRIBUTE TEST NEGOTIATE TRANSPORT FAN MONITOR MILK DISK WEIGH BUY HERD PROCESS MILL APPLY FARROW INVEST SELL WINDRO
E AERATE STORE SHIP COMPOST SWATH BALE GLEAN SPREAD PLAN MOW WEAN DRILL ESTIMATE CLEAN UNLOAD CALVE PRUNE TILL MANAGE PLANT IRRIGATE HARVEST TRADE FERTILIZE DISTRIBUTE TEST NEGOTIATE TRANSPORT FAN MO
S MILL APPLY FARROW INVEST SELL WINDROW COLLECT FEED RIP ANALYZE DUST LOAD HEDGE PUMP SPRAY CULL GRIND SHIP COMPOST SWATH BALE GLEAN SPREAD PLAN MOW WEAN DRILL PLOW MEASURE BREED RAKE SAMPLE PRICE GRA
FERTILIZE DISTRIBUTE TEST NEGOTIATE TRANSPORT FAN MONITOR COLLECT FEED RIP ANALYZE DUST LOAD HEDGE PUMP SPRAY CULL GRIND SHIP COMPOST SWATH BALE GLEAN SPREAD PLAN MOW WEAN DRILL PLOW MEASURE BREED RA
NAGE INSPECT DELIVER CULTIVATE AERATE STORE MILK DISK WEIGH BUY HERD PROCESS MILL APPLY FARROW INVEST SELL WINDROW PLANT FAN MONITOR MILK DISK WEIGH BUY HERD PROCESS MILL APPLY FARROW INVEST SELL WINDRO

CASE STUDY

Augusta Farmers' Cooperative

Augusta, Illinois

A full-service country elevator, the Augusta Farmers' Cooperative has been supplying the local farmers in Hancock County, Illinois, with grain, feed, and fertilizer since 1919. As the biggest business in this town of 650 residents, the cooperative provides the community with all its agriculture production needs.

The challenge

As a local elevator whose focus is the farmers that rely upon them for their farming needs, the Augusta Farmers' Cooperative needed access to the latest grain quotes and weather information.

"We don't hedge or speculate when we buy commodities, so we need access to the latest market grain prices," said Kim Lambert, manager, Augusta Farmers' Cooperative. "By doing this, our customers will get the most current, fair price for their crops."

The solution

After a local farmer first mentioned DTN/*The Progressive Farmer* to them, the Augusta Farmers' Cooperative signed up for the system in the early 1990s. Since then, they have upgraded to DTN Instant for access to real-time commodity quotes, agricultural news, commodities charting, and weather information.

"Our customers drop by, have coffee, discuss their crops, and refer to the DTN/*The Progressive Farmer* system for the weather," said Lambert. "They check the forecasts and other weather information."

With the addition of DTN StockPro™ premium service, the cooperative now also has access to delayed stock quotes from the NYSE, AMEX, NASDAQ, and many other exchanges.

"Knowing what the stock market is doing is an added benefit to us and our customers," said Lambert.

The results

By signing up for DTN StockPro premium service, the cooperative was able to offer additional information for its customers, but it was also faced with a new problem.

"We have farmers who come in all the time, get on the machine, and punch up their stocks to track them and see how they're doing," said Lambert. "Then, we have to wait for them to get off so we can check the current cash prices for grain."



The client's view

"When you're running an agriculture business, each day you need access to the information DTN/*The Progressive Farmer* provides to be successful."

Kim Lambert, Augusta, Illinois