



# Using actionable insights to weather tough decisions

Mark Nowak, Wells, MN

**"I can personally monitor what's going on [in my fields] from the convenience of my office and my smartphone."**

Mark Nowak

For over 45 years, Mark Nowak has grown corn and soybeans near the town of Wells, on the same farm he was born and raised on. And for almost as long, he has served other area producers — first as a lender and ag banker, and now as an agronomic and marketing consultant.

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**"I will be very animated about saying this — it is the most accurate of any other sources. And I know that this is local information. It's my field."**

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

Most sources of weather information use readings from reporting stations located dozens of miles away in large metropolitan areas. This makes the information less than ideal to support on-farm decisions, where rainfall amounts can vary significantly over just a few miles.

Beyond its impact on operations, as an avid follower of the weather, Nowak also understands its role in risk management and its ability to influence commodity prices. In order to enhance his own operations and better advise his clients, he was the very first producer to purchase a DTN Ag Weather Station.

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

What makes DTN Ag Weather Station different is that it gathers and delivers sub-acre weather and agronomic data right from a producer's own fields. This ensures the most accurate, relevant information possible to support business and operational decisions.

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

With this level of insight, Nowak can better time operations in each of his fields, improve communication with workers, and save money on labor and inputs.

It's also critical to maximizing harvest time. "Bean harvest can be really tricky," he explained. "Some falls you only get a certain number of days to harvest beans."

"That's especially important for me relying on a custom harvester. He may call at 9 a.m. and say, 'Well, when do you think you'll be able to combine beans today?' I can take a look at the weather station and see that it's supposed to be cloudy all day, the humidity will stay high, there's no breeze, and know that it probably won't dry out at all. Or, I may see that it will be sunny with a breeze picking up by 10 a.m., and that it's supposed to be 76 degrees. I can then say 'We should be ready to go by 2.'"

The solution helps Nowak in other ways. In 2017, he secured the LP he needed to dry his crops early, at a better price, knowing based on crop progress and the weather that demand would increase later. Those kinds of decisions can help producers boost profits and confidence in today's challenging ag environment.