

KNOWING YOUR WORTH: NEGOTIATING FARMLAND RENT FOR YOUNG PRODUCERS

CHELSEA J. ARNOLD

LAND PRICES



AGING PRODUCERS



YOUNG PRODUCERS



YOUNG PRODUCERS

To be successful and grow, young producers need:

- Access to land
- Access to capital



YOUNG PRODUCERS

Young Producer's largest difficulties:

- Limited access to land
- Limited access to capital



LEASING FARMLAND

- Little capital required
- Less financial risk
- Allows young producers to obtain economies of scale



KANSAS LANDOWNERS WANT:

- Experience
- Financial Stability
- Strong stewards of the land

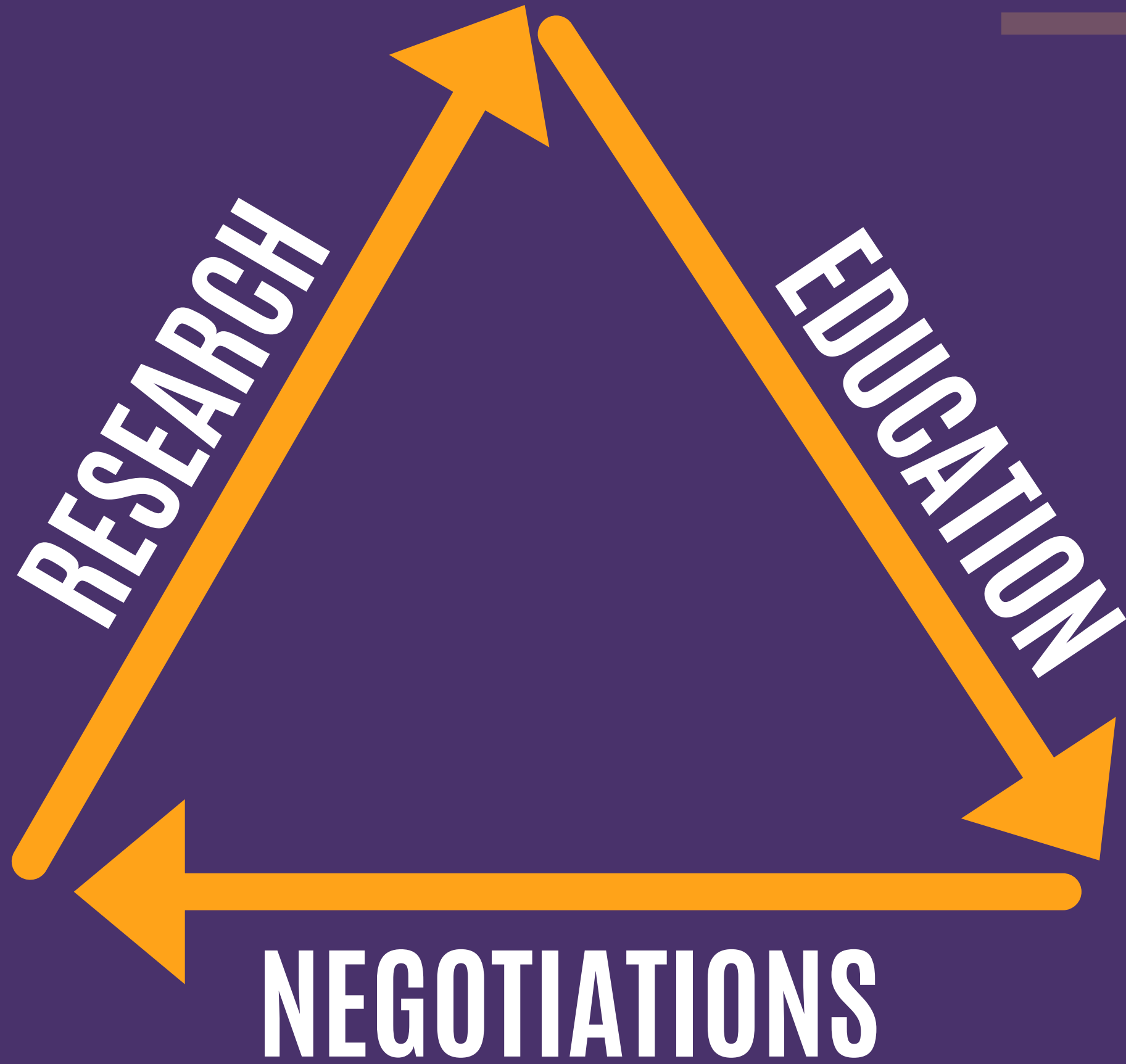
YOUNG PRODUCERS ARE:

- Less experienced
- Financially Risky
- Strong stewards of the land



HOW CAN YOUNG PRODUCERS BETTER NEGOTIATE FARMLAND LEASES?

OBEJCTIVES





KANSAS STATE
UNIVERSITY | Agricultural Economics

LANDOWNER SURVEY

The **goal** of this study is to learn more about the interactions of landowners and young/beginning producers involved in agricultural land leasing arrangements in Kansas. In particular, we are hoping to understand what characteristics and attributes of producers that landowners take into consideration when deciding who to rent their land to. We want to learn about your land leasing arrangement(s) to better inform both landowners and producers in the future.

Your opinions matter! Please **help us learn from you** by completing this survey.

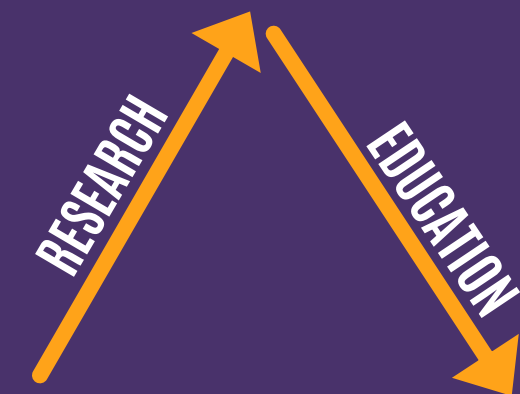
As always, all individual responses are **anonymous and confidential**.

Thank you for taking our survey! Your contribution will continue helping to inform current and future landowners and producers in Kansas.

3,600 LAND-OWNER SURVEYS



KANSAS LANDOWNERS



68 YEARS
OLD



TRUST

15 YEAR
TENANT
RELATIONSHIP



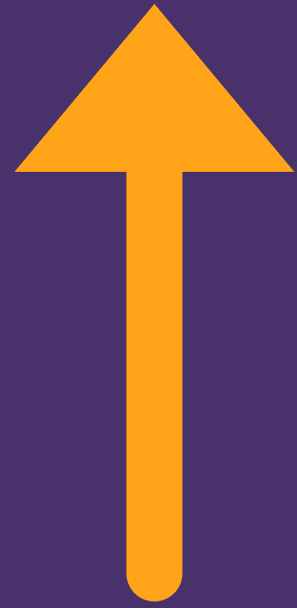
STEWARDSHIP



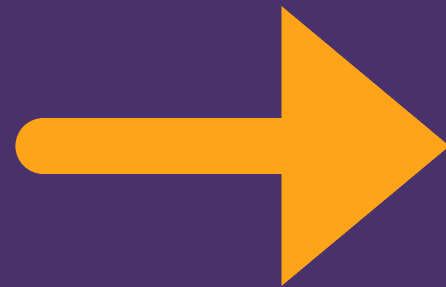
EXPERIENCE



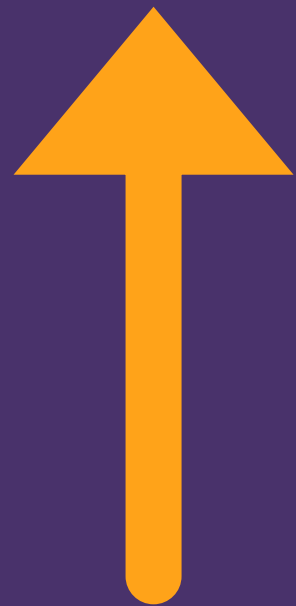
NEGOTIATIONS



Knowledge



**Better Access to
Farmland**



**Negotiation
Preparation**



PRODUCERS IN KANSAS

< 35 YEARS
OLD

Actively producing and wanting to lease
Wanting to produce and wanting to lease



PROGRAM GOALS

INFORM YOUNG PRODUCERS ON:

- Current leasing practices and rates throughout Kansas
- Characteristics of tenants that landowners seek
- Landowner price expectations when working with young producers



KANSAS FARM BUREAU[®]
The Voice of Agriculture[®]

Kansas Farm Bureau's Beginning
Farmers and Ranchers Conference

K-STATE
Research and Extension

Kansas State University Risk &
Profit Conference



DELIVERY & COMMUNICATION



Kansas Farm Bureau's Beginning Farmers and Ranchers Email Blast & Social Media Push



AgManager.info upload & K-State Media Blast

1. FACTSHEETS

2. VIDEOS

3. TOOLS

K-STATE
Research and Extension

**Farmland prices are rising.
Landowners are aging.
Young Producers are struggling.**

Agricultural producers face numerous difficulties farming today, especially young producers trying to enter into the agricultural sector and achieve success. Young producers, aged 35 years or younger, are often at a disadvantage to more experienced producers who have a better financial...

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Kansas Landowner

68 YEARS OLD

The average Kansas landowner is 68 years old. The average Kansas landowner who had rented to full-time for 15 years. This landowner is more likely than not to be from a farming background with an average farming experience.

77%

In a recent study, 77% of landowners agreed or strongly agreed that a tenant's experience in farming is the most important criteria to consider when choosing a tenant, and 49% prefer renting to someone they know (or at least know their family) when the tenant has no experience.

Kansas landowners value:

- ✓ **TRUST**
- ✓ **STEWARDSHIP**
- ✓ **EXPERIENCE**

JEREMY MARSH
CORN & SOYBEAN PRODUCER

FARMING PHILOSOPHY

This section is a chance for you to convey your preferences on philosophy in your farming or ranching operation. Be specific to your preferences on conservation practices, methods, and farming techniques. Also include your current short and long term goals for your operation.

CONTACT

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PROFILE

Give a statement about yourself here. Include things such as:

- Background
- Current Operation Size (if applicable)
- Current Interests

SKILLS

List all farming/ranching skills you may have here. Be sure to be specific. You should also include any machinery experience that you may have.

- Farming Skills
- Machinery Skills
- Certifications (if any)

EXPERIENCE

POSITION TITLE, COMPANY NAME
DATE STARTED- CURRENT

- List related and relative experience
- Be sure to be detailed in your role
- List at least your last three work experiences if applicable

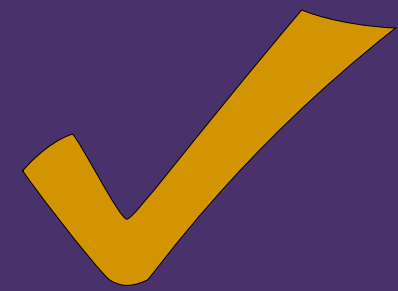
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RESUME EXAMPLE

EXPERIENCE

- List related and relative exp
- Be sure to be detailed in yo
- List at least your last three experiences if applicable

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NAME



Pre & Post Presentation Surveys



Monitor attendance and online views



6-Month Post Presentation Survey



PROJECT TEAM



Chelsea Arnold
Kansas State University



Mykel R. Taylor, Ph.D.
Auburn University



Questions?

