

Serving Absentee Landowners

OHIO COOP USES INTERNET TO ALLOW CUSTOMERS TO ACCESS ACCOUNTS

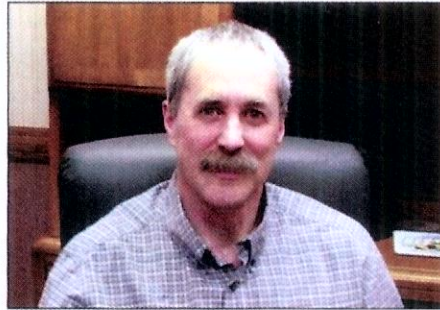
Agriculture's changing dynamics include an increase in the number of absentee landowners who want information from the elevators storing their grain. And Advanced Agri-Solutions Co-op of Wapakoneta, OH is doing just that with the help of AgVantage software.

"A customer called to find out his grain position, and we found he was a farmland owner who lived about 25 miles away in Sidney, OH. He was not a farm operator at all," says Terry Bell, who provides software systems support from the cooperative, which has 20 elevators.

Individually Accessible Accounts

Bell's effort to satisfy the crop-share customer led him to the e-AgVantage system, which provides an Internet access to the coop's accounts that are available to all farm operators.

"We have about 345 customers who currently are using the Internet to access their accounts, but here was a landowner who had similar questions about wanting to know how much he had on storage, how much free DP time was left for him, and all of the typical questions



Terry Bell, Advanced Agri-Solutions Co-op, Wapakoneta, OH.

usually asked by farmers," Bell says.

Bell says the coop has been using AgVantage's software provides all grain accounting needs, along with accounts receivable and internal reporting capabilities, as well as sales and corporate financial reports for over 20 years, and as new products evolve, the cooperative usually is among the first to use them.

This was the case with the e-AgVantage software that allows anyone to have Internet access to his or her individual account. Bell provides users with customer numbers and passwords, and they can see all of the

data about their accounts, including open contracts, total bushels stored, images of actual grain tickets, prices, and their grain positions.

"Here was an absentee landowner who was curious about his investment, and I think there are quite a few out there who are curious about the same information," observes Bell.

But for farmers, he says, the e-AgVantage system also lets them see their yearly grain sales history, as well as their past business with Advanced Agri-Solutions. He says the e-AgVantage system will allow farmers to download records of their fertilizer, chemical, and feed purchases, which they need for tax information.

But he continually takes the conversation back to the e-AgVantage Internet-based system. "Customers used to call up and want information about their accounts that very day, but if a customer is on the e-AgVantage system, he or she can log on and download it individually. It saves our people time in getting the requested reports and saves time and stamps mailing."

Grain Company

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Larry Hammond, CEO
Kim Behr, Merchandiser
Randy Broady, Grain Origination
Terry Bell, Accounting Software Support

Annual revenues: \$360 million

Number of facilities: 20

Number of employees: 250

Crops handled: Corn, soybeans, wheat

Services: Grain handling, agronomy, feed, petroleum

Software Vendor

AgVantage[®]
Software

Rochester, MN

877-282-6353 • www.agvantage.com

Michelle Blomberg, President
Chuck Bohanon, Senior Sales and Service Analyst
Paul Hawes, CFO

Accounting software: AgVantage software

Operating systems: Windows XP, i5/OS

Software options: Grain Accounting, Management Accounting, Point-of-Sale, Agronomy, Energy Management, eBusiness, and Patronage.