



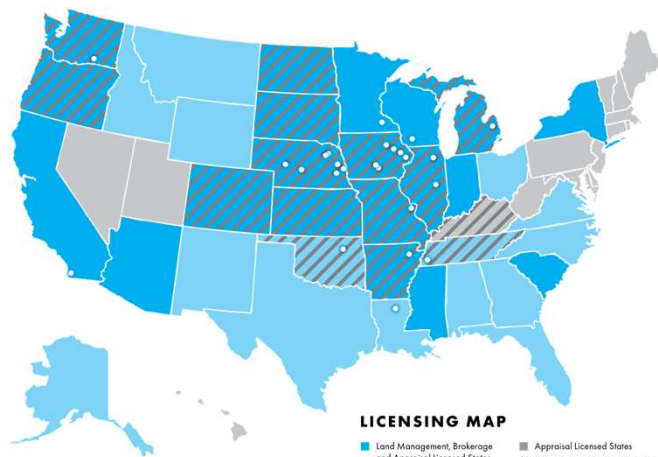
Farmland Value Trends

David Muth Jr., PhD
Capital Markets | Director

 PeoplesCompany.com






1

PEOPLES COMPANY



LICENSING MAP

■ Land Management, Brokerage and Appraisal Licensed States
■ Land Management and Brokerage Licensed States
■ Appraisal Licensed States
■ Crop Insurance Licensed States
■ Consulting Available
● Peoples Company Office

-  Land Brokerage & Auctions
-  Land Management
-  Agricultural Appraisals
-  Capital Markets
-  Energy Management
-  Crop Insurance
-  Corporate Services



2

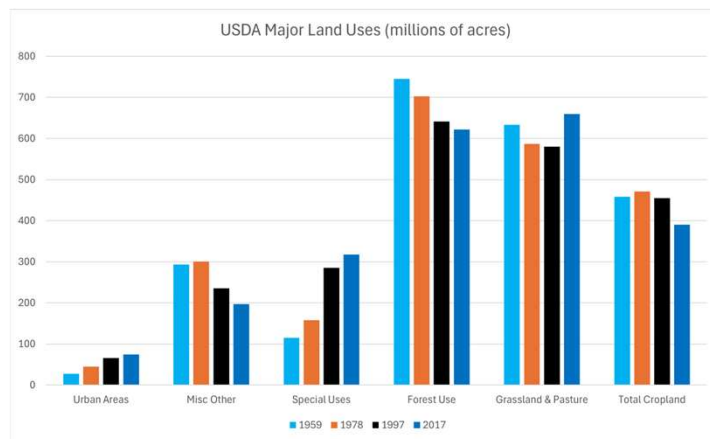


US FARMLAND ASSET CLASS

PeoplesCompany.com

3

EVERYTHING STARTS WITH LAND



Louisiana Purchase - 1803

2.26 billion acres in the US

530 million acres in Louisiana Purchase

\$0.043/acre

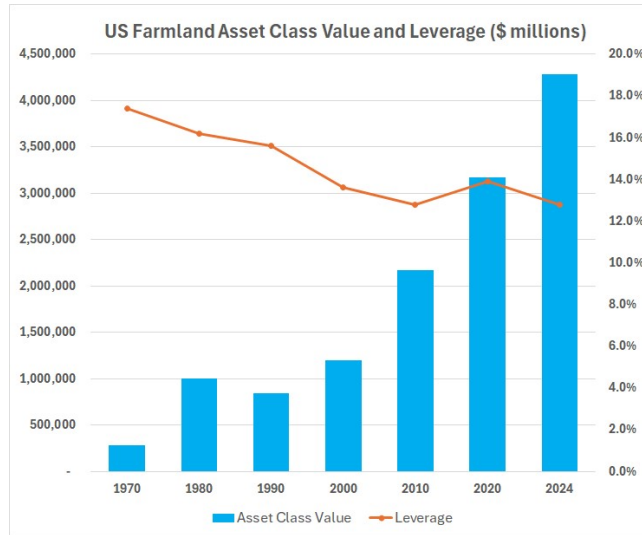
\$1.12/acre in 2025 dollars



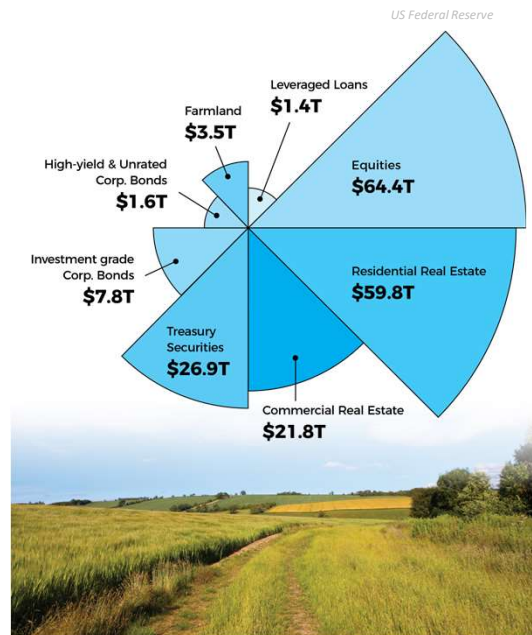
PeoplesCompany.com

4

US FARMLAND ASSET CLASS VALUE



Source: USDA, TIAA Center for Farmland Research



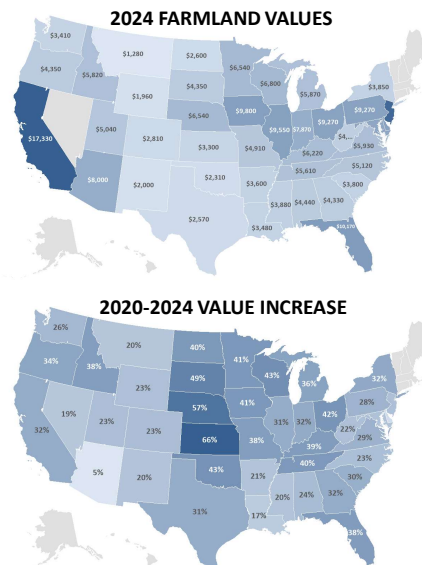
5

FARMLAND RETURNS IN CONTEXT | 1991-2023

ASSET RETURN CHARACTERISTICS (1991 - 2023)

Asset/Index	Annual Ave. Return	Minimum Return	Maximum Return
US Ag 32 States	8.9%	-1.0%	20.7%
Iowa	11.2%	-5.3%	28.9%
Illinois	9.6%	-0.3%	28.8%
California	8.4%	2.6%	35.2%
Washington	12.3%	6.0%	25.0%
Oregon	11.2%	-1.3%	24.2%
Arkansas	9.8%	0.8%	17.7%
TCM10Y	4.1%	0.9%	7.9%
Mort30F	5.9%	3.0%	9.2%
Equity REITS	10.2%	-47.4%	34.6%
Composite REITS	9.7%	-47.5%	33.7%
S&P500	8.1%	-48.6%	29.3%
NASDAQ	11.2%	-52.0%	61.8%
Gold	5.1%	-31.9%	27.7%
CPI	2.5%	0.0%	6.9%

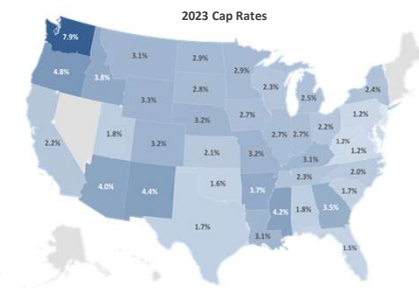
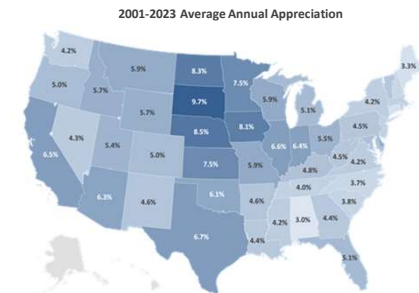
Source: USDA, NCREIF, TIAA Center for Farmland Research



6

FUNDAMENTALS OF FARMLAND PERFORMANCE

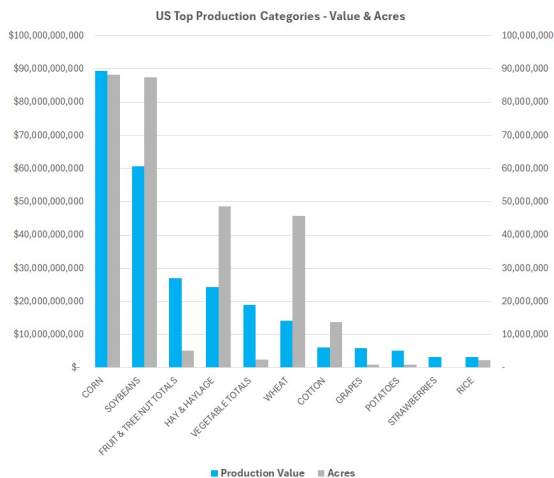
- Capital Gains Driven Asset Class
- Consistent Performance on 10+ Year Hold Period
- Premier Real Asset Inflation Hedge
- Stable Income
 - *Zero Vacancy*
 - *Annual Revenue Guarantee*



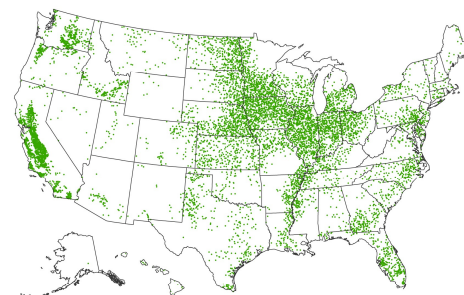
Source: USDA, TIAA Center for Farmland Research

7

US AG PRODUCTION



Market value of crops sold in 2017



1 dot = \$20 million

Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service, 2017 Census of Agriculture.

8



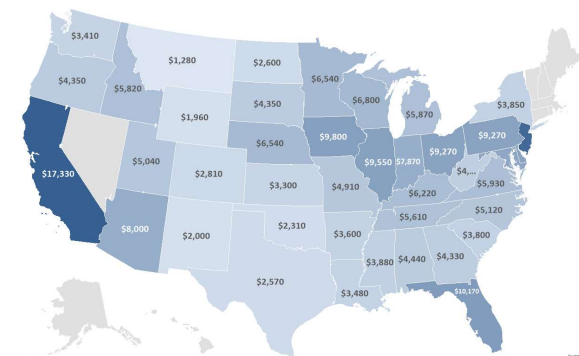
FARMLAND VALUE TRENDS

PeoplesCompany.com

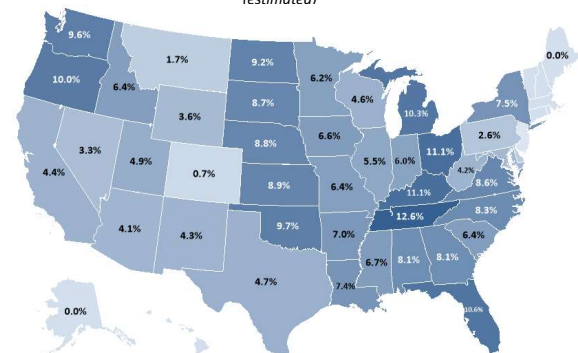
9

2024 FARMLAND VALUES & RETURNS

2024 FARMLAND VALUES



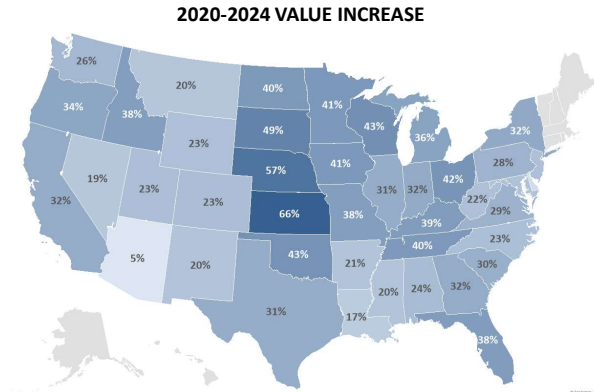
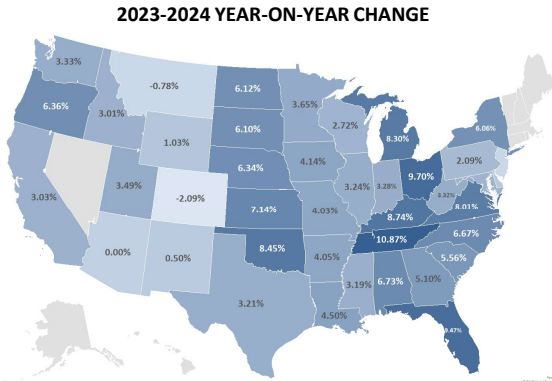
2024 TOTAL ANNUAL RETURN
(estimated)



Source: USDA, TIAA Center for Farmland Research

10

FARMLAND VALUES TRENDS



Source: USDA, Economic Research Service

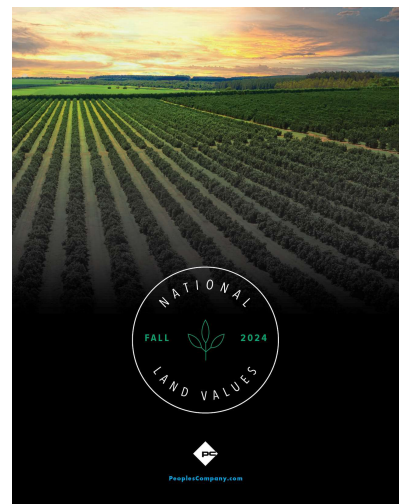
11

FARMLAND VALUES TRENDS

TABLE 1 Total Cropland Return by Hold Period

Sources: USDA, NCREIF, and TIAA Center for Farmland Research

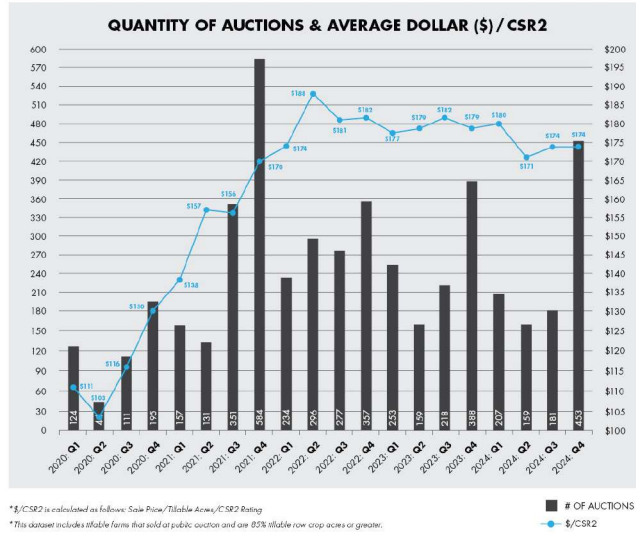
Region	HOLD PERIOD					
	1-Year	5-Year	10-Year	15-Year	25-Year	1991-Present
Appalachia	8.98%	7.28%	5.29%	4.49%	6.11%	6.61%
Corn Belt	7.12%	8.82%	5.15%	8.18%	8.99%	9.45%
Delta	7.03%	7.38%	7.18%	8.20%	9.12%	9.19%
Lake	7.01%	8.97%	5.95%	7.44%	8.96%	9.35%
Mountain	3.56%	7.43%	6.43%	6.80%	9.11%	10.87%
Northeast	4.95%	5.04%	6.01%	6.04%	4.65%	3.01%
Northern Plains	8.92%	11.07%	6.06%	11.57%	11.80%	11.12%
Pacific Northwest	9.83%	11.28%	10.07%	10.63%	11.02%	11.70%
California	4.43%	7.80%	7.56%	6.81%	8.47%	8.33%
Southeast	8.30%	7.80%	5.97%	4.37%	6.24%	6.39%
Southern Plains	7.16%	8.39%	6.33%	6.40%	7.80%	7.63%
NCREIF Total Farmland	2.57%	5.56%	6.72%	9.19%	10.95%	10.29%
NCREIF Annual Cropland	8.61%	9.12%	6.95%	8.93%	10.37%	9.97%
NCREIF Permanent Cropland	-6.00%	0.30%	5.93%	9.44%	11.32%	10.29%



12

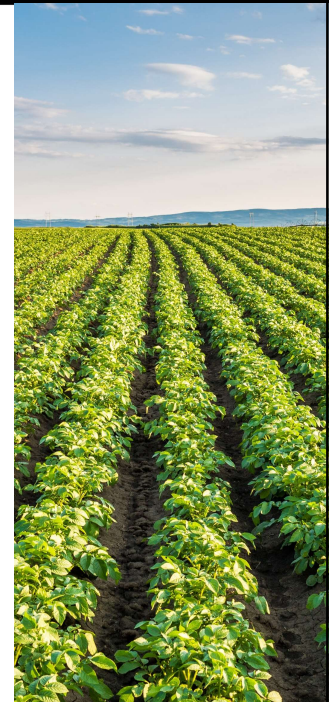
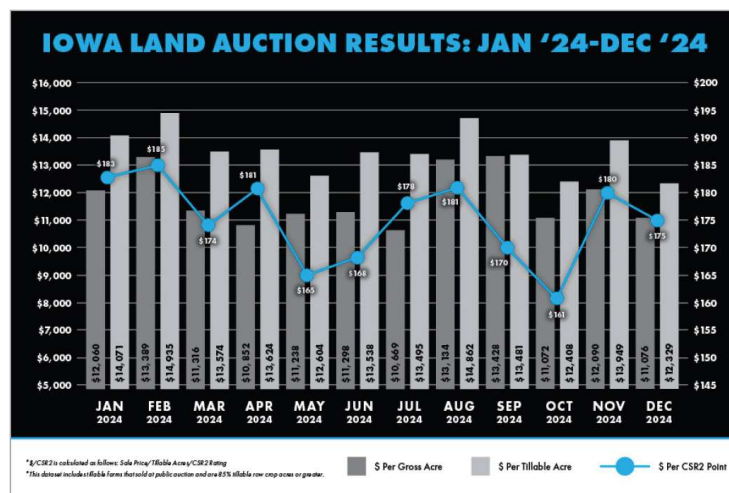
Source: Iowa State University

IOWA FARMLAND VALUES



15

IOWA FARMLAND VALUES

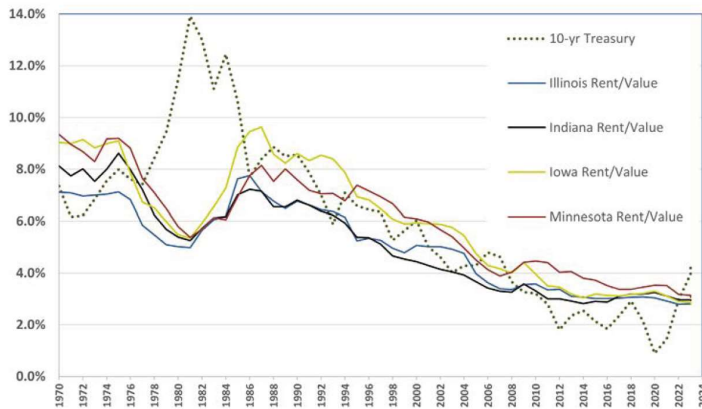


16

INFLECTION POINT

FIGURE 12 Capitalization rate and Treasury rate relationships
Corn Belt states

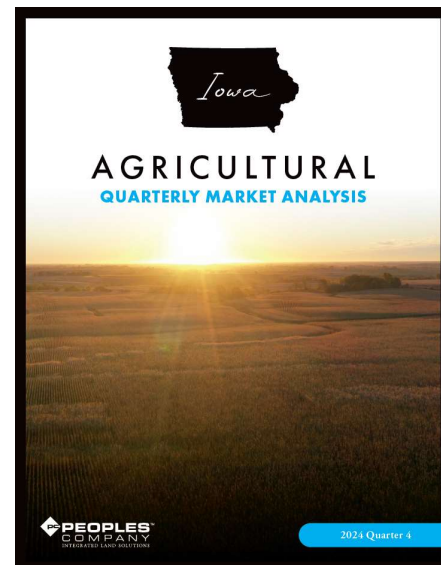
Source: TIAA Center for Farmland Research



17

IOWA FARMLAND VALUES

- High quality farms have strong market support
- Mid and lower quality farms have more mixed market support
- Likely uncertain and fragmented in 2025
- Interest rates supporting increased rational debt
- Limited evidence of cap rate increases
- Downward pressure on cash rents



18

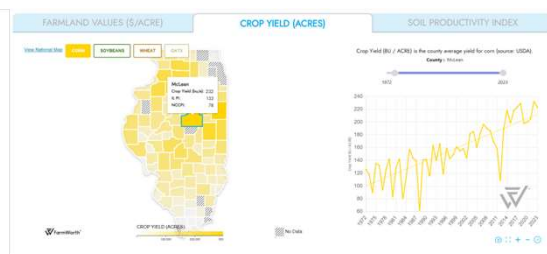
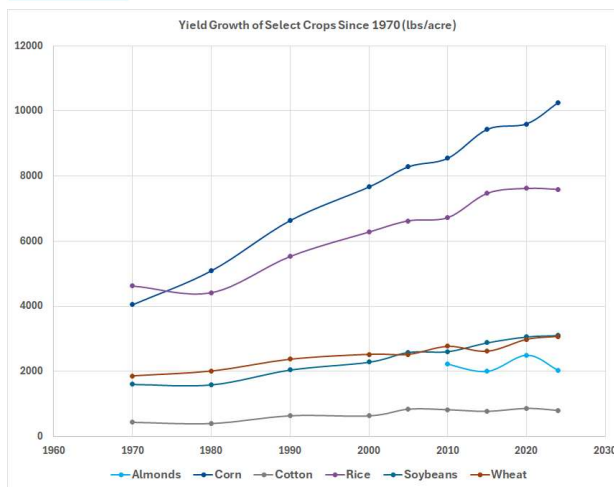


REVENUE GROWTH & FARMLAND APPRECIATION

PeoplesCompany.com

19

YIELD GROWTH



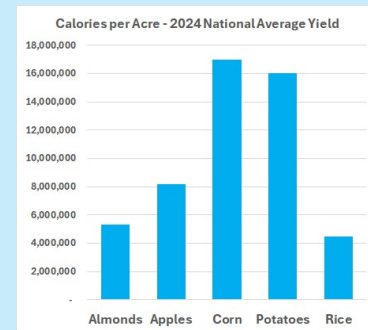
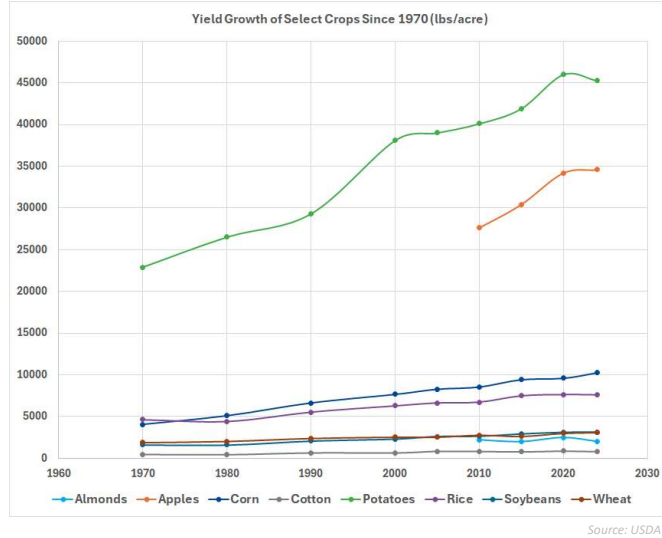
ILLINOIS CORN EXAMPLE

Year	1970	2024	10-Year Gain
Yield (bu/ac)	74	218	27
Price (\$/bu)	\$5.00	\$5.00	\$5.00
Revenue (\$/ac)	\$370.00	\$1,090	\$135.00
Rent (\$/ac)	\$130.00	\$382	\$47.25
Cap Rate	2.5%	2.5%	2.5%
Implied Value (\$/ac)	\$5,180	\$15,260	\$1,890

PeoplesCompany.com

20

YIELD GROWTH



21

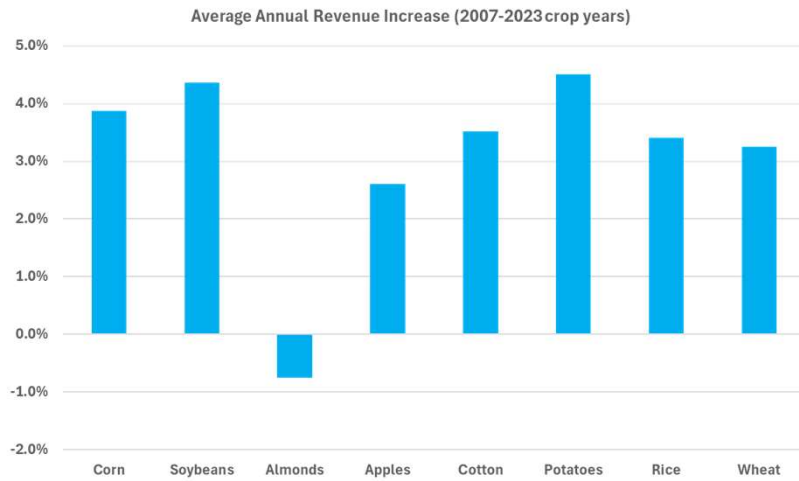
THEORETICAL MAXIMUM CORN YIELD

RECORD CORN YIELD



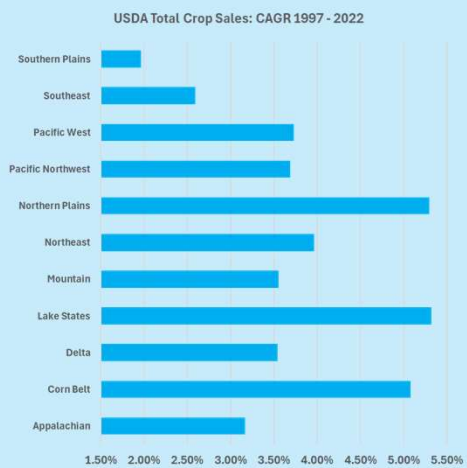
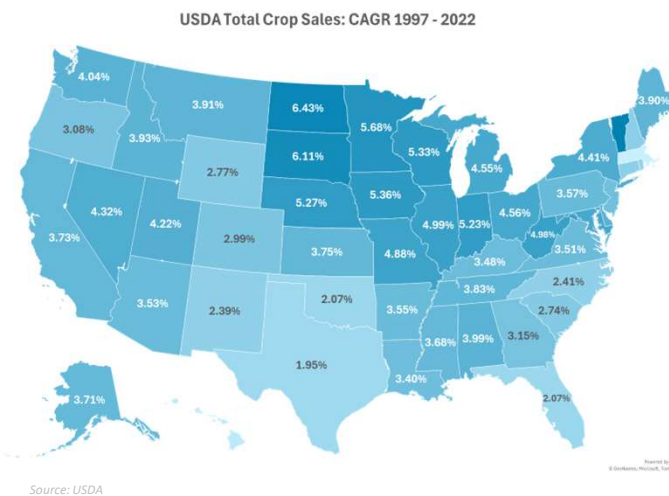
22

CROP REVENUE GROWTH



23

CROP REVENUE GROWTH



24



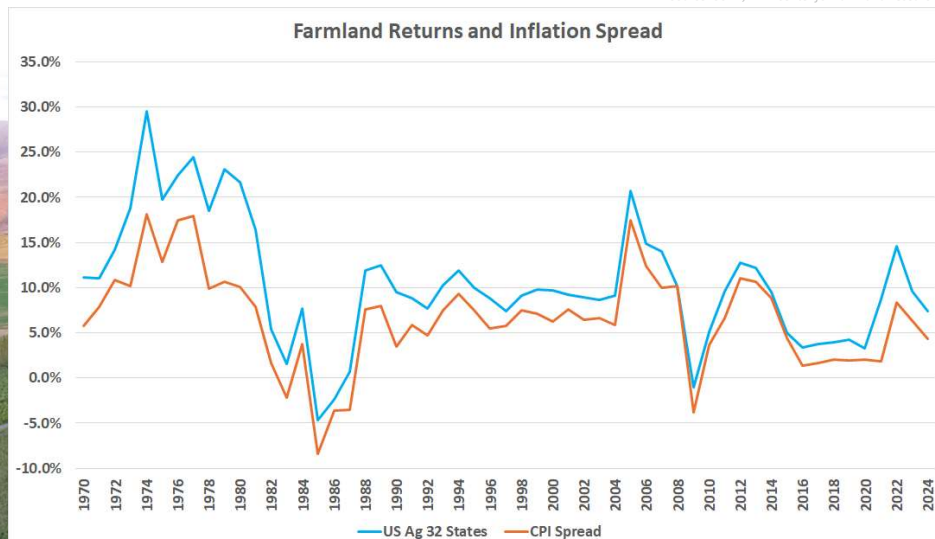
REALITIES OF FARMLAND AND INFLATION

PeoplesCompany.com

25

FARMLAND CORRELATION WITH INFLATION

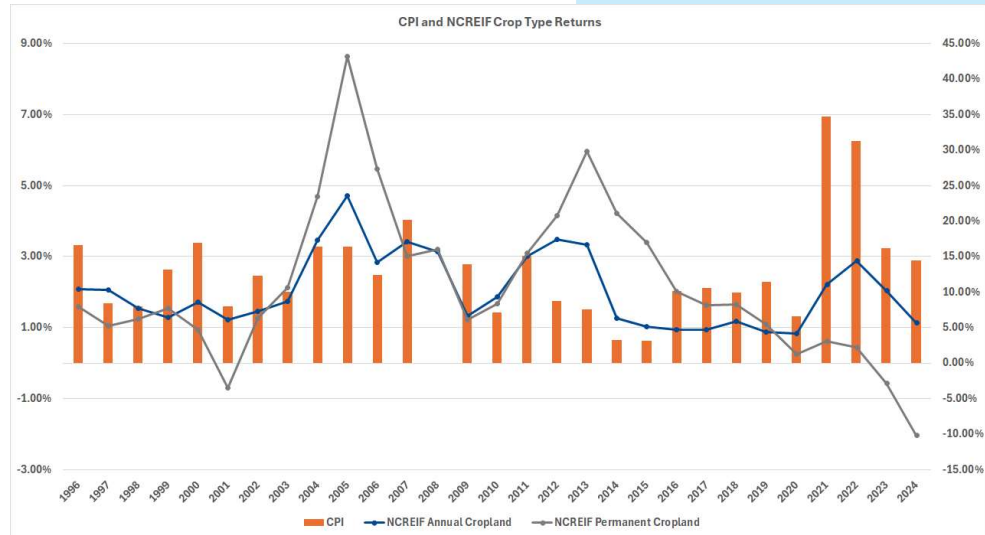
Source: USDA, TIAA Center for Farmland Research



26

INFLATION AND NCREIF RETURNS

Source: USDA, NCREIF, TIAA Center for Farmland Research



27

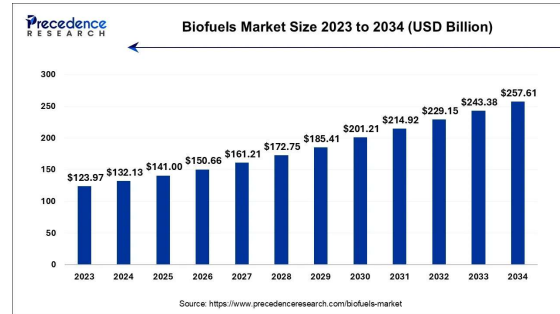
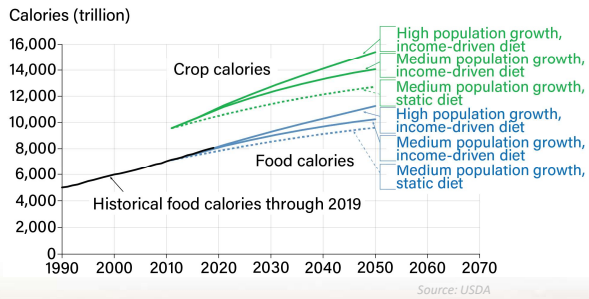


FACTORS DRIVING FARMLAND VALUES

28

AGRICULTURAL MARKET GROWTH

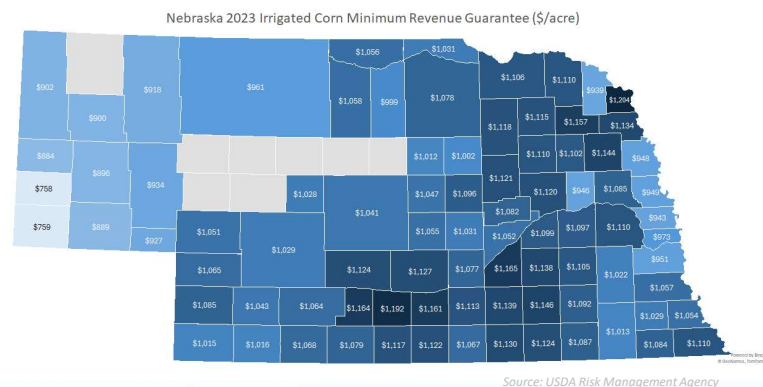
World crop calories and food calories projected to continue growth trend through 2050



29

RISK MANAGEMENT – FEDERAL CROP INSURANCE PROGRAM

USDA
United States
Department of
Agriculture
Risk Management Agency



30

ASSET CLASS IN TRANSITION

Table 3.1. Distribution of Iowa Farmland by Control, 2017 and 2022

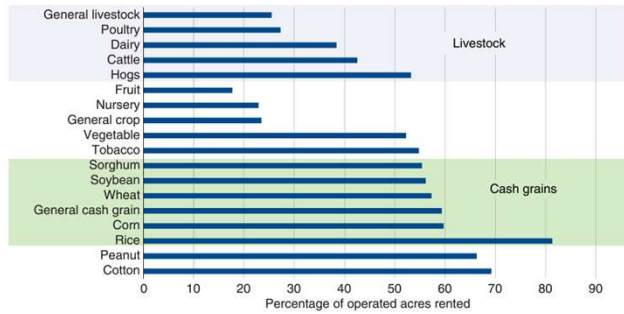
	2017		2022	
	Percent	Acres	Percent	Acres
Owner Controlled:	47%	13,851,567	42%	12,887,317
Owner operated	37%	10,819,245	32%	9,662,493
Custom farmed	2%	583,485	3%	951,400
Government programs and other uses	8%	2,448,837	8%	2,313,478
Leased:	53%	16,771,192	58%	17,622,507
Cash rent (fixed)	35%	11,502,256	42%	12,687,933
Cash rent (flexible)	9%	2,354,117	9%	2,676,097
Crop share	9%	2,875,316	7%	2,166,375
Other types of leases	<1%	39,503	<1%	92,101
Total:	100%	30,622,759	100%	30,509,878

Table 4.1. Percentage of Farmland by Age and Lifecycle Stage of Owner

	1982	1992	2002	2007	2012	2017	2022
Early stage							
< 25	1%	1%	<1%	<1%	1%	<1%	<1%
25-34	10%	6%	3%	2%	3%	1%	1%
Mid-stage							
35-44	14%	11%	10%	6%	5%	4%	3%
45-54	23%	18%	16%	15%	14%	11%	9%
55-64	22%	21%	23%	22%	22%	25%	20%
Late stage							
65-74	17%	23%	24%	27%	26%	26%	29%
> 74	12%	19%	24%	28%	30%	34%	37%

Source: Iowa State University - Land Ownership and Tenure Survey

Share of land rented varies by production specialty



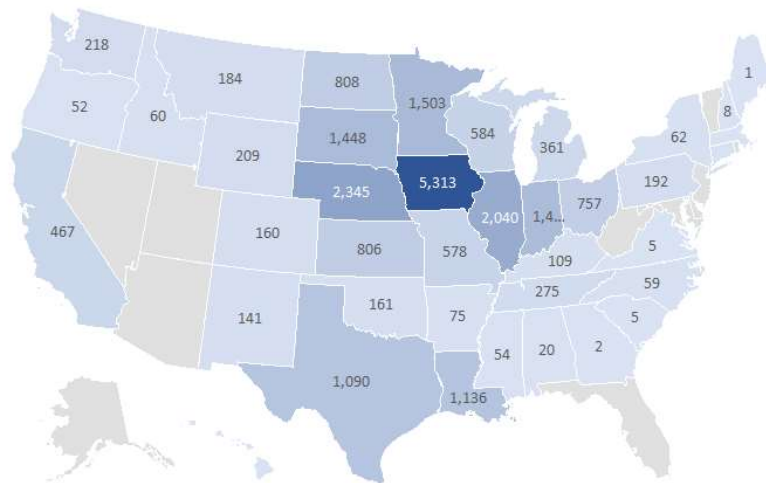
\$4 Trillion+ will change hands over the next 30 years.

PeoplesCompany.com

31

BIOFUELS PRODUCTION BY STATE

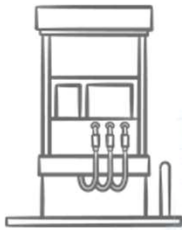
Total Renewable Fuels Production by State (1,000,000's gallons annually)



Powered by Bing
© GeoNames, Microsoft, TomTom

32

BIOFUELS PATH FORWARD – NET ZERO GOALS



Current Capacity
22.75 billion gallons

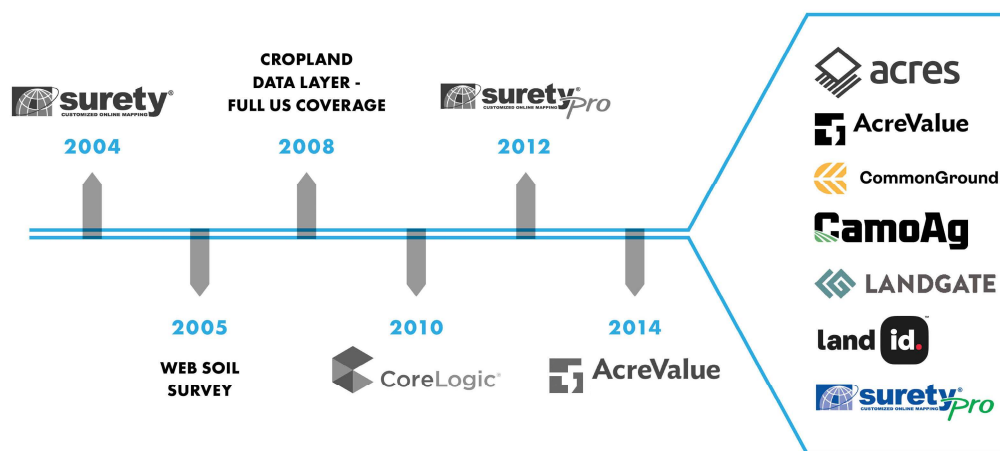
Renewable Fuels Required
SAF - 16 billion gallons
Renewable Diesel - 45 billion gallons

For Context

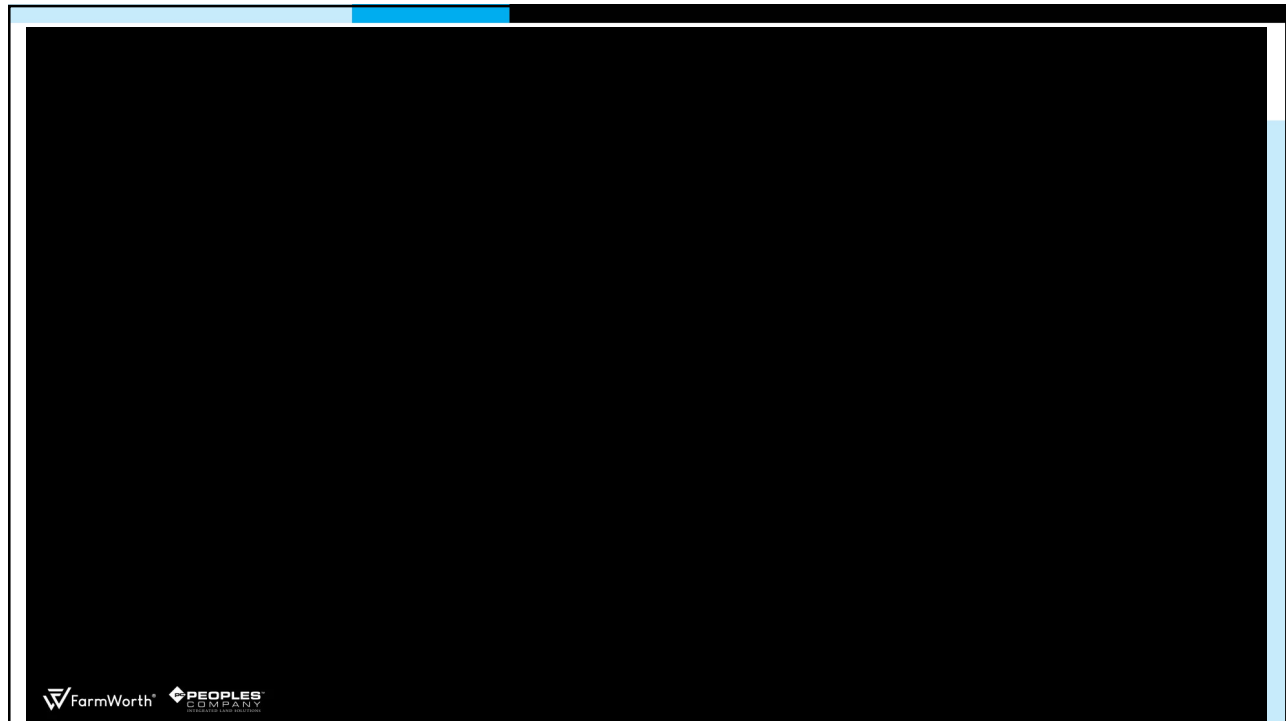
- 1 billion bushels of soybeans = 1.6 billion gallons of renewable diesel
- 24 billion bushels of soybeans are needed to fill the gap
- Current annual US production is ~4.5 billion bushels

33

DIGITIZATION IMPACTS ON FARMLAND TRANSACTIONS



34



35

FARMLAND NATURAL CAPITAL

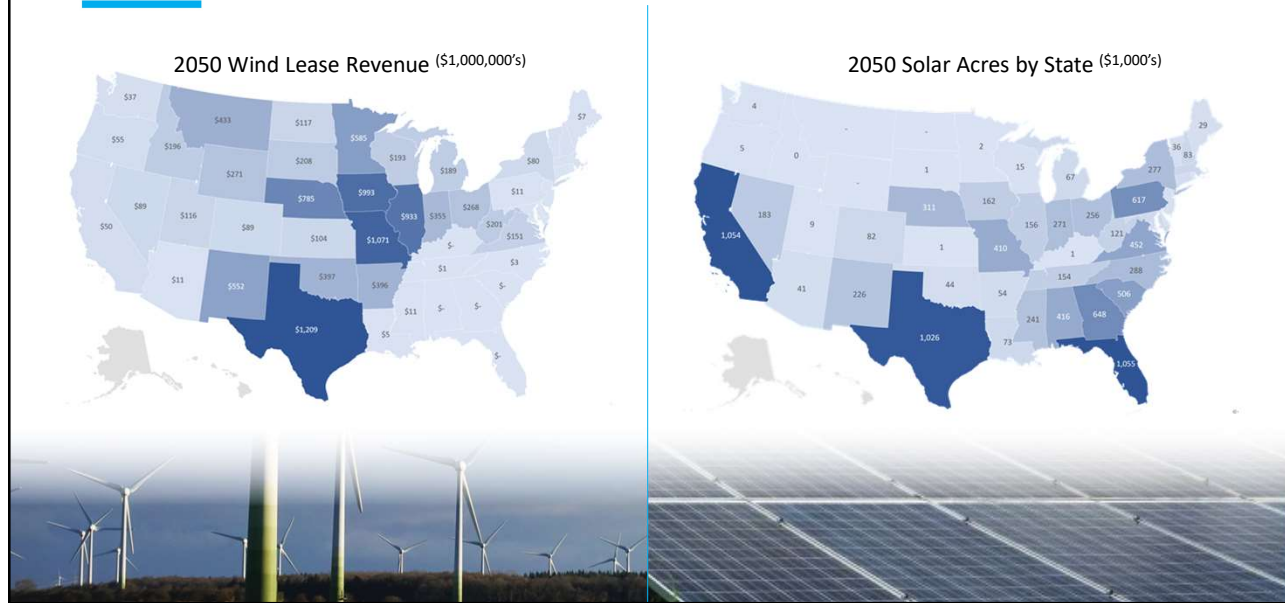
PEOPLES
COMPANY
INTEGRATED LAND SOLUTIONS

FARMLAND NATURAL CAPITAL

PeoplesCompany.com

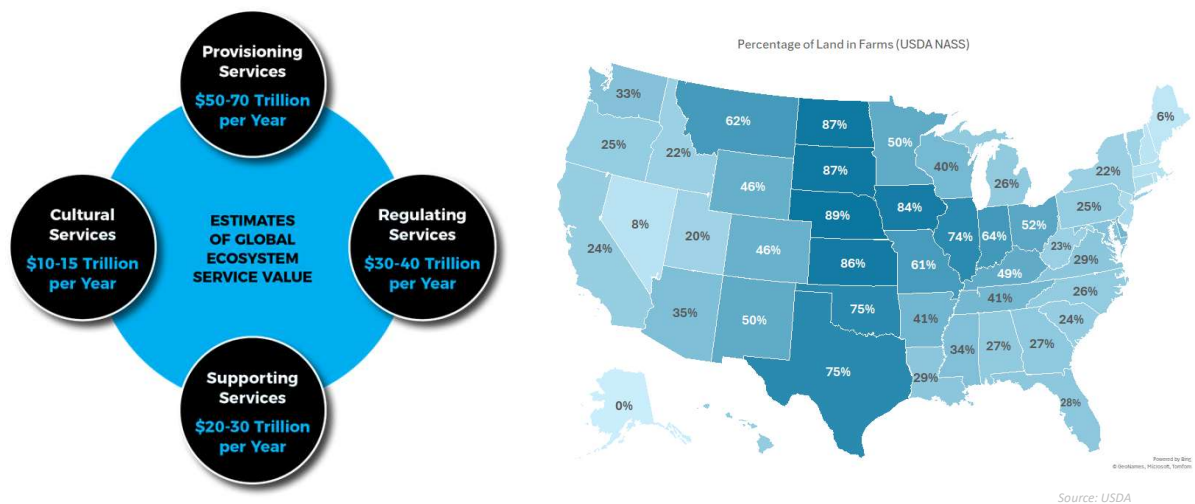
36

ENERGY TRANSITION REVENUE



37

WHAT IS THE REAL VALUE OF FARMLAND ECOSYSTEM SERVICES



38

CURRENT ECOSYSTEM SERVICE ACCESS POINTS

CORN BELT EXAMPLE OF EXISTING COMMON ECOSYSTEM SERVICE OPPORTUNITIES

Asset Characteristics

Acres: 160 Tillable Acres: 150 Asset Value: \$12,000/tillable acre Total Asset Value: \$1,800,000

Ecosystem Service Funding Source	Funding Source Description	\$/Acre Payment	Program Characteristics	Funding Recipient
Conservation Stewardship Program	Enhancements include nutrient management, integrated pest management, reduced tillage, cover crops.	\$50.00	Limited to \$40K per SSN, \$80K for GP, 5 year contract.	Farm Operator
Carbon Markets	Multiple programs available for implementing practices. No-till and cover crops are typical.	\$20.00	Range of payment structures available. Limited by additionality and permanence issues. Typical range is \$10-\$30/acre.	Farm Operator
CPG Program	Connecting with supply chain end users to pay for practices that meet CPG RA goals.	\$30.00	Commodity programs ranging from \$20-\$40/acre. Commodity and fresh market supply chains have unique structures in these programs.	Farm Operator
Recreation	Hunting rights assumed non-tillable grassland and field border acres.	\$10.00	Varies substantially in different regions and based on an individual asset's characteristics.	Landowner
		\$103.75 \$16,600.00 \$3,458.22 per acre value increase at 3% cap rate	Annual income per total farm acre Total asset revenue	



PeoplesCompany.com

39

ECOSYSTEM SERVICE CAPITALIZATION – NATURAL ASSET COMPANIES

Natural Capital Accounting



Quantify and track the value of natural resources and ecosystem services within an economic framework

Natural Asset Companies

- Identify the inherent and potential natural asset value for a farmland asset
- Aggregate assets and license rights to asset ecosystem services
- Raise capital through the licensed rights
- Invest capital into conservation, regenerative, and restorative practices
- NAC members realize current income and capital gain from increasing ecosystem service outcomes



www.intrinsicexchange.com

PeoplesCompany.com

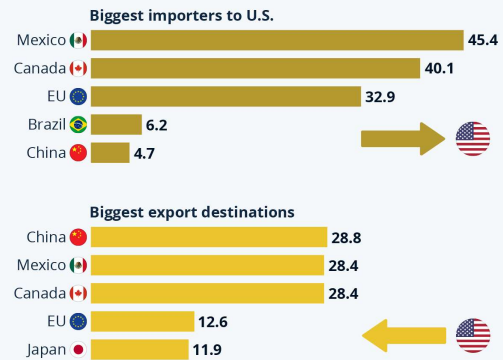
40

KEY THEMES TO MONITOR

- Tariffs & strength of the dollar
- Sentiment in equity markets
- Cost of capital
- Renewable energy policy
- Farm bill
- Ecosystem services business models

Who Imports and Exports Ag Products in the U.S.?

Sources of imports and destinations of exports for agricultural products in the U.S. in 2023 (in billion U.S. dollars)



statista

41



THANK YOU!

THE IRONY OF THE INFLATION REDUCTION ACT for THE FARMLAND ASSET CLASS

© Dave Kaul, PhD
Peoples Company Managing Director, Asset Management
Peoples Company

SAVE THE DATE
JANUARY 13, 2026

19TH ANNUAL LAND INVESTMENT EXPO | IOWA EVENTS CENTER

TICKETS JUST \$375

DISCOUNT VALID THROUGH JANUARY 31, 2025

PURCHASE YOUR 2026 TICKET TODAY AND SAVE BIG!

LAND INVESTMENT EXPO

SAVE THE DATE
JANUARY 13, 2026

19TH ANNUAL LAND INVESTMENT EXPO | IOWA EVENTS CENTER

TICKETS JUST \$375

DISCOUNT VALID THROUGH JANUARY 31, 2025

PURCHASE YOUR 2026 TICKET TODAY AND SAVE BIG!

LAND INVESTMENT EXPO

NATIONAL LAND VALUES
FALL 2024

PeoplesCompany.com

THE EVOLUTION OF FARMLAND AS AN INSTITUTIONAL ASSET

PEOPLES COMPANY

PeoplesCompany.com

42