

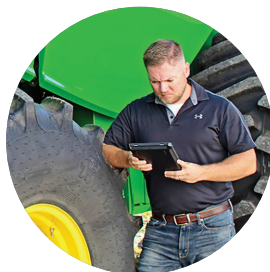


# Growing grains & an ag business with precision technology

Seth Lawrence, Brook, Indiana

**"Our decisions derived from the data that our DTN Ag Weather Stations provide makes a genuine impact on our bottom line."**

Seth Lawrence



As a fourth-generation farmer, Seth Lawrence's roots in agriculture run deep. While he may be carrying on the family's time-honored tradition of working the land, he also uses the latest technology to help him navigate ag's ever-changing landscape. Together with his dad, Lawrence grows corn and soybeans on the farm where he was born and raised.

**DTN**

**"One thing we've seen is just how truly spotty rainfall can be. We knew that, but it's truly astonishing to see just how much it differs from field to field — even when where there's only a road separating them."**

Seth Lawrence

### **What he was up against.**

In addition to being a producer, Lawrence started his own precision ag business, Decision Farming, in 2016. He offers services like soil sampling, aerial imagery, advanced reporting, treatment recommendations, and financial analytics to his fellow farmers.

With the weather being a key factor in many operational and business decisions, he sought a way to get the data he needed for his precision ag programs.

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

He found the solution he needed in DTN Ag Weather Station.

"We added a DTN weather station a few years ago because we wanted to ensure greater accuracy in our precipitation and wind speed point data," he explained.

DTN Ag Weather Station gathers weather and agronomic data directly from the area where it is located. Depending on the options a producer chooses, the system can provide deep insights for over 10 different parameters. This information supports more targeted decisions, which can help reduce risk, boost yields, trim costs, and save time and resources.

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

The level of insight made a significant difference to the Lawrences' operations and bottom line, so they added a second

station to provide data from fields farther away. As their operations continue to expand through cash rent, crop share, and custom farming partnerships, so will the likelihood of adding several more DTN Ag Weather Stations to support their program and their partners.

Lawrence appreciates that his weather stations' sensors also provide detailed soil temperature and moisture data.

"For our anhydrous applications, we use the temperature data to ensure we are applying our nitrogen properly and in ideal conditions," Lawrence said. "And the soil moisture data helps us strategically plan and adjust our planting opportunities to try to avoid problematic field conditions."

Lawrence said the weather stations help fill in layers of information, which allows them to see the bigger picture and make better decisions in-season, when they can have the biggest impact.

"Everything we do is weather dependent," he said. "Having that data helps us drive decisions that allow us to accomplish our activities. That's especially crucial in a season like 2019, where we have such little time and sometimes only the smallest window to get the job done right."