



## DTN / The Progressive Farmer Technology Overview

2010

### DTN/The Progressive Farmer Overview

- Today, DTN and *The Progressive Farmer* are the **leading information portals for agriculture, energy and weather sensitive markets** enabling customers to make "Smarter Decisions" with multiple products delivered **via mobile devices, Internet, satellite, and print**
- DTN/PF has more than **700 employees** in the US and Canada with vertical market expertise providing **exclusive, accurate analysis** for marketing, production and management decisions
- DTN/PF serves more than **600,000 subscribers** across related commodity markets everyday with time-sensitive information enabling them to make more profitable decisions
- In late 2008, DTN was **acquired by Telvent** and joins in Telvent's mission: **Smart Information for a Sustainable World.**



## Telvent Serves Critical Sectors



### Transportation

Help Manage the transportation of more than 2.5 billion passengers per year on train and metro networks such as the EZ Pass systems found in NY, Boston, NJ.



### Energy

Supply Chain Management and systems for the top fuel companies in North America including company's like Exxon Mobile, Conoco Phillips, BP and price discovery services for 90% of the nation's top fuel buyers.



### Environment

Superior weather forecasting and observation services for companies like the PGA Tour, NCAA, United Airlines and over 15,000 other weather-sensitive businesses.



### Agriculture

Business critical information to help different players in the supply chain with buying and selling decisions



### Global Services

Technological consulting services, outsourcing, software development, and IT infrastructures

## A Global Business Well Diversified

### A Diversified Business by Verticals



28%

Transportation



32%

Energy



8%

Environment



10%

Agriculture



22%

Global Services

### A Global Business Balanced by Geography

33%

North America

46%

Europe

13%

Latin America

6%

MEA

2%

Asia-Pacific

## The Source for Major Ag Industry Leaders



Telvent DTN reaches virtually all grain and livestock producers in the U.S., and has a leading position with agribusinesses, commodity brokerages, and grain originators



- ▶ Provide data and services to 95% of corn and soybean production and 60% of the cattle market in the U.S.



- ▶ Provide cash market data and integration services for 80% of feedlots and 50% of ethanol plants, coops, and brokerages in the U.S.



- ▶ Provide of market data services for 80% of commercial risk management for agriculture commodities

## Agriculture Business Overview

### Segment Overview

Leading business information service provider to agriculture predominately in the North American corn/soybean/cattle complex



600,000 subscribers

### Top Grain & Livestock Producers



Cargill

BUNGE

BASF



R.J.O'Brien

Bloomberg



### Segments Served

#### Producers

- 360 degree information tool for the 'CEO' farmer
- Satellite and Internet subscriptions
- Media: print, digital and live events

#### Originators

- Hedging/pricing tools for elevators, feedlots, ethanol plants
- Grain transaction portal, communication services and back office integration

#### Risk Management

- Leading position with Ag commercial risk managers including agribusinesses and commodity brokerage
- Redistribution Partners



## Production Ag Technologies

Farm Smarter

V3.003.10

## DTN Leads the World

Helping Producers Farm Smarter

DTN is the World Leader in Agricultural Information

**Most Top Producers Use DTN**

Used by over 70% of top producers & agribusinesses (200,000 users).

**Ag Market News**

Largest newsroom in agriculture with unmatched industry coverage.

**Professional Ag Weather**

Largest commercial weather company with the most sophisticated tools available. 40% more accurate than NWS

**Commodities & Cash Markets**

Largest supplier of commodity and cash prices with powerful, yet easy-to-use analysis tools.

# Stay Informed

Monitor critical factors affecting local and global market prices.

- **DTN News & Analysis** has unmatched industry coverage with the world's largest Ag newsroom
- **DTN Ag News** keeps you up to date on critical Ag issues in production, markets, policy and economics, such as BSE and ethanol.
- **DTN U.S. & World News** focuses on national and global current events that may determine supply and demand market swings

Ag News	U.S. & World News
<b>US Blocked Trade Deal Breakthrough</b> 7/6 10:10AM The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.	<b>Mexico Election Surprises Country</b> Inventor Charles North (CNC) has been named as the likely winner in the upcoming Mexican election. See DTN Ag News. 7/6 10:05AM
<b>Aussie Wheat for Iraq Loaded</b> 7/6 8:06AM Australia loaded the first cargo of wheat to Iraq's seller Wheat Australia Ltd., but future wheat deal outcomes may be in jeopardy after a shooting in government guards and Australian security force. See DTN Ag News. 7/6 8:06AM	<b>DTN Top Stories</b> The week's most important news stories.
<b>US, S Korea Beef Issues Unresolved</b> 7/6 7:59AM The U.S. and South Korea still have unresolved issues over beef trade, including the possible packers for not meeting South Korean standards. See DTN Ag News. 7/6 7:59AM	<b>'The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.</b> See DTN Ag News. 7/6 10:10AM
<b>More Ag News</b> In Other Media: 7/6 10:05AM Newswatch Daily Market Monitor: 7/6 10:05AM Washington Insider - Thursday: 7/6 10:05AM Commodities Market Impact Weather: 7/6 10:05AM DTN AgNews, Briefly: 7/6 10:05AM US Blocked Trade Deal Breakthrough: 7/6 10:05AM Wheat Inspections Fall Short: 7/6 10:05AM Developing: Stephen Covey's Pathway: 7/6 10:05AM Rust Forecast: Louisiana: 7/6 10:05AM Marketing Made Easy: 7/6 10:05AM Grape: OK, we EPA's CAFO Rules: 7/6 10:05AM Aussie Wheat for Iraq Loaded: 7/6 10:05AM Funding Cauter: Millions in Damage: 7/6 10:05AM US, S Korea Beef Issues Unresolved: 7/6 10:05AM View From the Crib: 7/6 10:05AM Soil Moisture: Dry West, Wet East: 7/6 10:05AM Sheep: Fed Up with Farmers: 7/6 10:05AM Biofuel: Biofuels: 7/6 10:05AM Venezuela: Juan Manuel: Trade: 7/6 10:05AM Drought: Shows: Aussie: Beef: Experts: 7/6 10:05AM Lumpy: Doha: Deal: Still: Possible: 7/6 10:05AM China: Soybean: Futures: Lower: 7/6 10:05AM	<b>'Australia has loaded the first cargo of wheat to Iraq by one Aussie wheat seller Wheat Australia Ltd., but future wheat deal outcomes may be in jeopardy after a shooting incident involving government guards and Australian security force.</b> See DTN Ag News. 7/6 8:06AM
<b>'Cattle and hog futures were lower in early trade, with retail prices in a sideways and marginally weaker.' USDA said it will release its weekly export inspection report for the week ending June 29 at 11:30 a.m. EDT, delayed from Monday because of computer problems. The weekly export report is scheduled for release at 7:30 a.m. CDT Friday. See DTN's Newswatch Quick Takes. 7/6 10:05AM</b>	<b>'The U.S. and South Korea still have unresolved issues over the completion of beef trade, including the possible exclusion of some packers for not meeting South Korean standards.' See DTN Ag News. 7/6 7:59AM</b>
<b>'WTO Director-General Pascal Lamy says it will be possible for member nations to reach a Doha round trade deal, but it will take more time on the table.' See DTN Ag News. 7/6 10:10AM</b>	<b>'High protein content in western beans will keep dry weather in place across the central U.S. today, thanks to soil moisture in the western states and underflow in the Tennessee Valley through the mid-Atlantic coast. See DTN Weather. 7/6 10:05AM</b>
<b>'A technology that employs bio-technology, with chemical plant handling, could make soybean selection, could replace the current use of genetic modification, says Jeremy Sinks, a well-known GMO expert. GM crops are more acceptable to an anti-GMO camp. Sinks said. See DTN Ag News, Washington Insider. 7/6 10:05AM</b>	<b>'Energy futures were lower in early trade after crude oil futures hit new highs on Wednesday. The Energy Department will release its weekly inventory report this morning, delayed a day because of the holiday. See DTN U.S. &amp; World News. 7/6 10:05AM</b>
<b>'Asian stock markets closed mixed on Tuesday, with the Nikkei lower and Hong Kong's index higher. The Asia panel is dry and the rest is dry. See DTN U.S. &amp; World News. 7/6 10:05AM</b>	<b>'U.S. stocks were higher at mid-nooning. Dealers reported a slowdown in volume in some areas in Asia, and weak sentiment in Europe weighed. The Institute for Supply Management will release its services index today. See DTN U.S. &amp; World News. 7/6 10:05AM</b>
<b>'A defense bean from the Amazon. Needed to test the more suitable and variety of own storage sector if approved of the test, get progress on the country, and signs of further activity at the national level. See DTN U.S. &amp; World News. 7/6 10:05AM</b>	<b>'Conservative candidate Felipe Calderon caught up to his father's deal and passed it on by a razor. His message was: Turkey is a proxy, consider the risk to avoid Mexico's election presidential race in history. See DTN U.S. &amp; World News. 7/6 10:05AM</b>

Knowing what is happening in locally, nationally or globally can give you the edge to make smarter decisions.

# Produce More

Stay ahead with local agronomy reports and the latest agronomy news from DTN production information.

- **DTN Agronomy News** covers new technology and production practices for producers wanting to stay ahead of changes in agriculture
- **DTN Agronomy Reports** provide local information on disease, pests and crop production stages from a local crop advisor to help you make smarter production decisions
- **DTN Pest & Disease Center** is the most up-to-date reference Soy Rust and potential outbreak areas enabling you to make proactive decisions in your production plan

**Agronomy News**

- Evaluating Corn Stands** Sat Jul 8, 2006 11:35 PM CDT
- Assess White Mold Risk** Fri Jul 14, 2006 04:19 AM CDT
- Soybean Aphids 3: Prediction** Fri Jun 23, 2006 05:55 PM CDT
- Soybean Aphids 4: Scouting** Fri Jun 23, 2006 05:56 PM CDT
- AGRI-TALK: STRAIGHT FORWARD!** Fri Jun 11, 2004 10:05 PM CDT
- Soybean Aphids 5: Insecticide** Fri Jun 23, 2006 05:57 PM CDT
- Monitor Crop Conditions** Wed Jul 5, 2006 02:51 PM CDT
- Atrazine Carryover in Soybeans** Wed Jul 5, 2006 05:17 PM CDT
- Green Snap Affects Dry Corn** Wed Jul 5, 2006 06:10 PM CDT
- Davidson Farm: Nitrate Toxicity** Fri Jul 7, 2006 06:11 AM CDT
- Harvesting Wheat, SWEET** Wed Jul 5, 2006 11:55 AM CDT

**Today's Rust Development Risk**

**Today's Soybean Rust Development Risk**

**DTN Rust Risk Index**

Risk Level	High	Medium	Low
High	High	Medium	Low
Medium	Medium	Low	Low
Low	Low	Low	Low

**Risk Index Information**

The DTN Soybean Rust Risk Index is a forecasting tool that lets you know when you will have high risk weather conditions that encourage the development of soybean rust if spores are present.

By accessing the risk level in this three-day index, you will have more time to plan and plan preventive fungicide treatments. The parameters for the proprietary DTN Soybean Rust Risk Index are based on, and were developed from, the data that have been accepted by the scientific community as encouraging soybean rust development.

**Legend:**  
 Normal Risk: Low risk for the development of soybean rust spores.  
 Moderate Risk: Moderate risk for the development of soybean rust spores to six continuous hours.

A quick response to a pest or disease outbreak could eliminate a potential crop failure.

## Increase Profits

Make smarter buy/sell decisions and avoid losses with comprehensive market information.

- **DTN Six Factors Market Strategies™** gives you future and cash recommendations for the best time to buy or sell **Grain, Livestock, and Fuel** (15 total commodities)
- **DTN Market Commentary** reports on both the bull & bear sides of the grain market throughout the day
- **USDA Report Analysis** deciphers what the numbers will mean to the markets as soon as they

### DTN Corn Market Strategies

**DTN Analysis and Recommendations**  
 Wed Aug 18, 2009 03:50 PM CDT

There are changes in the recommendations.

**Analysis**

Corn was able to close higher as noncommercial (speculative) traders were active buyers led to the sharp rally in crude oil and Dow Jones. Contracts did come under pressure mid-session from CFTC's announcement to pull position limit exemptions from two separate index funds. Near term, this could cause additional liquidation by noncommercial traders as index funds only hold long positions.

**Recommendations**

News: Long 2009-2010:

For those that have no price protection in place for October (serial option based on the December futures) at \$2.20 cents or less against 100 percent of For those that have 40 percent of expected production contracted (as per earlier recommendations) look for a decrease in production by buying October.

**6 Factor Recaps and Conclusion**

**TREND:**  
 The longer-term trend of the market is threatened. Month-to-month contract moves through the previous continuous weekly close chart.

### DTN Strategies Snapshot

Wed Aug 18, 2009 03:50 PM CDT

**Corn**

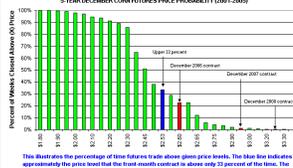
Closing Futures Prices & Change

Electronic Corn (C2)	
Sep 09	\$3.2000+0.0500
Dec 09	\$3.2750+0.0500
Mar 10	\$3.4125+0.0500

Depth: +Mar10  
 Spread: +8.1375 Bearish

Traders:  
 Long term: Sideways  
 Short term: Down

**PROBABILITY: December 2009 corn futures trading back above \$2.20 is trading at 72 percent of historic price probability high. The December 2007 contract near \$2.20 is trading near the upper percent of historic price probabilities while the December 2008 contract at over \$2.20 is trading at the top of historic price probabilities.**



This illustrates the percentage of those futures that trade above green price levels. The blue box indicates approximately the price level that the first month contract is above only 25 percent of the time. The red box is the first month futures contract price. If the red box is to the right of the blue box, the market is above the 25 percent level indicating a possible marketing opportunity.

Taking advantage of one prime market opportunity with a pre-harvest sale can equal thousands of dollars more in your pocket.

## Customizable Alerts & Updates

#### YOUR ACCOUNT

- My Markets**
  - My Cash Bids
  - Watch List
  - Market Alerts
  - Market Updates
  - Cash Updates
  - DTN Market Strategies Alerts
- My Account**
  - Locations
  - e-Newsletters
  - Recipients (Contact Devices)
  - Account Info
  - Change Password
- DTN Mobile**
  - Preferences
  - Watch Lists

#### My Weather

- PrecipTimer
- NWS Bulletins
- DTN WindMonitor
- Weather Alerts
- Forecast Thresholds
- Weather Preferences

#### My Favorites

- Weather
- News/USDA

#### Alert Criteria

Click on the "Enable" box to turn on an alert

Location: Home

Recipients: Blackberry Change selections... Audible Alert: None

Enable	Alert Type	Value	Lead Time
<b>Storm Attributes</b>			
<input checked="" type="checkbox"/>	Possible Tornado		
<input checked="" type="checkbox"/>	Dangerous Thunderstorm		
<input checked="" type="checkbox"/>	Severe Hall		
<input checked="" type="checkbox"/>	Any Hall		
<b>Lightning</b>			
<input type="checkbox"/>	Lightning	miles	
<b>Precipitation</b>			
<input checked="" type="checkbox"/>	Precipitation Timer	Settings	

Enter a Location Name and choose the location by Street Address, Latitude/Longitude position, or Airport.

**North Farm**

Location Name:   Set as default

Street Address  Lat/Long  Airport

Latitude:  Enter the latitude of the location in one of the formats below:

Longitude:

Coordinate System	Generic Format	Example
Decimal Degrees	dd.dssssd	41.8934
Degrees Minutes Seconds	Ndd mm ss	N41 53 17
GPS Format	Ndd mm.mmm	N41 53.604

Time Zone: Central  Observe Daylight Saving Time

## Real-Time Deferred Cash Bids

The ONLY source of up-to-minute Cash Bids

- Save time & money by accessing 3700 locations worth of real-time Cash Bids & Basis
- Cash prices can be recalculated every minute
- Hover over Cash Bid provides additional Bid & Location detail

**My DTN Cash Bids**

My DTN Cash Bids for U.S. Zip Code 51559, Radius miles 20

Select Commodity: **Corn**

Elevator/Location	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
HANCOCK ELEVATOR INC	3.38	3.54	3.60	3.65	3.74	3.79	---	---	---	---	3.78	---	---
NEOLA, IA													
SOUTHWEST IOWA RENEWABLE ENERGY, LLC	3.70	3.72	3.77	3.83	3.89	3.94	3.98	4.03	4.04	4.00	3.97	3.99	4.07
COUNCIL BLUFFS, IA													
HANCOCK ELEVATOR INC	3.38	3.54	3.59	3.64	3.73								
PORTSMOUTH, IA													
FARM SERVICE COMPANY	3.48	3.52	3.59	3.64	3.70								
COUNCIL BLUFFS, IA													

Elevator: SOUTHWEST IOWA RENEWABLE ENERGY, LLC  
 Commodity: Corn  
 Current Cash Price: 3.89 (USD/BU) (estimate)  
 Recalculated at: 12/21/09 2:22 PM CST  
 Basis: 4.22  
 Contract/Basis Month: C06 (DAY CORN May-2010)  
 Last Basis Update: 12/21/09 2:12 PM CST  
 Delivery Period: 04/01/10 - 04/30/10  
 Elevator Distance: 15 miles

Disclaimer: Cash prices/basis are updated when DTN receives new information from the cash price or basis from the agribusiness and the calculations are based upon delayed futures data. Please be advised that these prices should be used for reference only when making offers.

## DTN Marketspace

An Innovative Online Market Place



Secure · Reliable · Private

## Get the Best Price

Communicate and Make offers more effectively

- Centralized management of all offers with all your agribusinesses
- Simplify communication by making one offer to multiple agribusinesses
- Customize offers with your price, quantity and delivery time
- Automatically eliminates double-booking concerns
- Be informed of offer activity anytime with email and text message alert

Enter your Net Price to continue. \* My Target Price: (per unit) \$ 5.45

Optional: Update Offer Price with Freight Costs included. Include Freight Costs:  yes  no

My Freight Costs: (per unit per mile) \$ 0.0050

Update Offer Price Click "Update Offer Price" to populate your Price table below. If you change any values above, you'll need to click "Update Offer Price" again.

Make Offer To	Agribusiness	Location	Distance (miles)	Freight Cost (per unit)	Updated Offer Price w/ Freight (per unit)	My Actual Offer Price (per unit)
<b>My Preferred Agribusinesses</b>						
<input type="checkbox"/>	WEST PLAINS GRAIN	OMAHA, NE	6	\$ 0.0300	\$ 5.4800	\$ 5.4800
<input checked="" type="checkbox"/>	FARMERS COOP	COUNCIL BLUFFS, IA	7	\$ 0.0350	\$ 5.4850	\$ 5.4850
<input checked="" type="checkbox"/>	FARM SERVICE COMPANY	MISSOURI VALLEY, IA	18	\$ 0.0900	\$ 5.5400	\$ 5.5400
<input type="checkbox"/>	HIGH PLAINS ELEVATOR	PLATTSMOUTH, NE	21	\$ 0.1050	\$ 5.5550	\$ 5.5550
<input type="checkbox"/>	FRONTIER COOP	MEAD, NE	23	\$ 0.1150	\$ 5.5650	\$ 5.5650
<input type="checkbox"/>	FARMERS COOP	FREMONT, NE	24	\$ 0.1200	\$ 5.5700	\$ 5.5700
<b>More Agribusinesses</b>						
<input type="checkbox"/>	XYZ ELEVATOR	COUNCIL BLUFFS, IA	8	\$ 0.0400	\$ 5.4900	\$ 5.4900
<input type="checkbox"/>	WESTERN GRAIN COMPANY	COUNCIL BLUFFS, IA	9	\$ 0.0450	\$ 5.4950	\$ 5.4950
<input type="checkbox"/>	FARM SERVICE COMPANY	COUNCIL BLUFFS, IA	10	\$ 0.0500	\$ 5.5000	\$ 5.5000

Continue with Offer

Comments for Offer Recipients:

(\* = required field)

## Optimize Revenue

Create Transportation-Adjusted Offers

MY NET PRICE MY DTN CASH BIDS

Update Net Price settings by clicking Account Management to select preferred Agribusinesses and adjust freight costs and mileage. Select Commodity:

Agribusiness	Location	Cash Price	Freight Cost	Estimated Net Price
FARMERS COOP	GOWRIE, IA	\$ 5.3900	\$ 0.0210	\$ 5.3690
GREAT PLAINS ELEVATOR	WOOD LAKE, MN	\$ 5.4200	\$ 0.0660	\$ 5.3540
ABC COOP	HOLSTEIN, IA	\$ 5.3500	\$ 0.0150	\$ 5.3350
BIG FARM GRAIN	IDA GROVE, IA	\$ 5.3300	\$ 0.0300	\$ 5.3000
FARMERS COUNTY COOP	GALVA, IA	\$ 5.3000	\$ 0.0180	\$ 5.2820
GREAT PLAINS ELEVATOR	GOWRIE, IA	\$ 5.2900	\$ 0.0150	\$ 5.2750
FARMERS COOP	LOHRVILLE, IA	\$ 5.2900	\$ 0.0180	\$ 5.2720
XYZ ELEVATOR	REDWOOD FALLS, MN	\$ 5.4000	\$ 0.4800	\$ 4.9200
ABC COOP	FARNHAMVILLE, IA	--	\$ 0.0000	--
GREAT PLAINS ELEVATOR	SOMERS, IA	--	\$ 0.0210	--

- Compute net price with transportation-adjusted pricing tools
- Configure for multiple delivery and origination points
- Manage various delivery methods with site-specific freight calculations
- Access DTN's growing network of 3,700 elevators, feed mills and ethanol plants

## Conveniently Manage Records

Track Easily with Complete Documentation

- Conveniently manage all offers/contracts in one place to simplify record keeping with complete automated documentation
- Sort delivery commitments to ease scheduling logistics
- Track your total current offer value with on-demand reports
- Manage inventory with automatic updates calculated with every offer
- Track percentages of inventory sold and offered

Enterprise: Knudsen Farms Location: Corner Place

**My Open Offers**

Offer ID	Commodity	Original Volume	Delivery By Date	Expires	Ag/Business	Location	Status
115893	Corn	1,000	7/31/08	5/10/2008 9:00:00 AM CDT	FARMERS COOP	SOMERS, IA	Initial Offer
					FARMERS COOP	FARNHAMVILLE, IA	Counter Offer

**Accepted and Final Offers**

Select Commodity: All Choose a commodity to view offers for a specific commodity.

Offer ID	Commodity	Ag/Business	Price	Volume	Delivery By Date	Contract Type	Offer Type	Status
2115	Corn	FARMERS COOP	\$ 5.4120	2,500	5/31/08	Cash	Sell	Accepted
1762	Soybeans	FARMERS COOP	\$ 12.0500	1,000	3/31/08	Cash	Sell	Accepted
1641	Corn	FARMERS COOP	\$ 5.4700	1,000	3/30/08	Futures	Sell	Accepted
1644	Corn	FARMERS COOP	\$ 5.3400	1,000	3/20/08	Basis	Sell	Accepted
1694	Soybeans							
1717	Corn							
1686	Corn							
1682	Corn							
1681	Corn							

**Inventory Tracker - Sold**

Region: Iowa Enterprise: All Location: All Crop Year: 2009

Total Inventory: 165,000 Bushels  
 Total Inventory Sold: 37,000 Bushels 22%  
 Total Inventory Offered: 2,000 Bushels 1%  
 Remaining Inventory: 126,000 Bushels 76%

Offer Type	Accepted Offer Volume	Accepted Offer Average Price	Accepted Offer Value	Open Offer Volume	Open Offer Average Price	Open Offer Average Value
Cash Offer	37,000	\$ 9.78	\$ 375,250.00	2,000	\$ 9.00	\$ 18,000.00
Basis Only Offer	0	--	--	0	--	--
Futures Only Offer	0	--	--	0	--	--
<b>TOTAL</b>	<b>37,000</b>	<b>--</b>	<b>--</b>	<b>2,000</b>	<b>--</b>	<b>--</b>

## Site Specific Weather

Reduce weather-related risks with local and accurate weather conditions and forecasting tools.

- DTN PrecipTimer™** tells you when precipitation will start and stop on your farm
- DTN Wind Monitor** alerts you when winds are too severe to spray
- DTN Ag Forecast** provides hourly detail with business-grade accuracy due to DTN's extensive rural weather observation network
- DTN Weather** is the largest commercial weather provider offering the most sophisticated user tools

Local Radar

Choose a location  
 Douglas county  
 Save Current As Default  
 Manage Locations

**PrecipTimer**  
 Rain is in the area.  
 Rain will end at 10:35AM CDT.  
 Warning  
 change settings

**Local Forecast**

**Current Conditions**  
 Partly Cloudy  
 Observed at OMAHA, NE  
 Mon 07AM

Temperature 72 °F  
 Feels Like 72 °F  
 Wind S at 6 mph  
 Dew Point 68 °F  
 Humidity 98 %  
 Sky Cover Mostly Cloudy

08AM 76°  
 09AM 79°  
 10AM 83°  
 more detail

Mon 68° 192° Tue 68° 193° Wed 73° 195° Thu 74° 194° Fri 72° 195°  
 more detail

Local Radar map showing precipitation over Iowa and Nebraska.

Monitoring weather for your farm can save you thousands by managing your schedule effectively.

# Site Specific Weather

HOME MARKETS WEATHER NEWS CROPS LIVESTOCK EQUIPMENT FARM BUSINESS LAND MANAGEMENT AG POLICY FARM LIFE DTM INSTANT

Help Feedback View Alerts Monitored Locations Welcome, DON KONZ | Settings | Logout

**Weather**

- WEATHER HOME
- WEATHER DASHBOARD
- LOCAL RADAR
- LOCAL FORECAST
- MARKET WEATHER
- HIGH IMPACT WEATHER
- NATIONAL MAPS
- INTERNATIONAL MAPS
- HISTORICAL WEATHER
- NWS WEATHER REPORTS
- MY FAVORITES
- PREMIUM SERVICES

**Grains Market Strategies**

Better understand the current market situation, how to

Rainfall: 8:00 PM CDT 8/17/10

Map Layers: + Map Layers, + Weather Layers

Precipitation:
 

- Past 1 Hour Rain, Est.
- Past 3 Hours Rain, Est.
- Today's Rain so far, Est.
- Yest./Overnight Rain
- Past 7 days Rain
- Past 30 days Rain

Storm History

15.0+  
10.0  
6.0  
5.0  
4.0  
3.0  
2.0  
1.0  
0.75  
0.5  
0.4  
0.3  
0.2  
0.1  
inches

Rainfall or liquid equivalent of snow

Locations Tools Map Fullscreen Play Get Details

# Historical Weather per Location

**Weather**

- WEATHER HOME
- WEATHER DASHBOARD
- LOCAL RADAR
- LOCAL FORECAST
- MARKET WEATHER
- HIGH IMPACT WEATHER
- NATIONAL MAPS
- INTERNATIONAL MAPS
- HISTORICAL WEATHER
- Daily History
- Monthly History
- NWS WEATHER REPORTS
- MY FAVORITES
- PREMIUM SERVICES

**August Article**

**Hogs, Corn and Baseball**

A Minnesota family's team effort makes their farm thrive and serves as a good

Monthly Historical Weather for Home

Month: August Year: 2010 Map: Home Go

**OMAHA (KOMA) for August 2010**

Day	Actual Temp		Normal Temp				Precipitation			Degree Days	Evap (inches/day)
	Hi (°F)	Lo (°F)	Hi (°F)	Lo (°F)	Dept Max (°F)	Dept Min (°F)	Liquid Amount (in.)	Snow Accum Est (in.)	Snow Cover Est (in.)		
1	90.0	68.0	87.0	66.0	3.0	2.0	0.00	0.00	0.00	27.0	0.18
2	91.0	71.0	87.0	66.0	4.0	5.0	0.68	0.00	0.00	28.0	0.14
3	90.0	72.0	87.0	66.0	3.0	6.0	0.30	0.00	0.00	29.0	0.14
4	88.0	72.0	87.0	66.0	1.0	6.0	0.01	0.00	0.00	29.0	0.15
5	86.0	69.0	87.0	66.0	-1.0	3.0	0.00	0.00	0.00	27.0	0.12
6	85.0	68.0	87.0	66.0	-2.0	2.0	0.00	0.00	0.00	26.0	0.15
7	91.0	73.0	87.0	66.0	4.0	7.0	0.00	0.00	0.00	29.0	0.23
8	96.0	76.0	87.0	66.0	9.0	10.0	0.00	0.00	0.00	31.0	0.22
9	95.0	73.0	87.0	66.0	8.0	7.0	0.00	0.00	0.00	29.0	0.14
10	95.0	78.0	86.0	65.0	9.0	13.0	0.00	0.00	0.00	32.0	0.17
11	99.0	74.0	86.0	65.0	13.0	9.0	0.00	0.00	0.00	30.0	0.17
12	97.0	76.0	86.0	65.0	11.0	11.0	0.00	0.00	0.00	31.0	0.22
13	94.0	73.0	86.0	65.0	8.0	8.0	0.02	0.00	0.00	29.0	0.20
14	90.0	70.0	86.0	65.0	4.0	5.0	0.00	0.00	0.00	28.0	0.17
15	83.0	63.0	86.0	64.0	-3.0	-1.0	0.00	0.00	0.00	23.0	0.15
16	89.0	64.0	85.0	64.0	4.0	0.0	0.17	0.00	0.00	25.0	0.16

**Monthly Totals**

Highest Temperature (°F)	99.0	Growing Degree Days	470.0
Lowest Temperature (°F)	63.0	Total Precipitation (in.)	1.41
Average Temperature (°F)	79.0	Total Snow Fall (in.)	0.00
Depart. From Normal (°F)	3.0	Normal Precipitation (in.)	1.88
Evapotranspiration (inches/day)	2.78		

# DTN Livestock

Livestock-specific real-time market data, trading advice, production information, industry news, and localized weather for livestock producers.

- DTN Six Factors Livestock Strategies™** gives you future and cash recommendations for the best time to buy or sell cattle or swine
- DTN Markets Data** is the same information your local buyer uses, allowing you to negotiate better prices
- DTN Market Commentary** reports on both the bull & bear sides of the livestock and grain trade throughout the day.
- USDA Report Analysis** deciphers what the numbers will mean to the markets

**Futures Detail** Refresh

**DAY FEEDER CATTLE (FQ) [10 minute delay]** Future Symbol Search | Symbol Lookup

More Info	Month	Last	Chg	Open	High	Low	Volume	Open Ht	Trade Time
chart options	Aug-08	114.125¢	-1.775	115.250	115.250	113.500	316	17456	07/10/08 13:20
chart options	Sep-08	114.025¢	-1.625	114.700	114.950	113.400	115	5741	07/10/08 13:20

DTN Cattle Close/Trends Close/Trends

SEASONAL: Each passing week increases the odds the seasonal high is in. DTN

**LEAN HOGS 5-YEAR SEASONAL INDEX (2001-2005)**

Taking advantage of one prime market opportunity can equal thousands of dollars more in your pocket.

# Control Replacement Costs

Utilize DTN's comprehensive auction, packer and futures data to make smarter buy/sell decisions

- DTN Auctions** reports results from over 500 daily, weekly and monthly auctions in your area and around the country
- DTN Cash Cattle & Hogs** show exclusive daily prices of what packers are paying allowing you to negotiate better prices
- DTN Livestock Margins** are updated daily to monitor profit and loss of the herds
- DTN Cash Analysis** reports on the regional and national livestock market prices and trends pinpointing opportune buying times

Nebraska Update Numbers

ATHEMOR LIVESTOCK MARKET 06:20:05 Thu Jul 11, 2008 11:13 AM EDT

Dawson Livestock Auction Inc Wednesday Thursday July 12-13 Feeder Fri Jul 12, 2008 06:18 AM EDT

USDA Durrell, NE Livestock Thu Jul 10, 2008 07:19 AM EDT

USDA Durrell, NE Livestock Thu Jul 10, 2008 07:34 AM EDT

Durrell Livestock Market, Inc Thu Jul 10, 2008 10:50 AM EDT

Central Nebraska Commission Company Thu Jul 10, 2008 04:12 PM EDT

CLAWFORD LIVESTOCK MCT Thu Jul 10, 2008 12:50 PM EDT

CREIGHTON LIVESTOCK MARKET JUNE 20, 2008 Thu Jul 10, 2008 10:55 AM EDT

USDA Creighton, NE Livestock Thu Jul 10, 2008 09:20 PM EDT

USDA Creighton, NE Livestock Thu Jul 10, 2008 09:20 PM EDT

GORDON LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

USDA Imperial, NE Thu Jul 10, 2008 09:20 PM EDT

Laramie Livestock Market Thu Jul 10, 2008 09:20 PM EDT

USDA Lexington, NE Thu Jul 10, 2008 09:20 PM EDT

Midwest Livestock Market Thu Jul 10, 2008 09:20 PM EDT

USDA Nebraska 68 Thu Jul 10, 2008 09:20 PM EDT

USDA North Platte, NE Thu Jul 10, 2008 09:20 PM EDT

OSKALAMA LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

USDA Ogallala, NE Thu Jul 10, 2008 09:20 PM EDT

PLATE VALLEY LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

SHAMROCK LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

THE STATE LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

USDA Topeka Area Thu Jul 10, 2008 09:20 PM EDT

VALENTINE LIVESTOCK MARKET Thu Jul 10, 2008 09:20 PM EDT

USDA Valentine, NE Thu Jul 10, 2008 09:20 PM EDT

USDA Huss Platte V Thu Jul 10, 2008 09:20 PM EDT

**CME Feeder Cattle Index**

**Livestock Margins - Breakeven** Close/Trends (Over) (Back)

In Date:	10:00	10:05	10:10	10:15	10:20
1st Mth	120	121	122	123	124
2nd Mth	120	121	122	123	124

**Recent CME Feeder**

	10:00	10:05	10:10	10:15	10:20
Feed cost/ow	\$20.07	\$20.45	\$20.63	\$21.32	\$22.15
1st cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
2nd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
3rd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
4th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
5th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
6th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
7th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
8th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
9th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
10th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
11th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
12th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
13th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
14th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
15th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
16th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
17th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
18th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
19th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
20th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
21st cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
22nd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
23rd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
24th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
25th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
26th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
27th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
28th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
29th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
30th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
31st cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
32nd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
33rd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
34th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
35th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
36th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
37th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
38th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
39th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
40th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
41st cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
42nd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
43rd cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
44th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
45th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
46th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
47th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
48th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
49th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00
50th cow/ow	\$82.07	\$81.08	\$79.54	\$79.70	\$79.00

This table shows the maximum price a producer could pay for feeder cattle of age and sex to break even, assuming the current feed conversion performance factors listed above. While 30% is not used to consistently review and update these numbers, producers should consider these as only a guide and not based on accuracy, which may or may not reflect the feeding condition of specific operations. In short, this table provides general, not specific, information and must not be taken as a recommendation to individual situations.

Just \$5 per head additional profit can equal thousands more per year.

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## DTN Mobile

### Real-Time Markets, Weather, and News for People on the Move

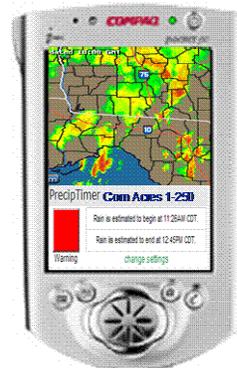
- **Markets:** With auto-refresh quotes, monitor changing markets, local cash bids, when anywhere
- **Weather:** Make plans for the rest of the day while your out in the field.
  - **Radar**
    - ▶ Full color, animated radar updated every five minutes
  - **PrecipTimer**
    - ▶ Provides up-to-date calculation of rain in the area and predicted stop time.
  - **Hourly Forecasts**
    - ▶ Updated continually to keep you informed of changing weather
- **News:** Stay informed on market affecting news.
  - Exclusive DTN Ag News and US & World News



Symbol	Last Price	Change	Time
@BOZ81101	26.70	0.07	11/21/08 13:40
@CZ81101	139.4	-2.52	11/21/08 13:40
@SMZ81101	249.9	-7.3	11/21/08 13:40
@WZ81101	499.0	-1.28	11/21/08 13:40
@OZ81101	90.70	0.07	11/21/08 13:40
@Z81101	139.4	-2.52	11/21/08 13:40
CLF1000	49.90	0.48	11/21/08 12:39
COMP1000	1391.12	-15.08	11/21/08 13:58

## Weather Alerts

- **Instant weather alerts:** delivered to any e-mail or text message capable phone, PDA, or PC
- **Set Alerts On:**
  - **Storm types** – Tornado, Hail, Severe Weather
  - **Precipitation**
    - ▶ Amount thresholds
    - ▶ Configurable lead times
  - **Forecast and Observed Conditions**
    - ▶ Temp, Humidity, Wind
  - **County-Based NWS Alerts**
- **Monitor Multiple Locations:** Alert you where you are working or other locations of concern
- **Multiple Contact Devices:** Alerts can be sent to more than one communication device
  - Can set quiet periods so not be alerted



## Compelling Website Content

- In addition to your company's information (contacts, products & services, specials, etc.) ... **keep them coming back** with helpful content including:

- Market data & analysis tools
- Premium Weather Info
- News and Commentary



The top three components voted by farmers to be on a web site if they could design their own:

- Weather
- Futures Markets
- Local Cash Markets

\*2009 NAFB Internet Usage Study

## Interactive Communication Tools

Easy to use from one tool

- Automated or customized delivery of text messages and emails of bids, futures, & alerts
- eNewsletters sent daily, weekly, or on-demand
  - Includes your personalized message along with value-added market, weather and news content
- Easily manage your customers with various communication groups
- History of all outbound messages with easy search/filters by sender, time, recipient, etc
  - Ease of mind for compliance
- Polling, Custom Surveys, Ask-the-Expert Blogs and more





## eNewsletters

- Promote your business
- Deliver immediate, value-added insights
- News and Weather links drive traffic to your site
- Automatically schedule daily or weekly
- More cost-effective than mailings



## Market Data Integration

### Manual Update

#### Steps

1. Update Accounting Package

#### Risks

- Daily updates
- Risk of transposition errors
- Manage Business with yesterday's data



Manual Update

FBS Systems

### DTN Market Data (PX) Web Service

#### Steps

1. Zero

#### Benefits

- Save time / No Manual Updates
- No risk of inaccuracies
- Manage business with current information
- Do More with Less

DTN Market Data

DTN Web Service

FBS Systems

## DTN Market Data Integration

For FBS Systems

- Pricing
  - End of day data - \$25/mo/user
  - 10 minute delay - \$35/mo/user
  - Initiation Fee - \$100

## DTN Prophet X

The Most Powerful Analytical Tool on the Market

- Multiple preformatted and customizable Quote displays for easy turn-key setup
- A single click links key data of News, Charts and Market Depth per commodity symbol
- Profit by more timely placed hedges with a dynamic view of the Market Depth – the last trade and the number of contracts per Bids & Asks per commodity



Covered in Tomorrow's Breakout Session

## DTN Ag Professional Solution



- Futures & Options
- Real-time Grain Bids
- Fuel Rack & Spot Prices
- Site-Specific Weather
- News and Analysis
- Market Strategies
- Risk Management Tools

- Web Hosting Solutions
  - Branded Web Site
  - Content
- Communication Tools
  - Text Message & Emails for Futures, Grain Bids, Alerts
  - E-newsletters
- Advertising Solutions
  - DTN Network
- Private Trading Portals
  - Buying/Selling
  - Manage Inventory

- Market Data Integration
- Basis/Cash Bid Integration
- Portal Integration
- User Integration
- Single Sign On
  - Seamless login for Customers



## Questions?

## Thank You

