



## DTN LIVESTOCK®

### Darr Feedlot, Inc.

Cozad, Nebraska

With the strength and knowledge of five families behind it, Darr Feedlot, Inc. has built one of the largest retained ownership customer bases in the Midwest. Established in 1982, they are located in the Platte River Valley between Cozad and Lexington, Nebraska. Currently, Darr Feedlot, Inc. houses 27,000 head of cattle and offers a variety of services from commercial cattle feeding and carcass data, to transportation assistance, marketing programs, computerized record keeping, and grazing programs.

#### The challenge

As the manager of Darr Feedlot, Inc., Craig Uden has many responsibilities, so he can't spend hours on the phone getting price quotes or researching market information.

"Having that information handy and in one place saves us time and is beneficial to our clients," he said. "Anytime I can easily get more information it's better for me and the business."

#### The solution

A DTN/*The Progressive Farmer* subscriber since the beginning, Darr Feedlot, Inc. is currently using DTN Livestock. With this service, they have access to livestock-specific market data and commentary delivered in real time and updated several times a day, along with industry news, cash grain look-up, and local weather forecasts.

"It's important to check the DTN/*The Progressive Farmer* forecasts and keep an eye on the wind speeds and the potential for severe weather," Uden said. "We always need to be prepared in the cattle business."

In addition to DTN Livestock, Darr Feedlot, Inc. subscribes to a number of additional services including DTN Instant® On Demand — which provides them with instant quotes from the Chicago Mercantile Exchange and other exchanges they choose.

"All of the DTN/*The Progressive Farmer* services work for us and are quick and simple to use," Uden said. "They're also very cost-effective because of all that they give us in return."



### The results

The market analysis and commentary with DTN Livestock, along with the latest prices on a local and national level, help Uden and his colleagues at Darr Feedlot, Inc. understand the bigger picture behind the current prices and trends. "We like the analysts' commentary and recommendations on the markets," he said. "We constantly refer to them throughout the day for their insight and information. Then we use the information and charts to figure out where the markets are going, and how we can incorporate that information into our marketing efforts and plans."

### The client's view

"The information we get from DTN Livestock is beneficial, to the point and I know it will be there every day. It's easy to use and it keeps us up to date on what's going on in the industry."

Craig Uden, manager, Darr Feedlot, Inc.