

Missouri Agriculture Rental Rates

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INTRODUCTION

Missourians rent roughly 35% of the 28 million agriculture acres in the state¹. Public rental rate and lease information is important as widespread information strengthens market efficiency². Previous University of Missouri Extension *Cash Rental Rate* surveys and those of comparable mid-west land-grant institutions were used as the primary resource for designing the 2021 *Missouri Agriculture Rental Rate Survey*. Increasing public information regarding Missouri agricultural land rental rates is the purpose for conducting this survey and publishing the corresponding results.

METHODS

The paper survey was created in four drafts and then turned into an electronic version through Qualtrics. The survey link and marketing materials were sent to over 20 agriculture organizations in Missouri. Expanding on contact lists from the 2018 *Missouri Cash Rent Survey* additional stakeholder groups were identified and included. These organizations were asked to send the survey out to their affiliates through email, social media, and newsletter to increase awareness and participation. A proposed social media post is illustrated to the right.

RESULTS

This survey is open until August 20th, 2021. This means that there are not any complete results currently. As of now, there are 84 responses.



Above is an example social media graphic organizations were able to use.



University of Missouri

2021 Missouri Agriculture Rental Rate Survey

Whether you are a landowner or a tenant, your response to this survey provides valuable information to Missouri farmers, ranchers, hunters, and landowners. Agriculturalists seek and use the University of Missouri agriculture rental rate survey results to make business decisions. This survey seeks information about cash rental rates for cropland, crop share, pastureland, buildings and facilities, hunting leases, and commodity price and interest rate expectations.

Survey results will be summarized and reported for free online at extension.missouri.edu. If you would like a summary of this survey sent directly to your email, please include it below. Providing an email is not required. You can see previous cash rental rate survey results at <https://extension.missouri.edu/g427>

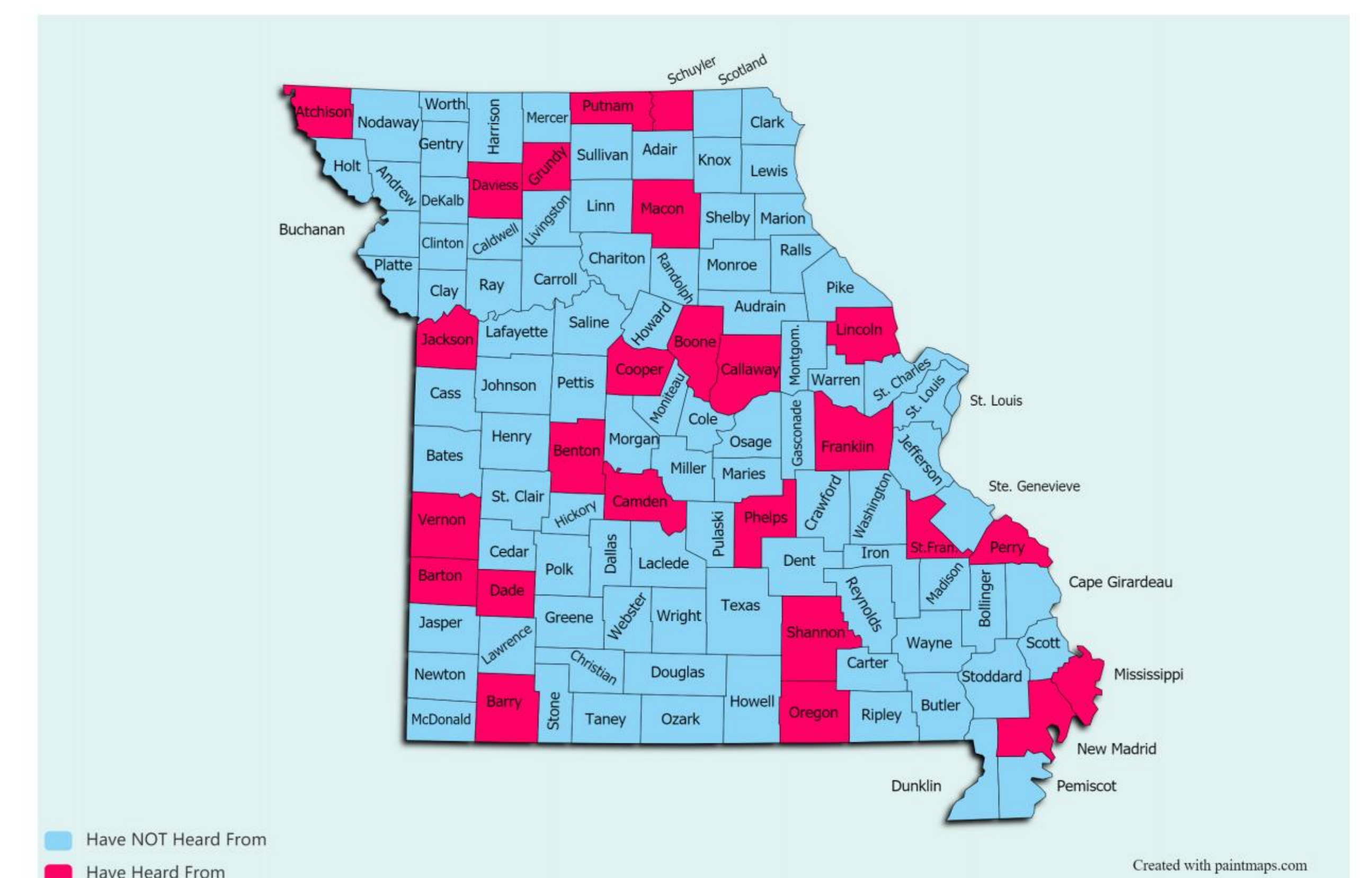
This survey is anonymous, voluntary, and minimal risk. The survey is expected to take five minutes to complete. You only need to complete the sections of the survey that apply to you. Thank you!

Any questions can be directed to Ben Brown at bbrown@missouri.edu



The organizations shown above were emailed individually and have sent out the electronic and paper survey.

Prior to emailing the companies shown, a promotional package was created including a press release, social media posts and graphics. The press release includes quotes from professionals who use the survey results in their business decisions, increasing relevancy.



Above is a map of Missouri counties that have responded to the survey.

CONCLUSIONS

The goal of this project was to create and complete a survey of Missouri producers, hunters, and landowners. We were able to add several new sections of questions, create an electronic survey, and reach out to new organizations for publicity.

REFERENCES

1. USDA NASS. *Farms, Land in Farms, Value of Land and Buildings, and Land Use: 2017 and 2012*. 2017, www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_US_State_Level/st99_2_0008_0008.pdf.
2. Melody, William H. "Liberalising telecommunication markets: a framework for assessment." *Policy primer papers no. 3* (2006).

The photo above is the first section participants read about when taking the survey.

MATERIALS

Collecting primary land rent data through voluntary electronic and paper-based surveys of landowners, tenants, and other interested parties provided the basis for results. The survey examined rental rates for cropland and pasture cash rental rates, crop and livestock share rates, hunting leases, and buildings and facilities. Questions related to future expectations of land availability and financial returns were added on to improve the survey and provide well-rounded results.

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