

MEDIA ADVISORY

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DTN and DataOnTouch® Announce Integration Partnership Enables new soil forecast enhancements to support cost-effective input decisions

AVON, Indiana (February 20, 2017) - Today, DTN/*The Progressive Farmer* and DataOnTouch announced a new integration partnership to enhance weather and soil forecasts for ag retailers and farmers using DataOnTouch.

This partnership will add innovative underground soil moisture and temperature forecasts to the current readings provided by the DataOnTouch weather station network. According to Phil Brewer, vice president of marketing for DataOnTouch, the soil forecasts will enhance the company's current nitrogen model and seasonal crop growth stage predictions, allowing farmers to better plan for nitrogen and other crop input applications.

"DataOnTouch is an industry leader in providing comprehensive input and output data about a farming operation. It allows farmers to evaluate data from their entire operation and work with their ag retail salesperson to make the best decisions possible, while considering past history, costs and goals for the current year, and weather forecasts for the season," said Brewer.

With the partnership, DataOnTouch retailers will not only have the new soil forecast at the local weather station, but also real-time monitoring of the station. This is made possible by leveraging DTN/*The Progressive Farmer's* experience in operating North America's largest private weather station network.

"We are proud to join DataOnTouch in ensuring that their valued customers have the added insight they need to make better informed decisions," explained Matt Bradford, vice president of agriculture for DTN. "Targeted operational information is especially critical in today's highly-competitive, low-margin environment."

"Our partnership with DTN/*The Progressive Farmer* will further enhance the solutions and services retailers can provide for their customers. It will help them to manage localized weather-related decisions more closely and protect profit margins on a field-by-field basis," said Brewer.

Visit getdataontouch.com for more on information on DataOnTouch.

About DTN/*The Progressive Farmer*

DTN/*The Progressive Farmer* is revolutionizing the agriculture industry with its game-changing agricultural information solutions and market intelligence that enable customers to actively and effectively manage their businesses. The company's insightful, independent content along with proprietary business management tools and in-depth market analysis empower better decision making from today's forward-looking agricultural producers, agribusiness leaders and commodity market traders. For the latest editorial, weather and market information or more on all DTN/*The Progressive Farmer* services, visit dtnpf.com. Follow DTN/*The Progressive Farmer* on Facebook at facebook.com/DTNProgressiveFarmer and on Twitter at @DTNPF.

About DataOnTouch

DataOnTouch, LLC provides farmers with convenient and easy access to their farm data and decision-making tools and is a wholly-owned subsidiary of Co-Alliance, LLP, one of the largest, most successful supply and marketing cooperatives in the Midwest. Headquartered in Avon, IN, Co-Alliance is a partnership of five established co-ops with community roots extending back to the 1920s. Its business model allows for the unique ability to provide personalized, local service while still being large enough to offer its customers competitive prices and products. For more information, visit www.getdataontouch.com.