



Mobile insights boost yield and profit potential

Blue Diamond Farming Company, Jesup, Iowa

"I rely on MyDTN all year. We don't have down seasons anymore. I have to have all day, every day access."

Ben Riensche

Ben Riensche is the sixth-generation family owner of Blue Diamond Farming Company. He and his wife, Lisa, raise corn, soybeans, and wheat, with their kids, Lauren, Hannah, Hans, and Faith. He also offers custom planting, spraying, harvesting, and land management services.

Prior to farming full-time, Riensche worked in U.S. and international banking for four years. He has a degree in ag business from Iowa State University and an MBA from the University of Chicago.

DTN^o

"I like the consistency and authenticity from people I can trust. MyDTN is a source of stability."

What they were up against.

As a farmer and custom applicator, Riensche needs vital news, weather, and market information on demand.

What we did to help.

The Riensche Family has relied on DTN since the 1980s. And just as their farming has gotten more technologically advanced, DTN has kept pace. Riensche currently uses MyDTN and DTN Ag Weather Station.

MyDTN provides everything from field-level forecasts to proprietary industry news coverage. The system collects data, analyzes information, and consolidates critical details to give farmers the resources they need to make commodity sales and farm management decisions.

Riensche can customize and personalize it to filter specific information. Alerts can be set for favorable opportunities, or for when storms or price fluctuations pose a risk. He uses it on his iPad, but it works on other devices so that time-critical details are never out of reach. "The digital element makes MyDTN so convenient," he explained.

Riensche pairs it with data from his DTN Ag Weather Station, which provides details about specific factors like inversion layers, seedbed temperatures, and wind. Together, they produce detailed, field-level weather forecasts and agronomic insights that help him boost yield and profit potential.

What the impact was.

"The best way for me to manage my business effectively and efficiently is to check the weather, radar, market prices, options values, and news throughout the day," he explained. "In the evening when I have more time, I read various online feature articles and columns written by trusted DTN professionals. I am glad to get all the information I want in one location."

"The system is profitable and offers peace of mind. It takes just one or two better decisions a year to more than cover the cost of the subscription," he said.

Riensche expects MyDTN to continue to provide all of the information and capabilities he needs to pass the farm onto the next generation someday. "The DTN information stream keeps evolving with technology in agriculture," he said.