



# Delivering greater value to growers through cutting-edge technology

Erich Eller, ForeFront Ag Solutions, Huntington, Indiana

**"I do business with DTN because I can see a positive return on my investment. It helps me get into the right fields and scout the right insects. It helps me find the right weather insights and determine the right time to strike."**



Erich Eller

Erich Eller got his start in agriculture while growing up on his uncle's farm in northeast Indiana. There they raised row crops and farrow-to-finish hogs. After attending Purdue University, he worked in the seed industry, retail ag, and for an implement dealer.

Today, Eller and his wife, Jennifer, run ForeFront Ag Solutions — an independent crop consulting business that they launched in 2014. They don't sell products. Instead, the Ellers focus on delivering environmentally-friendly agronomical recommendations designed to increase their customers' profits.



**"My wife, Jennifer, really likes the DTN Smart Trap. On the 4th of July, we were sitting on the deck drinking a cup of coffee. I was able to check traps and move on with my day — and spend it with her and the kids!"**

Erich Eller

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

Eller is passionate about cutting-edge technology. He's always looking ahead for new ways he can support his customers' decisions and their bottom lines. That's why he chose to add the DTN Agronomic Platform (AP) and DTN Smart Trap solutions to his toolbox.

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

With his DTN solutions, Eller can scout more efficiently, make targeted recommendations, and perhaps most importantly, show the economic impact of the problem and his recommendation.

"My DTN solutions help me better set expectations with my growers — and deliver on them," explained Eller.

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

Eller has been better able to serve his customers. For example, in 2018, he saved several of his corn growers a significant amount of money per acre during a gray leaf spot outbreak. The solution showed the disease was not advanced enough to impact crop performance, given the growth stage. It also showed that there would be no return on investment (ROI) for the farmers to treat those particular fields. When fields do require treatment, Eller can prioritize them based on severity and the grower's ROI.

While his DTN AP helps him streamline his scouting, analyze data, and produce reports for his customers, it's the self-counting DTN Smart Traps that allow him to spot problems faster. They report on target insects in near real time and provide accurate daily counts. Eller originally started with two traps, but quickly bought several more units at his wife's prompting.

"Jennifer runs the office and the books. She saw that the traps made me more efficient," said Eller. "By the time you figure labor, miles, and gas to drive around checking traditional traps, it was clear that DTN Smart Traps saved us money. They also give us more time together as a family, which is important."

"With DTN, I get reliable, pertinent information that's delivered in a timely fashion," he said. "It makes my job much less stressful and helps me do the work I'm so passionate about."