Cut costs and boost production with a DTN ag weather station

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Accurate weather insight and tools are vital
to help increase production, control costs, and
protect your bottom line.
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Weather is one of the biggest risks you deal with each day. If the nearest weather reporting station is dozens of miles away, how reliable is the accuracy and relevancy of your weather information? The DTN Ag Weather Station network helps eliminate guess work and provides you with accurate, up-to-the-minute knowledge of conditions, right from your own fields.

Dramatic weather events are on the rise

Weather is one of the most important — but uncontrollable — factors that impacts your production, overall supply and demand, and your profitability. The trend of extreme weather events, plus regulatory volatility and tightening margins, makes it vital to have accurate weather insight and tools to help increase production, control costs, and protect your bottom line.

But not all forecasts are created equal. Many free and bargain information providers offer data that's both significantly delayed and lacking in quality-control measures. For example, forecast content is typically limited and doesn't include Growing Degree Day (GDD), evapotranspiration, and other such data you need to inform your business decisions.

Plus, data on more than ten parameters

- Precipitation
- Temperature
- Growing degree days
- Dew point
- Evapotranspiration
- Humidity
- Wind speed and direction
- Soil moisture
- Leaf wetness (optional)
- Soil temperature
- Solar radiation (optional)

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Cut costs and grow production with a hyper-local weather station

Did you know that your nearest weather reporting station might be miles away, at an airport or major city? This can greatly impact the accuracy and relevancy of the information you rely on. For instance, based on case studies, Growing Degree Units can vary by as much as 203 units within a five to nine mile area, and 500 units within an 80-mile area.

Gain a better understanding of environmental factors, their impact on your yields and what you can do about it

Execute more timely operations and manage costs more precisely with hyper-local weather and agronomy insights — right from your own fields — with a professionally installed and maintained DTN Ag Weather Station.

- Know exactly what's happening at any time and what will happen in the future at any of your fields — even those located miles away.
- Improve decisions around the use and placement of resources like labor, equipment, chemicals, irrigation and more.
- Create alerts based on real-time field observations and forecasts for faster responses to changing conditions, taking advantage of opportunities or managing risks to crops and livestock.
- Optimize your planning and scheduling with an archive of historical yield and weather information for specific locations.

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5.5 bu/acre

Third-party research has shown that users of a DTN Ag Weather Station saw a 5.5 bu/acre increase in corn yields from better-timed chemical applications

24/7

We employ more than 50 professional meteorologists who work 24x7 to produce our top-ranked forecasts and support you

203 Units

Growing Degree Units can vary by as much as 203 units within a five to nine mile area

5,500+

Our network of over 5,500 weather stations is the foundation of the largest commercially operated weather station network

More efficient resource allocation

With precise and hyper-local weather data, you can better manage inter- and intra-field variability through highly targeted operations. Confidently determine the best placement of labor, equipment, chemicals, and irrigation. Monitor inversion layers for frost and freeze protection, and be notified when winds exceed your chemical application limits.

Boost yields

Third-party research has shown users of a DTN Ag Weather Station saw a 5.5 bu/acre increase in corn yields from better-timed chemical applications. Local and accurate weather data can also help you develop custom field management strategies, reduce livestock and dairy losses, plus support feed production. You can also better determine correct seed bed temperatures for proper germination.

Time and cost savings

Field-level agronomic data by the hour, day, and month gives you unprecedented insight into resource allocation and avoiding wasteful practices. Eliminate the need to manually monitor rain gauges with more accurate data right at your fingertips. Plus, research has indicated a two-inch per acre water savings and reduced energy costs through smarter irrigation.

DTN knows weather

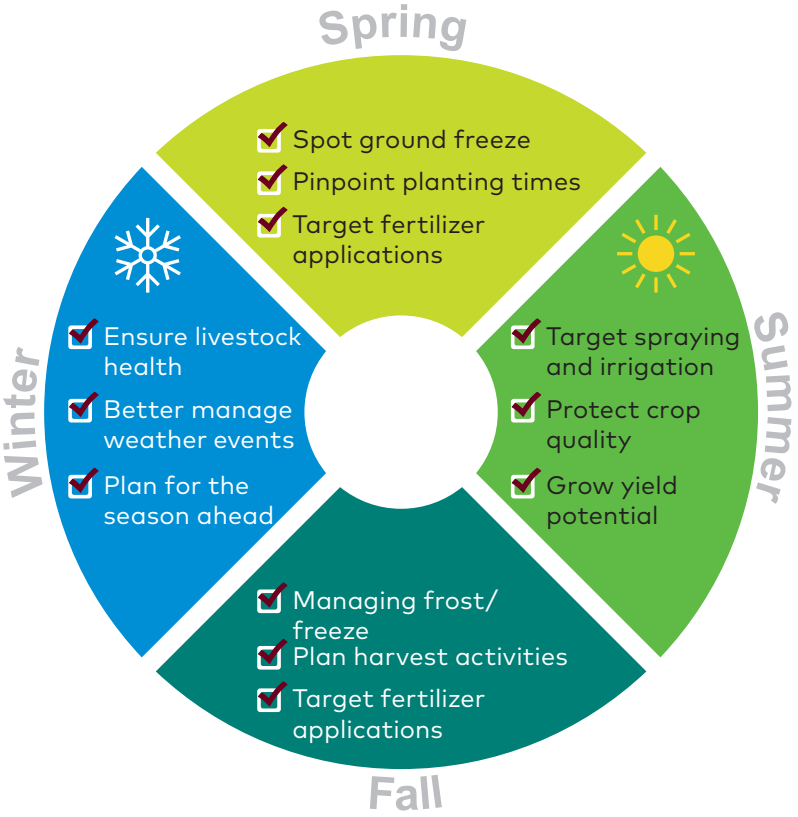
According to Forecastwatch.com, DTN has had the most accurate temperature and precipitation forecasts compared to any other weather service provider in North America for 10 consecutive years.

The DTN Ag Weather Station network has been the foundation of the largest commercially operated, most accurate weather station network delivering actionable insights to the agriculture community.

- Detailed hourly forecasts for the next 72 hours
- Daily forecasts out to 15 days
- Forecast meteograms
- Sub-acre level content for precision ag
- 5,500+ ag weather stations across the U.S. and Canada
- Highly-targeted, patented operational alerts
- Specialized forecasts and tools for livestock and dairy care, hay production, and wind monitoring

A DTN Ag Weather Station is hands-free. Our certified, professional technicians will install it and perform annual maintenance.

Year-round relevance



How it works

A DTN Ag Weather Station is placed directly in the fields to gather crop and field condition data, providing you with the most accurate and dependable weather information.

Sensors measure soil moisture, soil temperature, solar radiation, and leaf wetness. This delivers tremendously detailed field-level forecasts, sub-acre conditions, and insights for specific areas and geographic regions.

Customized alerts can also be set up for specific weather or field conditions to further reduce risk and support strategic field operations.

Our forecasts employ advanced adaptive learning forecast model technology based on research and development by the National Center for Atmospheric Research (NCAR).

- Incorporates raw data and observations from numerous sources
- Applies statistical integration, analysis, and processing
- Team of professional DTN forecasters analyzes and edits as necessary
- Digital dashboard for viewing forecasts, precipitation readings, along with field, soil, and wind conditions — from any computer or mobile device

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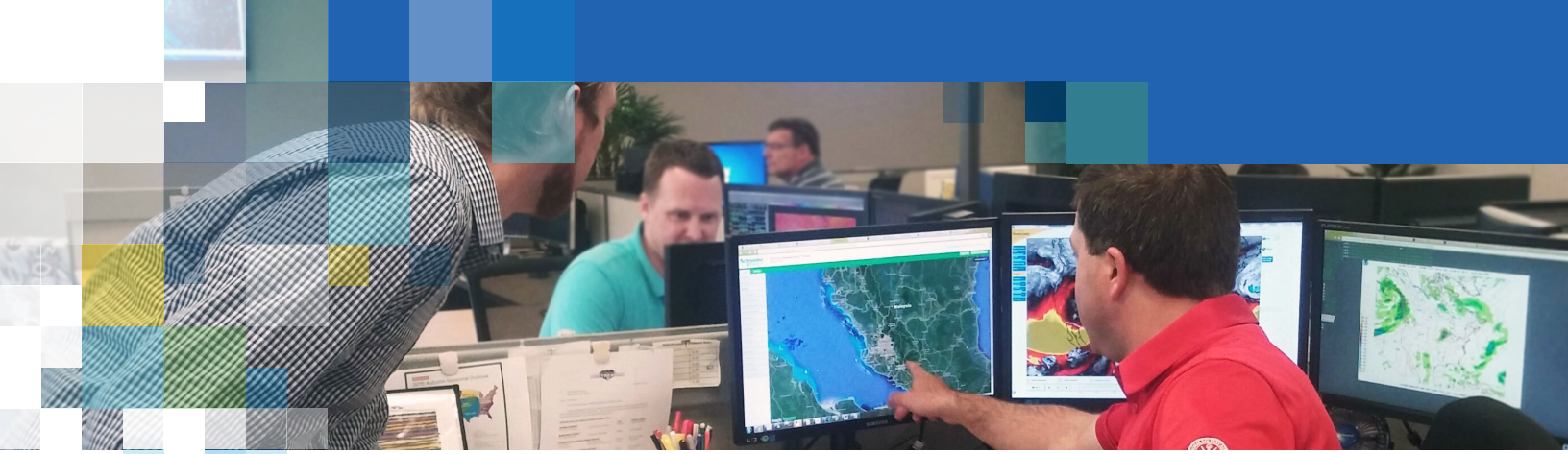

DTN's actionable weather insights enable producers to make smarter and more effective decisions.

Backed by unmatched expertise

We employ more than 50 professional meteorologists who have an average 11.5 years of professional forecasting experience. They work 24x7 to produce our top-ranked forecasts and support you.

While you can't control the weather, the insights you gain from a DTN Ag Weather station can help you manage risks with more certainty.