



Sowing the seeds of success

Marlan Johnson, Eagle, Nebraska

"I've been a customer of DTN for 30-plus years.

The service they provide is second to none."



Marlan Johnson

Marlan Johnson is a fourth-generation producer. That's something you don't see often these days, let alone within a half hour's drive of Nebraska's capital city. His great-grandfather originally homesteaded the land in 1877. Today, Johnson, with help from his wife, his brother, and his great-nephew, grows corn and soybeans, but he's also raised wheat, alfalfa, and cattle over the years.

DTN^o

"The very first thing I do — sometimes before I even get out of bed — is I'll grab my phone and look at the weather outlook because it helps me plan my day."

Marlan Johnson

What he was up against.

Weather has always been one of producers' biggest, most persistent challenges, but these days the stakes are even higher.

"In today's environment, with the pesticides we have, weather data is so crucial to just being able to say 'I sprayed it at this time and these were the conditions,'" Johnson explained. "You need to be able to document what you've done."

What we did to help.

To help, he chose DTN Ag Weather Station, which also works great with his MyDTN. Located right on his farm, it provides field-level weather and agronomy data, plus forecasts and custom alerts to support planning and operations. It also documents historical weather conditions for his records.

"If you've got a DTN system like that, you know it's pretty hard to dispute that you weren't doing it under those conditions," Johnson said.

What the impact was.

He's impressed with how accurate and specific it is. "Those things are crucial for me as a pesticide applicator," he said. "They're also crucial come fall time."

We natural air dry a lot of our corn, so it's important for me to know what the temperature and relative humidity are so we can make predictions of how far the corn is going to dry down in the bin and not over dry it."

Johnson grows seed beans for three different companies.

"Quality is everything," he said. "We've got to be there at the right time to optimize it. There's also a germination aspect. If they go through a rain and it swells the seed coat, then it's going to most likely lower the germination. We use the weather station and MyDTN to better focus on which fields we need to harvest first."

It also helps with planting.

"We're looking out for rainfall. Many times you'll get that quarter or half inch shower at 4 o'clock in the morning. We pretty much know that just by looking on the screen. So we might go to a different field and get in a whole day's work," Johnson explained. "I equate it to the Indy 500. You just got to run as hard as you can — wherever you can — and get the most acres covered."