



DTN NORTHERN GRAINS®

CASE STUDY

Rust Farm

Cogswell, North Dakota

Together, Betty and Leo Rust and their son, Don, are owners of Rust Farm in Cogswell, located in the southeastern corner of North Dakota. Both of their fathers started farming after World War I. Betty and Leo bought out their parents' operations and they farm the combined 10,000 acres of corn and soybeans they sell to a local, privately-owned grain elevator.

The challenge

The Rusts need the latest weather and market information for a successful farming operation.

The solution

Since 1985, the Rusts have depended on DTN for weather and market information. About a year ago, they started using DTN Northern Grains Professional, which is designed for producers in the Dakotas, Minnesota, Montana, Idaho, Washington, and Oregon.

The results

Betty uses information on DTN Northern Grains Professional every day. She handles all of the marketing for the farm, consulting with her husband and son. Betty subscribes to two of the Premium Services offered by DTN: AgResource and Allendale. Available a la carte, each provide commentary and advice from industry-leading experts to help make smarter trading decisions.

Betty also likes to follow some of the regular columnists on DTN Northern Grains Professional. "I always read Jerry Gulke on the weekend. It gives me another perspective on the market," she said. During the week, she follows Doug Hjort's "Early Word" column. Gulke and Hjort are both contributing analysts for DTN.

Based on information from DTN Northern Grains Professional, Betty will either hedge-to-arrive or cash forward contract grain when the timing is right. They try to sell all their grain by harvest time. "If we don't, I sometimes try to put it on fixed basis to price later," she said. This year, she has some hedge-to-arrive contracts on their soybeans and is still waiting to market any of their corn. "I'm biding my time there," she said, citing the possibility of more ethanol plants being built and other factors she's been following on DTN Northern Grains Professional.

During spraying season, Betty also depends on DTN Northern Grains Professional to determine whether it will be a good day to spray or to determine how much time they have before the wind comes up. "I keep track of the wind for my son when he's out using the sprayer," she said.



They also depend on the location-specific information that DTN Northern Grains Professional provides when it comes to rainfall. "Our farm spreads quite a ways to the west," said Betty. "Last night, we got rain to the west and hardly any here at all. I just have to look at DTN Northern Grains Professional and it will tell me where it's raining," she said.

Betty knows that DTN Northern Grains Professional gives their operation a competitive advantage. "I think that it keeps us up-to-date day-to-day where a lot of farmers I know don't pay much attention to marketing," she said.

She attributes their recent success, in part, to DTN Northern Grains Professional. "We're more successful the last six to seven years than we were before," she said. "I think that we depend on DTN Northern Grains Professional a lot more than we realize," said Betty.

The client's view

"I think DTN Northern Grains Professional has made me more knowledgeable and aware of what can happen in the market."

Betty Rust, Cogswell, North Dakota