



Managing weather & spraying risks with field-based technology

Erin Holbert, Dana, Indiana

"Our DTN weather station makes a real difference when it comes to decisions around planting, spraying, and more."



Erin Holbert

Erin Holbert raises corn and soybeans with her dad and a full-time employee. While she grew up helping out on the farm, she's now learning the skills she needs to run it. After spending three years working in the agribusiness industry, this young Purdue-educated producer is striving to honor her dad's proven techniques and trusted solutions while making her mark on the family business.



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What she was up against.

Like most Midwestern producers, Holbert faces considerable weather challenges.

"For example, 2019 was hard from the start," she explained. "We were consistently a solid three to four weeks behind all season."

What we did to help.

To help manage day-to-day challenges — especially around the weather — Holbert and her dad rely on DTN solutions.

The company's satellite solution was a constant presence during her childhood on the farm. While her dad still enjoys the trusted service, they now also rely on the mobile-friendly MyDTN, DTN Ag Weather Station, and the DTN Ag Weather Tools app. Both like being able to monitor the markets, news, and weather while working in their fields.

"I'm lucky that my dad is tech-savvy," she said. "He's 100% on board with trying new things and using apps."

What the impact was.

Holbert's day typically starts with checking her email for news and alerts from DTN.

"It will tell me if corn is lower or higher, and if I can expect rain today," she said. "By checking the weather and the markets, I know what I'm going to be dealing with at work."

Holbert and her dad agree that the weather from DTN is the most accurate, which is something he has told her for years. She explained that she has five different weather apps on her phone that she checks more often than Twitter, but the DTN app is the only one she trusts. "The rest are just guesses," she said.

Their DTN Ag Weather Station helps them achieve the highest level of accuracy. It gathers detailed weather and agronomy data right from their fields, which helps them make a wide variety of operational decisions with greater confidence.

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To help shape future ag solutions, Holbert recently became a DTN brand ambassador. In the role, she tries out new technology and provides critical feedback that helps ensure the products deliver the greatest value to producers.

She's also active on social media and has a large Twitter following, which enables her to network and exchange ideas with other producers from across the country.