



DTN NORTHERN GRAINS®

REH Farms, Inc.

Gettysburg, South Dakota

Ralph and Betty Holzworth farm 4,700 acres of leased and owned land in Gettysburg, located in central South Dakota. They have been in business together for 32 years growing corn, spring wheat, winter wheat, soybeans, field peas, and sunflowers on REH Farms. The Holzworths have one full-time employee. They sell most of their grain through a local cooperative. Part of the land they farm was originally owned by Ralph's father, and part of it he purchased himself. Farming extends back several generations in the Holzworth family. "As far as I know, farming is all they've ever done," said Betty, secretary/treasurer. Born a banker's daughter, Betty once worked in an elevator for a while, but she was new to farm life when she and Ralph, who is president of the corporation, married 32 years ago.

The challenge

The Holzworths need real-time weather and market information to maximize their yields and their profits for REH Farms.

The solution

For the past 15 years, the Holzworths have depended on DTN products for the latest weather and market information. Six months ago, they switched from their satellite system to DTN Northern Grains Online, which provides real-time information covering markets, news, and production for pulse crops and small grains in the U.S. Northern Plains.

The results

"My husband checks DTN Northern Grains every morning for marketing purposes and for forecasting," said Betty. "He especially likes to read the grain reports and track imports and exports."

The Holzworths depend on the wind speed forecast on DTN Northern Grains when they are spraying crops. "We've found that it's really accurate one or two days out," she explained. "If the wind is going to be up the next day, we might push a little harder the day before to get the spraying done. So we always check it for that kind of thing."

They also depend on DTN Northern Grains when it comes time to bring the crops in. "During harvest, we'll check the DTN. If there's no chance of moisture the next couple days, maybe we'll quit a little earlier, whereas if there's a big chance of rain the next day we'll go longer that day."

Betty finds that DTN Northern Grains is "very important" to their daily operations. "Marketing has gotten to be such a vital part of our operation, and DTN Northern Grains is an important tool in marketing," she said.



Betty and Ralph monitor market information on DTN Northern Grains throughout the day, especially if there is a big grain report or other key information coming out. "My husband's always calling me to say, 'run and see what the grains are doing today,'" she said. "A lot of times that helps us determine if we're going to sell that day."

Her husband uses information on DTN Northern Grains Online to forward contract their grain. He watches export reports, planting reports, demand, weather conditions down south—all the factors that affect the market. "Usually DTN Northern Grains is a good source to find out how things are doing in the market." She pointed out that since it's been drier down south, he goes to DTN Northern Grains to get reactions to the situation from people around the country. "When you're out in the middle of nowhere, it's nice to have that information," she said.

Betty believes that using DTN drives home the need for timely marketing. "I think the DTN is a positive tool in realizing how much the markets change and how much things can turn around in a hurry," she said. "When you see the markets moving right there in front of you, you see how much your commodity is actually worth—or not worth."

The client's view

"You have to act in a timely fashion, or you lose. DTN Northern Grains Online does make your marketing more profitable. And it's very easy to use. We're both computer illiterate, and we can get around it pretty well."

Betty Holzworth, Gettysburg, South Dakota