

How early sales earned DTN customers better 2018 profits

In the current environment, you need every opportunity to get the most for your crops. While times are tough, there are tools to help. Read on to learn how Nebraska producer Ron Schernikau profited in 2018 with clear, unbiased insights from DTN Market Strategies.

For years, Ron Schernikau hired other people to do his marketing. That changed in 2018 when the Nebraska-based corn and soybean grower decided to try it on his own with help from DTN.

Before, Schernikau said, by late summer his options bank account would always be out of money and he'd have to add more. After taking charge of his marketing with help from DTN Market Strategies, he said, "We had a pile of money in it. I attribute that to selling our crop in May."

Easy to understand recommendations

Schernikau explained that he didn't know a lot about options or strategies going into it. He credits the advice from DTN Market Strategies and good common sense for his success.

That spring, the DTN service recommended that he sell his grain and he did. "We sold out and went short to market," Schernikau said.

"There is truth through DTN that the common person can use. They're watching the weather for us. They're watching the markets. They're watching what's taking place in the world," he

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"We used all of their advice and we're just totally happy with what's taken place," Schernikau said. "It's real simple. Just follow the charts. They'll tell you exactly what's going to happen."

The proof is in the price

Schernikau wasn't the only DTN customer to benefit from the service. DTN Editor-in-Chief Greg Horstmeier confirmed that the company's daily analysis of market factors guided producers to forward price significant amounts of their 2018 corn crop early in the season, for an average net price of about \$4.11 per bushel. "That resulted from net pricing actions ranging from \$4.04 to \$4.17 per bushel," Horstmeier said.

See what it can do for you

Visit www.dtn.com/mydtn to get a FREE trial of DTN Market Strategies. ■

With help from DTN Market Strategies, Schernikau was able to sell his 2018 crops last May — securing better prices.

