



# Award-winning farm increases yields with detailed weather insights

Cronin Farms, Gettysburg, South Dakota

**"We need to easily access accurate weather information for all our farms from wherever we are — at one of the farms, at home, or even out of state."**

Cronin Farms

Founded in 1910, Cronin Farms is a family farm and ranch located along the Missouri River in north-central South Dakota. They run about 800 black Angus cows and primarily grow corn, spring and winter wheat, oats, sunflowers, and soybeans. Cronin Farms attributes their continued success on the land to modern approaches and efforts that mimic the natural environment as much as possible — such as being 100 percent no-till — which landed them the prestigious Leopold Conservation Award in 2016.

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**"DTN Ag Weather Station lets us know what's going to happen and what is happening at any of our farms, at any time. Having all that information in your palm, on your mobile phone, is very handy."**

### **What they were up against.**

Understanding constantly-changing weather is critical to managing risk and reinforcing decisions. Easy access to detailed, field-level forecasts and insights for specific areas and geographic regions is key, including data regarding soil moisture and temperature, solar radiation, and leaf wetness. Cronin Farms needed all of this information and more: there is a large variation in weather across the county and the farm's location next to a reservoir — which diverts anticipated storms away from its fields — made it difficult to accurately predict how much rain the farm itself would receive.

Before DTN, Cronin Farms tried relying on the town weather station, located in nearby Gettysburg, but the weather variations between the two locations were too great, resulting in irrelevant data. The farm also maintained its own weather station, but it only recorded the weather that had happened and did not provide forward-looking information and forecasts.

### **What we did to help.**

Cronin Farms chose DTN Ag Weather Station to gain the accurate, relevant weather information it needed. The largest, most trusted source of commercial ag weather, DTN produces tremendously

detailed, hyper-local weather forecasts and alerts — as well as agronomic insights — using readings from Cronin Farms' own fields. The automated rainfall measurements eliminate manual monitoring, while archives store valuable farm-specific data for future reference or as evidence for crop insurance claims.

### **What the impact was.**

Thanks to the field-specific information provided by DTN, Cronin Farms can make better informed plans, reduce risks, and operate more efficiently. Now, the farm's team knows exactly what's happening at any given time. And more importantly, they know what is forecast to happen in the future for any of their fields — even those located miles away — with all of the information easily accessible on their mobile phones.

DTN Ag Weather Station also helps Cronin Farms reduce their energy and water consumption, and alerts them to incoming weather conditions that could increase crop disease risks or livestock illness and loss. That's critical to supporting Cronin Farms' mission to keep land health and livestock welfare at the forefront of their farm management techniques.

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