



Better managing today's market and weather challenges

Ethan Zoerb, Mason City, Nebraska

"My forecasts are for my farm, not for 30 miles away. That makes a real difference."



Ethan Zoerb

Ethan Zoerb began farming as a high school freshman when his dad, Dale, connected him with 55 acres for rent. Today, father and son raise corn, soybeans, and cattle in central Nebraska. They also offer custom services, from providing recommendations to performing key operations for other producers.

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"The DTN AP app gives me the tools I need for scouting. It allows me to monitor all of my traps and track my fields with ease. It's impressive."

Ethan Zoerb

What he was up against.

Like most producers, Zoerb needed accurate weather information to support operational decisions. As an admitted emotional marketer, he also wanted help making decisions in today's challenging business environment. He found what he needed with DTN.

What we did to help.

Zoerb uses several solutions, including MyDTN, DTN Market Strategies, DTN Ag Weather Station, and DTN Smart Trap.

What the impact was.

With DTN Market Strategies, Zoerb receives unbiased, straight forward marketing insights that are proven to support more profitable buying and selling decisions. It helps him create a more structured marketing plan and ensure that he's participating in the markets at the best times.

The closest "public" weather reporting station is more than 30 miles from Zoerb's fields. Since conditions can vary considerably over relatively short distances, the information is often inaccurate for making on-farm decisions.

With an on-site DTN Ag Weather Station, Zoerb can easily access weather and agronomy data gathered right from his fields. It also feeds highly-accurate forecasts and alerts for his farm. This ensures he can make better operational decisions, particularly around chemical applications, irrigation, and cattle care.

Driving to check and count physical traps can take an hour or more out of his day. With DTN Smart Trap and its near real-time counts of target pests, Zoerb can manage things remotely, saving time and miles. It also allows him to catch pest issues sooner — before lost yield and treatment costs cut deeper into his bottom line. Such losses can add up. A few years ago, they experienced a serious western bean cutworm outbreak that reduced yield by five to 10 bushels an acre. DTN Smart Trap lessens such a risk and can even help them target treatments.

Zoerb also uses the DTN Agronomic Platform (AP) app to monitor his traps and manage his scouting. It offers him several important capabilities that his previous scouting tools didn't.

These kinds of technological advancements not only support smoother operations and better business decisions today, but they are also significant to the next generation. Zoerb and his wife, Nichole, currently have three young daughters. He hopes one day, they will choose to help run the family farm and continue his father's legacy of hard work and integrity.