



# AG WEATHER EXPERT

## The new, highly localized weather-only service from DTN/*The Progressive Farmer*

You've heard the old saying, "Everybody talks about weather, but nobody does anything about it." Well, today's producers know that's not entirely true. Because even though you can't control the weather, you can do something about it. You can be prepared for it, learn from it, and even use it to save money and increase yields.

For decades, DTN/*The Progressive Farmer* subscribers have been using our award-winning weather content to enhance production and manage resources more effectively.

Now, that weather content is available on its own in the affordable, solely focused, DTN Ag Weather Expert.

### Benefit from the full weather capabilities of our flagship AgOnline service

Better production begins with better information and DTN Ag Weather Expert provides nothing less. You'll have access to every phase of the award-winning weather content in the exclusive DTN Ag Weather Network, including incredibly precise forecasting and agronomic data.

- Unmatched forecasting — the industry's most accurate for the last seven years, according to Forecastwatch.com
- Up-to-the-minute current conditions
- Detailed agriculture-specific weather data including national soil temperature readings and precipitation impact and geological maps pertaining to local, national, and global weather conditions

- Patented tools to help improve production management
- GPS-based roaming weather alerts
- Instant access to years of historical weather data
- All available on any standard browser

### Gain every advantage with a weather expert in your field

In order to truly have better weather information, you need better, localized information. Ag Weather Expert gains exact detailed data directly from your land via the DTN Ag Weather Station.

- Solar-powered professional-grade weather station strategically placed in your field (lease, installation, and maintenance included in subscription)
- Monitors real-time weather conditions and records historical data for temperature, barometric pressure, humidity, dew point, rain, wind speed and gusts, as well as solar radiation/evapotranspiration, leaf wetness, soil moisture, and soil temperature
- Combines with Ag Weather Expert online access to also provide 72-hour detailed hourly forecasts, 15-day forecasts, forecast meteograms, as well as hourly, daily, and monthly historical archives
- Connects via cellular or LCD radio transmitted console (your choice)



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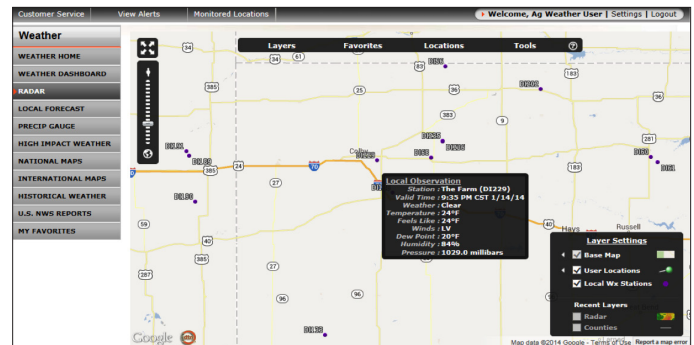
## Better weather information means better decisions and better results

The weather information and information-gathering process of the DTN Ag Weather Expert is impressive. But what's more impressive is how you can put that information to work to run a more effective business.

- More effective resource allocation — know where and when to place workforce and equipment
- Increased yields through optimally-timed chemical applications
- Savings through more efficient irrigation that can reduce both water and energy consumption
- Elimination of guesswork and hassle of monitoring physical gauges and keeping track of results manually

## Weather information you can trust

There's little doubt that enhanced weather information from Ag Weather Expert can help your business. And because it's from DTN/*The Progressive Farmer*, the industry leader in weather forecast capabilities, there's really no doubt at all.



Weather radar with weather station tool tip