



Caring for You and Your Farm[®]

Professional Services for Farmland Owners and Investors

Land Trends & Values

Secure Your Farm's Future | Winter 2026



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Agenda



- **Discuss Current Market**
- **Discuss What's Driving this Market & What has Changed in Past Year**
- **Discuss Expectations for 2026+**
- **Questions?**



Where Are We Now?





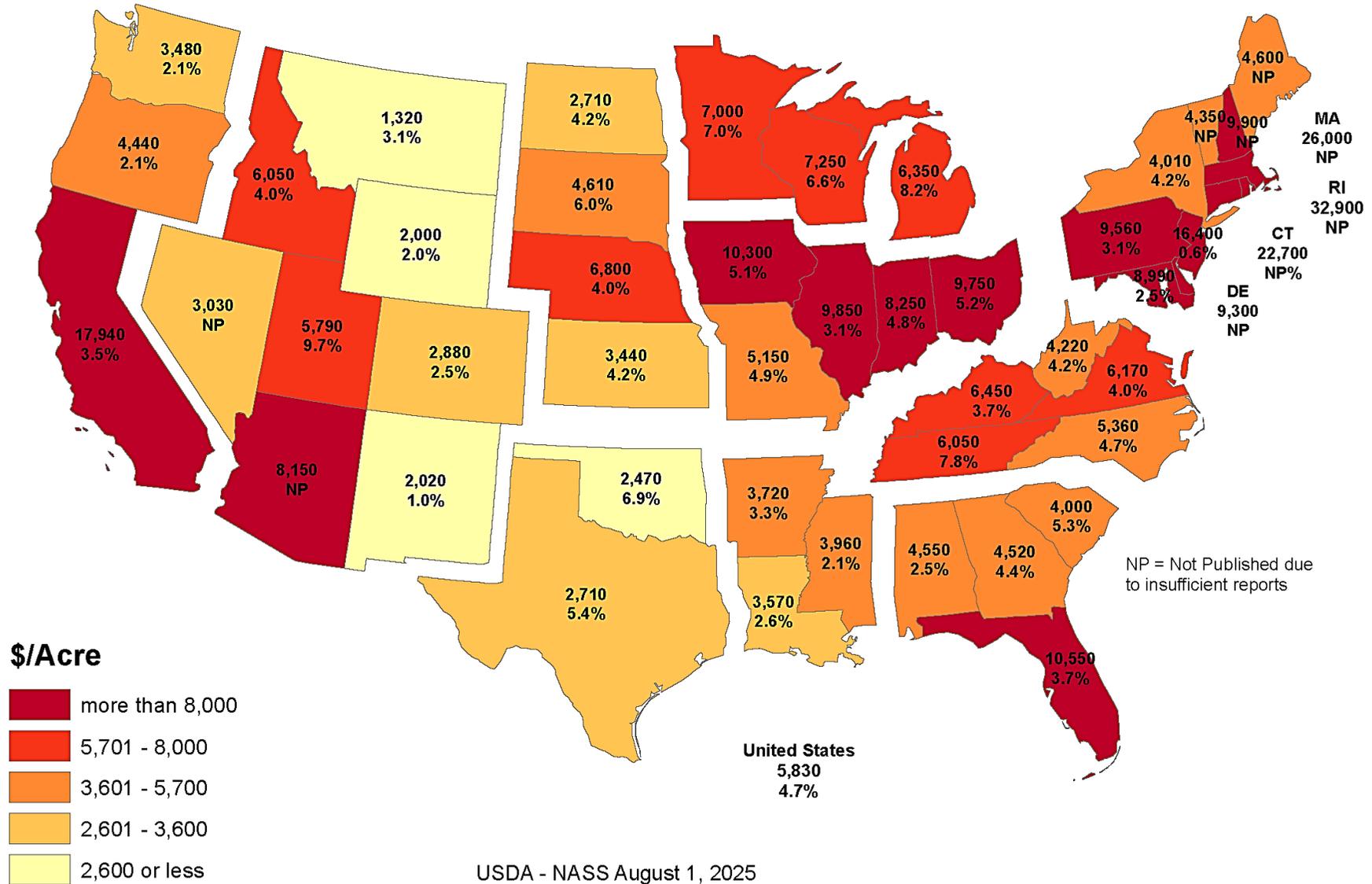
Midwest Farmland Values

THE 2026 FARMLAND MARKET...



U.S. Farmland Values

Dollars per Acre and Percent Change from 2024



\$/Acre

- more than 8,000
- 5,701 - 8,000
- 3,601 - 5,700
- 2,601 - 3,600
- 2,600 or less

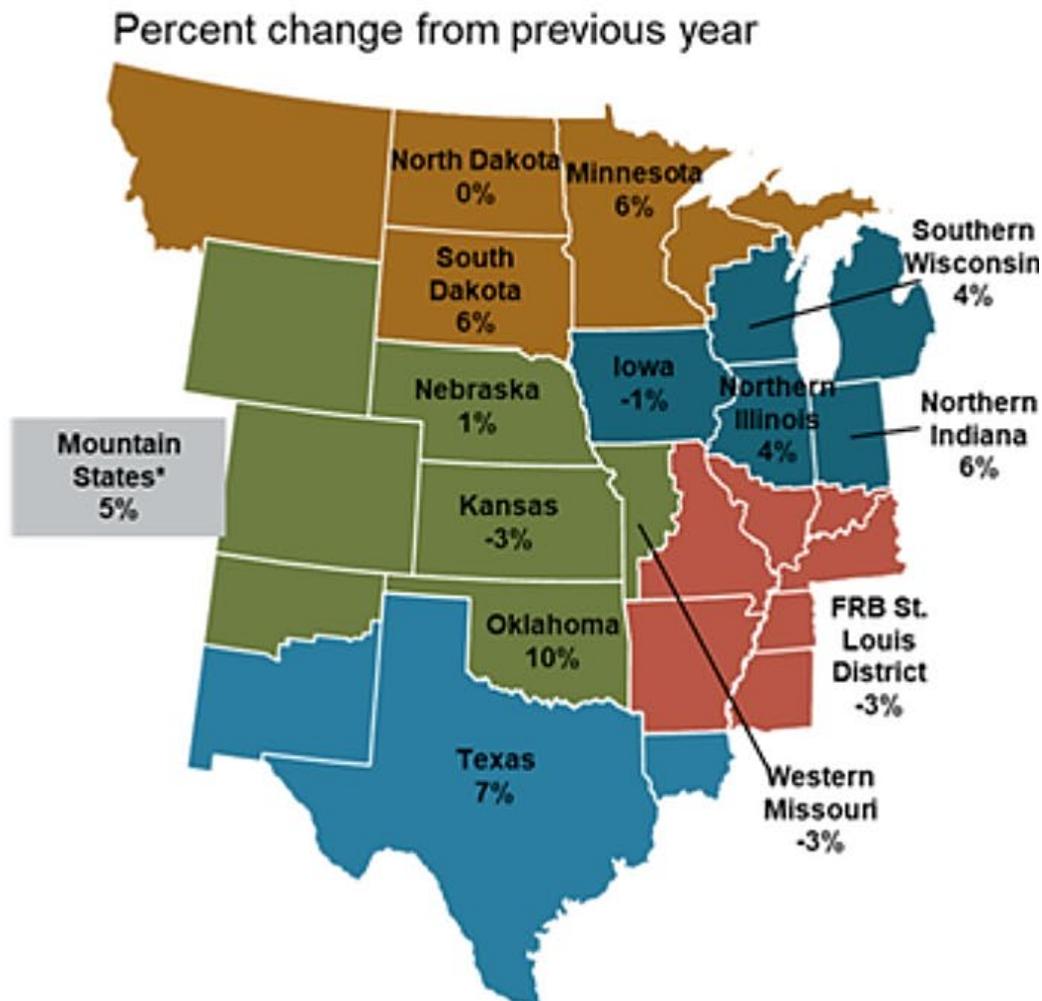
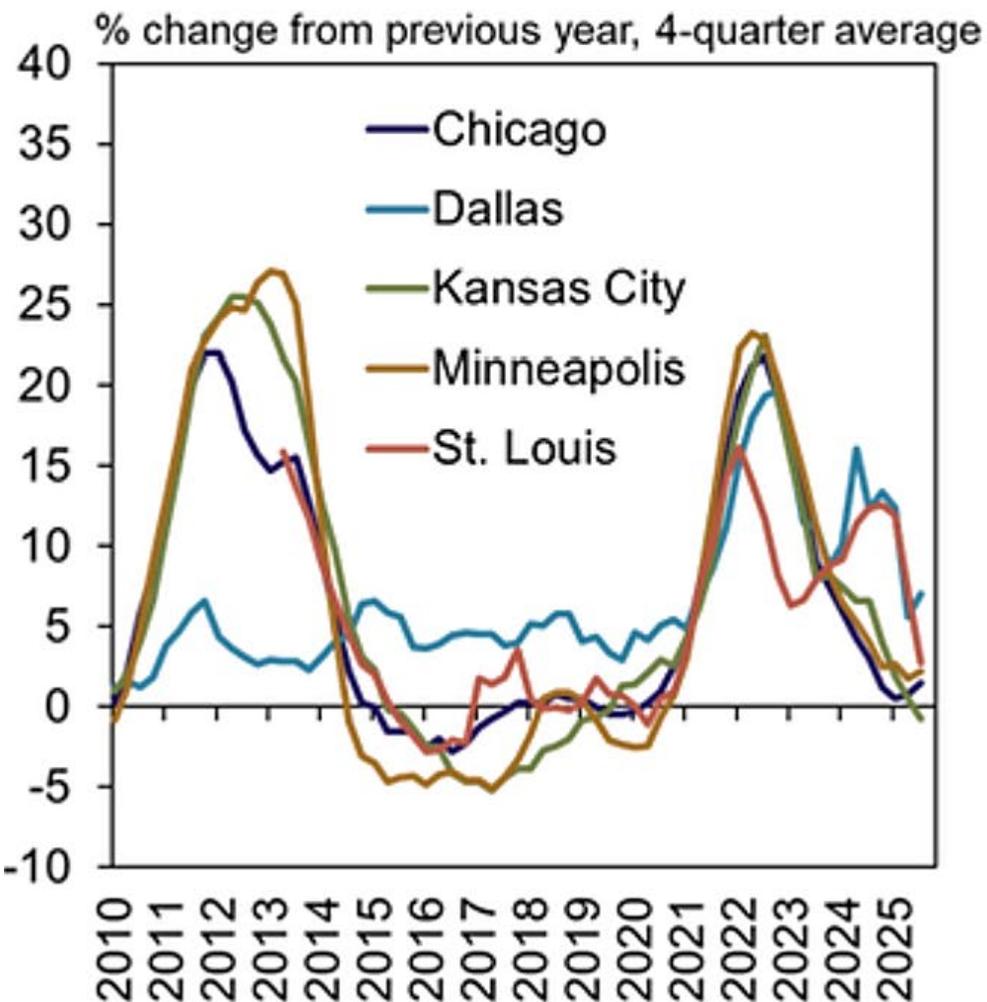
USDA - NASS August 1, 2025



U.S. “Breadbasket” Farmland Values

Nonirrigated Cropland Values

Nonirrigated Cropland Values, Q3 2025



Chicago Federal Reserve Survey

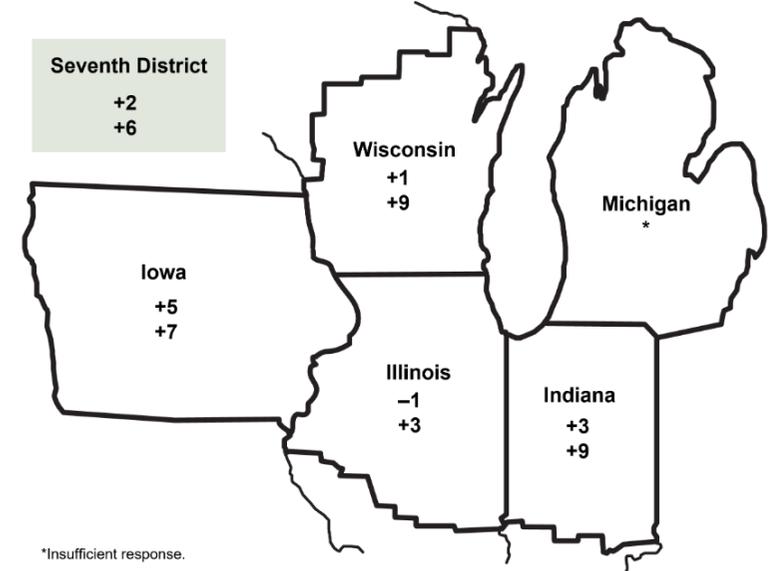
Percent Change in Dollar Value of “Good” Farmland

October 1, 2025
to
January 1, 2026

January 1, 2025
to
January 1, 2026

Illinois	-1	+3
Indiana	+3	+9
Iowa	+5	+7
Michigan	*	*
Wisconsin	+1	+9
Seventh District	+2	+6

Top: October 1, 2025 to January 1, 2026
Bottom: January 1, 2025 to January 1, 2026



Source: Chicago Fed Reserve Bank, AgLetter, No. 2011, February 2026

Iowa RLI & Iowa State University

September 2024 – March 2025 -1.0%

March 2025 – September 2025 -1.2%

September 2024 – September 2025 -2.2%



IOWA STATE UNIVERSITY

December 2024 – December 2025 +0.7%



Source: Iowa RLI & Iowa State University

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Illinois – 2025 Land Values

Land Values by Class vs. Avg. Corn Price (July 1, PY - June 30, CY)



Source: FCS Illinois, Q3 2025



Illinois – 2025 Land Values

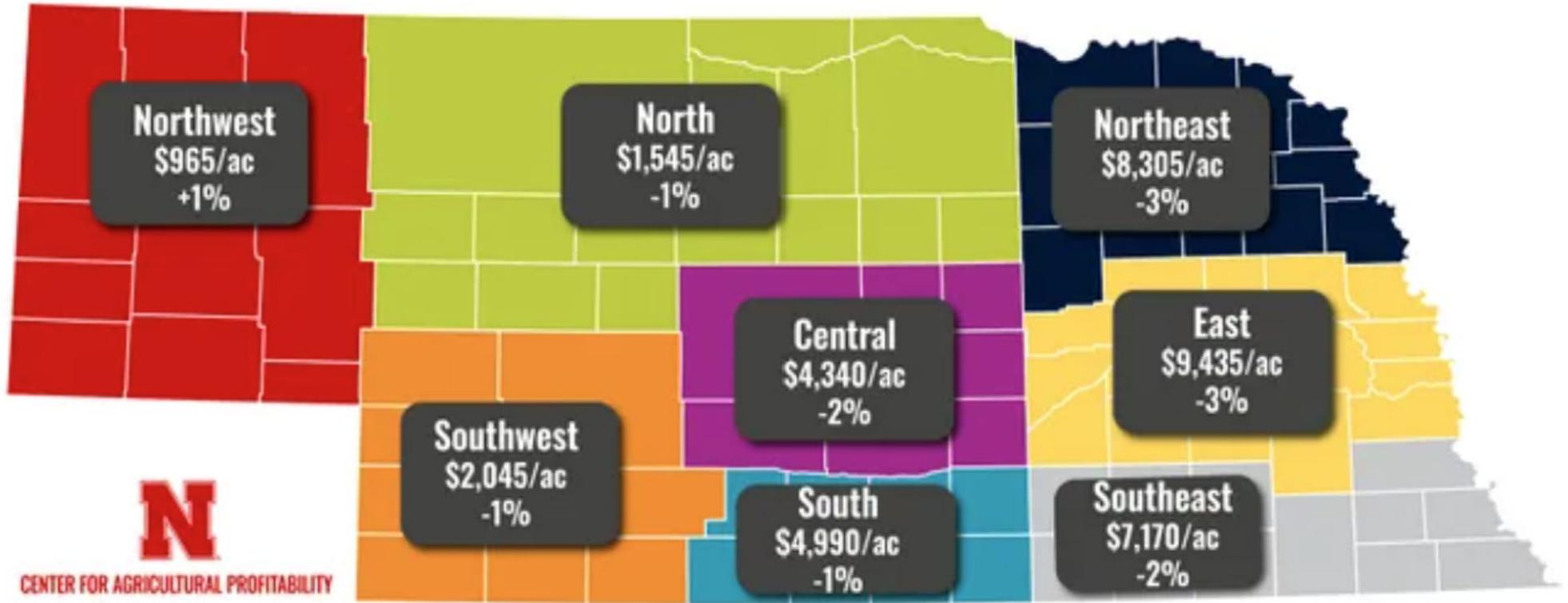
Farmland price changes (first half of 2025)

Land quality category	Price change
Excellent quality	-2.2%
Good/average quality	-3.5%
Fair quality	-3.0%

SOURCE: ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS MID-YEAR SURVEY, 2025



Nebraska – 2025 Land Values



N
CENTER FOR AGRICULTURAL PROFITABILITY
Institute of Agriculture and Natural Resources

Statewide All-Land Average: \$3,935 per Acre (-2%)

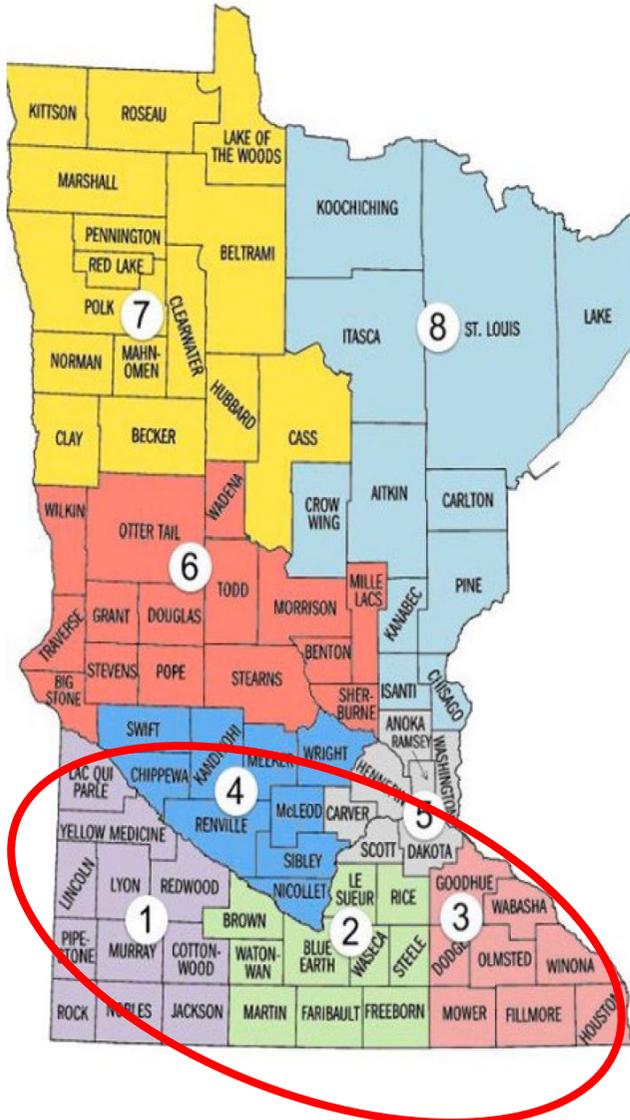


Source: University of Nebraska at Lincoln, Spring 2025

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Minnesota – 2025 Land Values



Regional Index *	2018	2019	2020	2021	2022	2023	2024
Region 1	\$6,675	\$6,659	\$6,856	\$8,673	\$10,311	\$10,977	\$11,170
% Change	-5%	0%	3%	26%	19%	6%	2%
Regional Index *	2018	2019	2020	2021	2022	2023	2024
Region 2	\$6,763	\$6,808	\$7,122	\$9,022	\$11,280	\$11,594	\$11,306
% Change	-1%	1%	5%	27%	25%	3%	-2%
Regional Index *	2018	2019	2020	2021	2022	2023	2024
Region 3	\$7,114	\$6,719	\$6,472	\$7,319	\$9,288	\$11,275	\$10,852
% Change	7%	-6%	-4%	13%	27%	21%	-4%
Regional Index *	2018	2019	2020	2021	2022	2023	2024
Region 4	\$6,233	\$6,475	\$6,539	\$7,967	\$10,752	\$10,783	\$10,585
% Change	1%	4%	1%	22%	35%	0%	-2%

Source: Minnesota ASFMRA, Spring 2025





Midwest Farmland Values

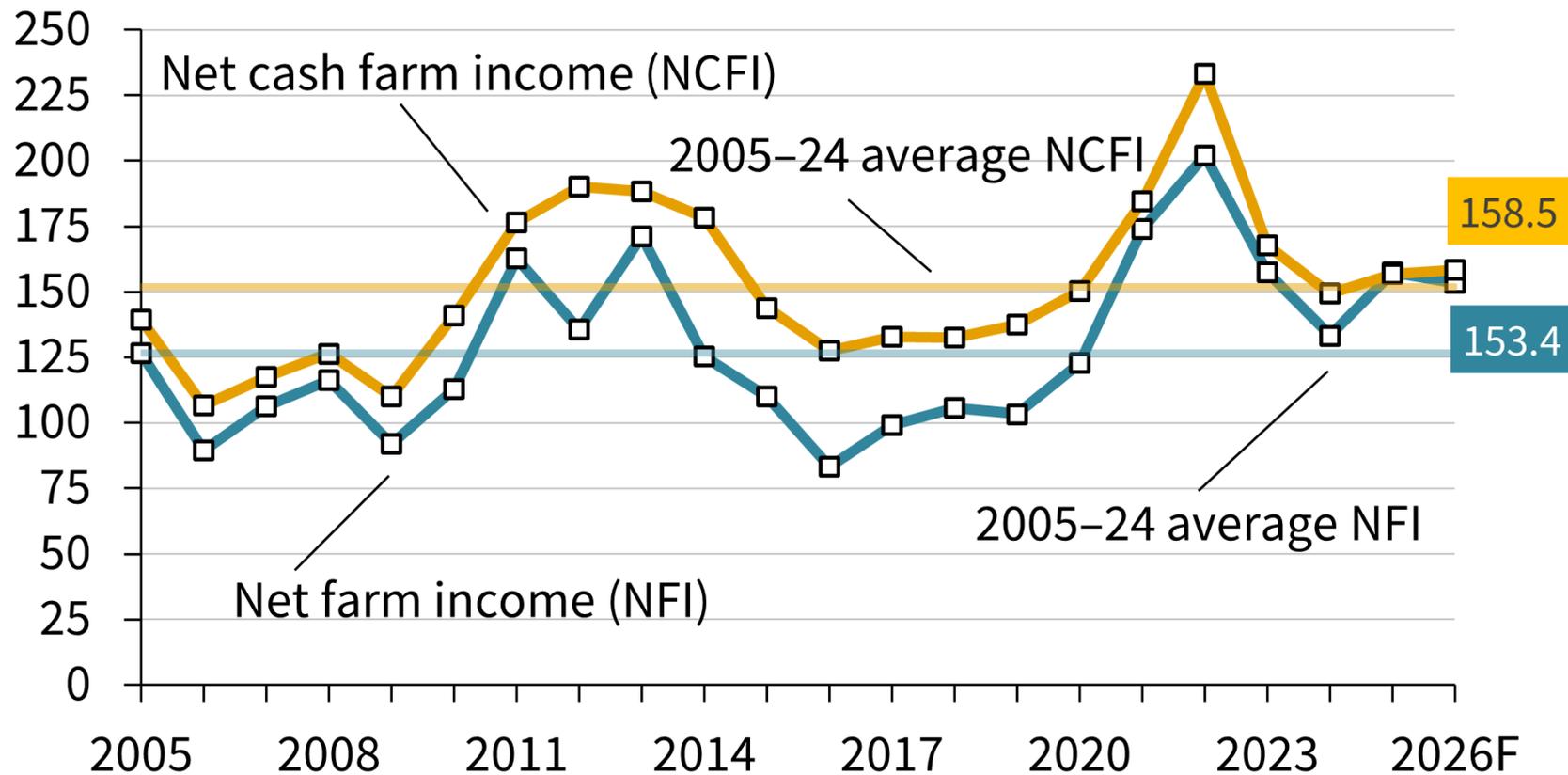
WHAT'S DRIVING THE LAND MARKET? -FARM INCOME



More Farm Income in 2025?

U.S. net farm income and net cash farm income, inflation adjusted, 2005–26F

2026 dollars (billions)



Source: USDA ERS, February 2026

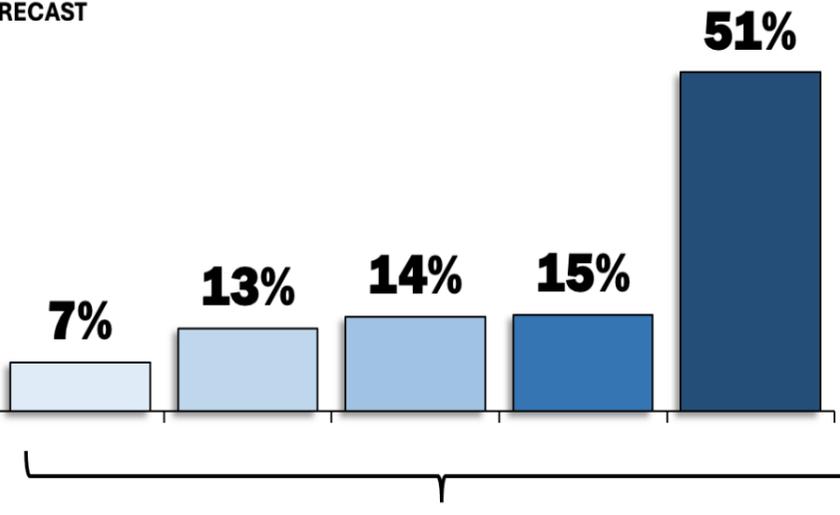
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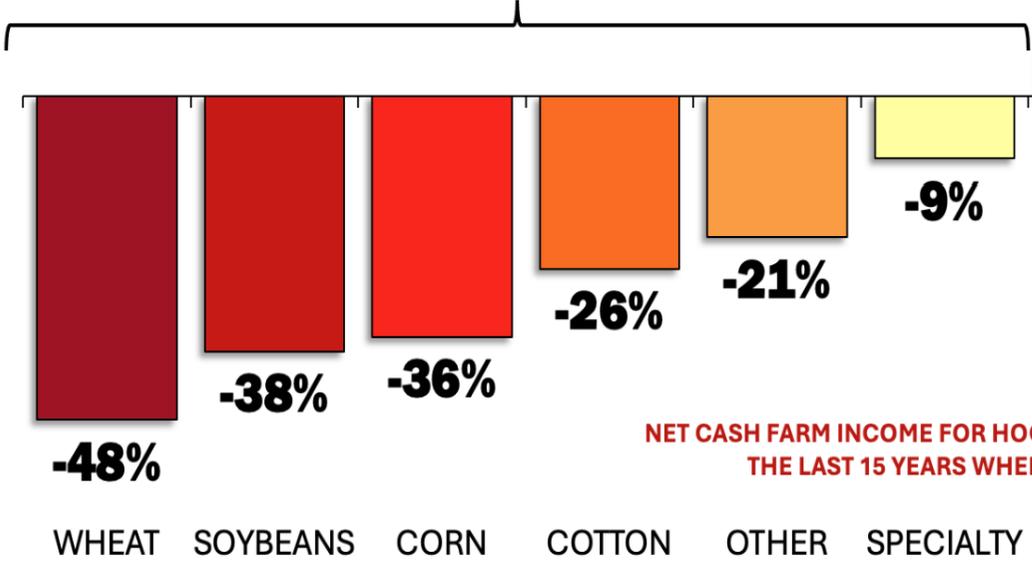
FARM INCOME CHANGES BY SECTOR

PERCENTAGE CHANGE IN U.S. AVERAGE NET CASH INCOME BY FARM TYPE, 2023 TO 2024 FORECAST

Net Cash Farm Income For Crop Family Farms Are Down Sharply In 2024



Net Cash Farm Income For Livestock Family Farms Improved In 2024



NET CASH FARM INCOME FOR HOGS IS THE 2ND LOWEST OVER THE LAST 15 YEARS WHEN ADJUSTED FOR INFLATION



WHEAT SOYBEANS CORN COTTON OTHER CROPS SPECIALTY CROPS OTHER LIVESTOCK CATTLE AND CALVES HOGS POULTRY DAIRY



SOURCE: SENATE AG GOP ANALYSIS, USDA ERS SEPTEMBER 2024 FARM SECTOR INCOME FORECAST



Source: U.S. Senate Ag Analysis, September 2024

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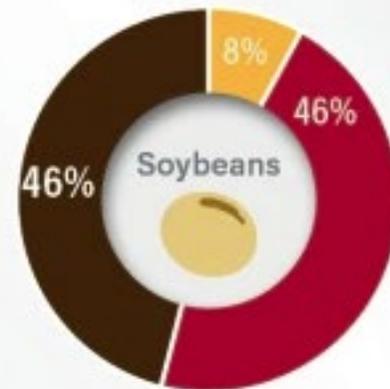
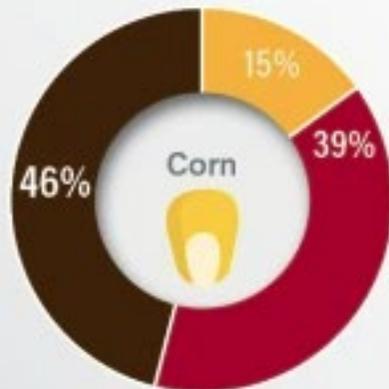
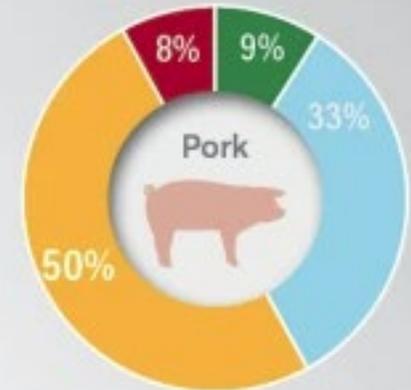
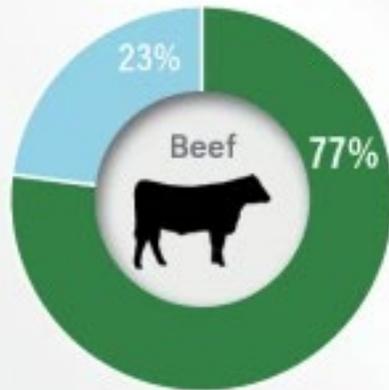


More Farm Income in 2025?



How would you rate the financial health of the following ag sectors today?

December 2025 Survey

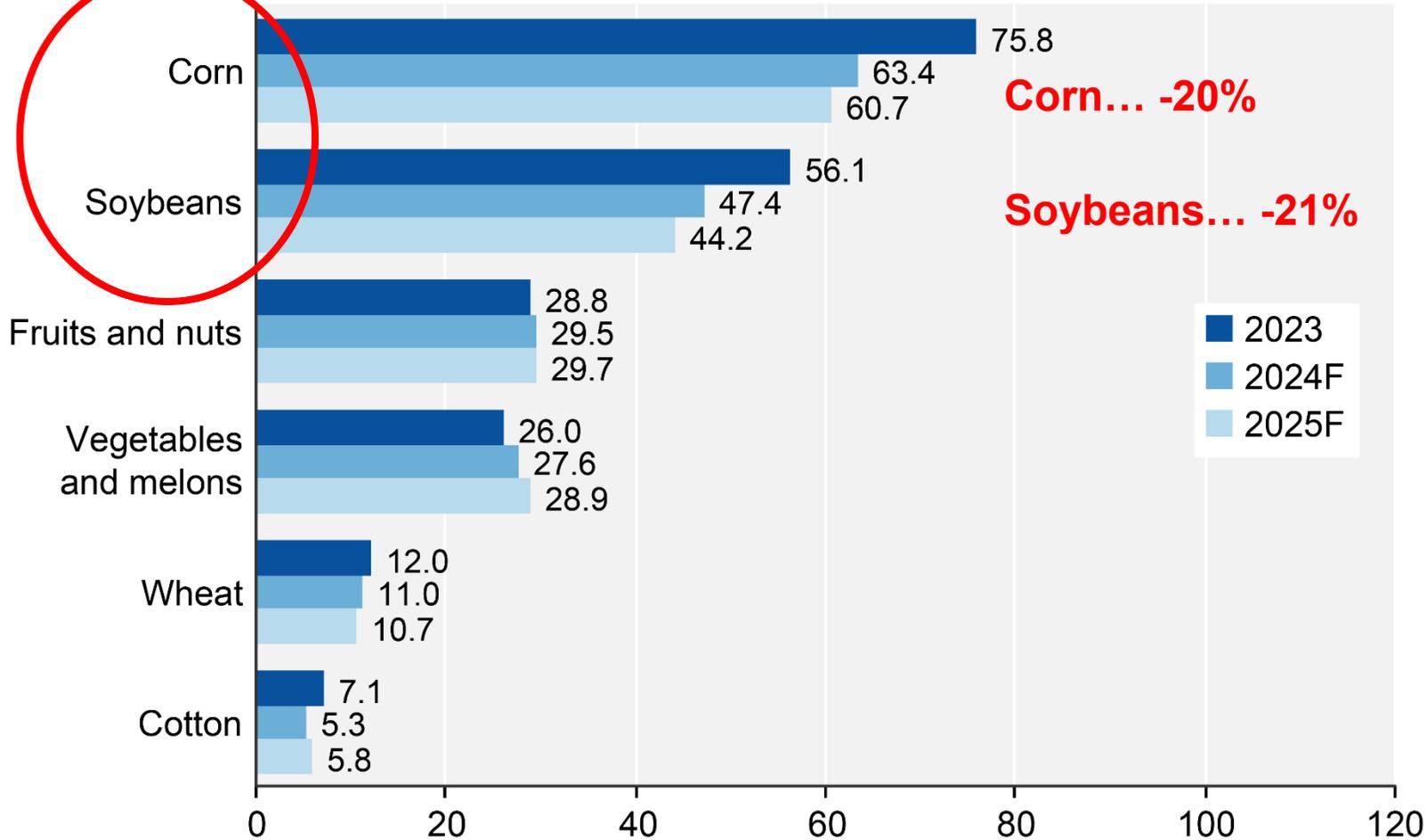


Source: Farm Journal Ag Economist Survey, January 2026

Revenue – Row Crops

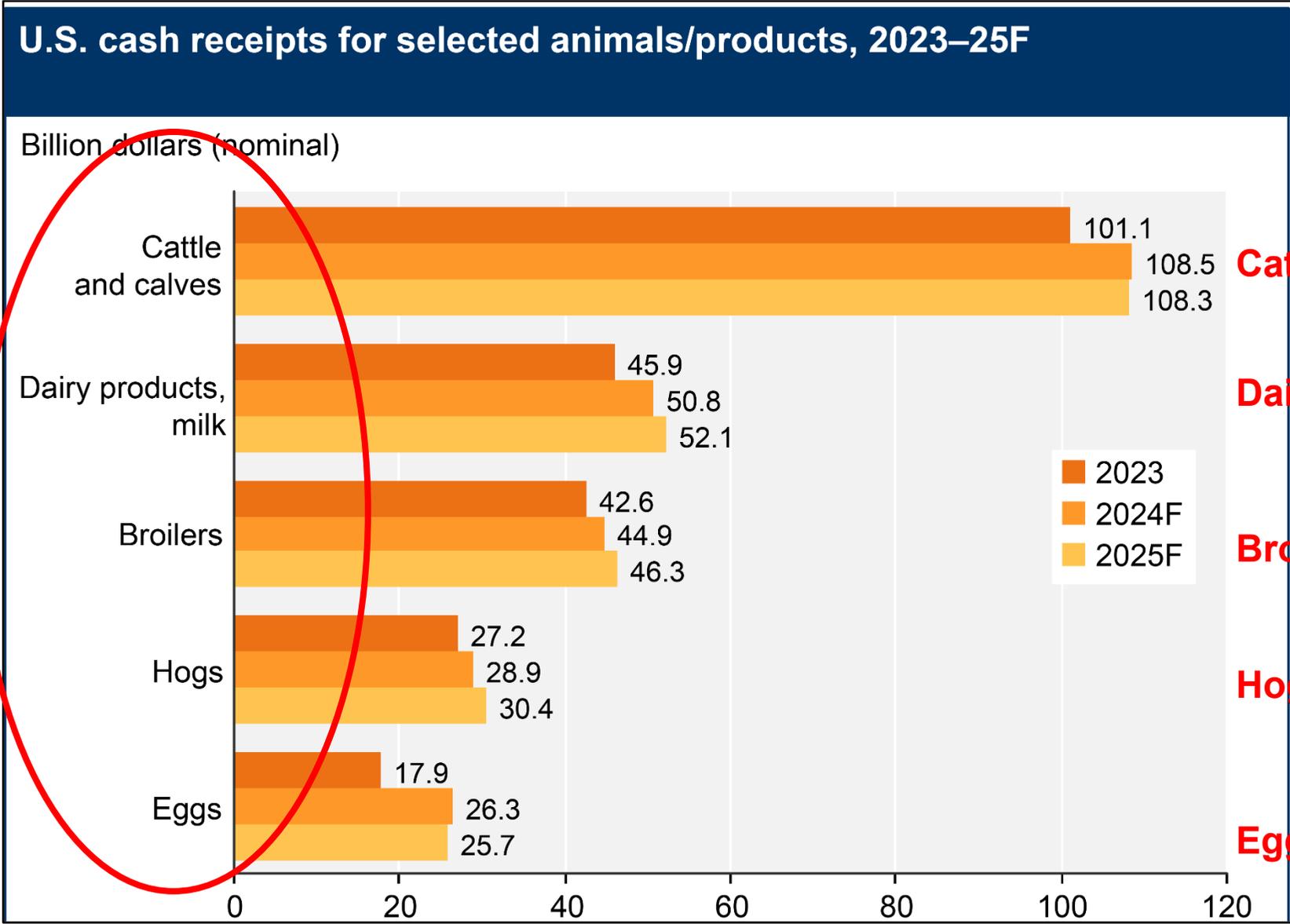
U.S. cash receipts for selected crops, 2023–25F

Billion dollars (nominal)



Source: USDA ERS, February 2025

Revenue – Livestock

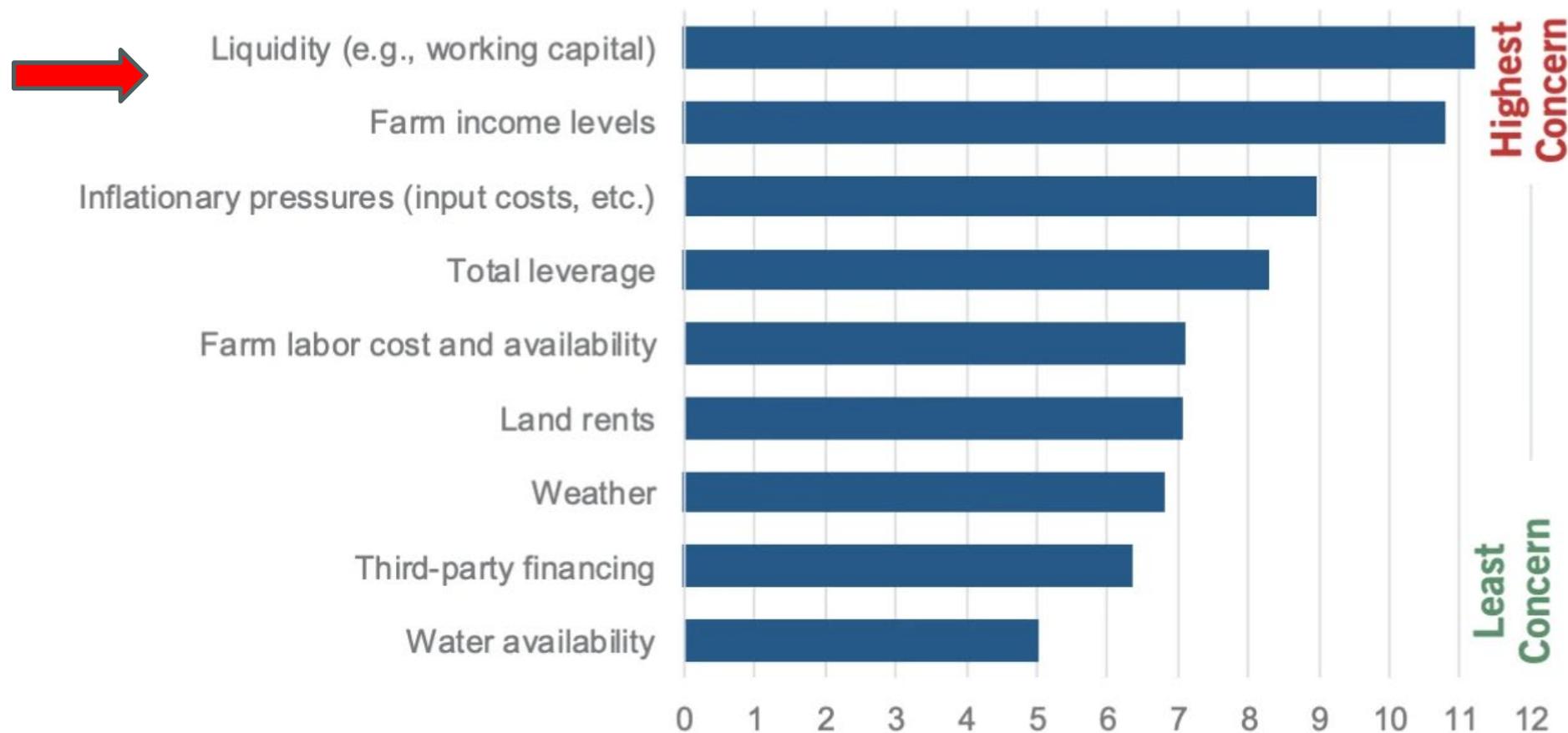


Source: USDA ERS, February 2025



Row-Crop Bankers Are Concerned...¹⁹

Lenders' Top Concerns for Producers in 2025



Source: ABA-Farmer Mac Survey, Q3 2025

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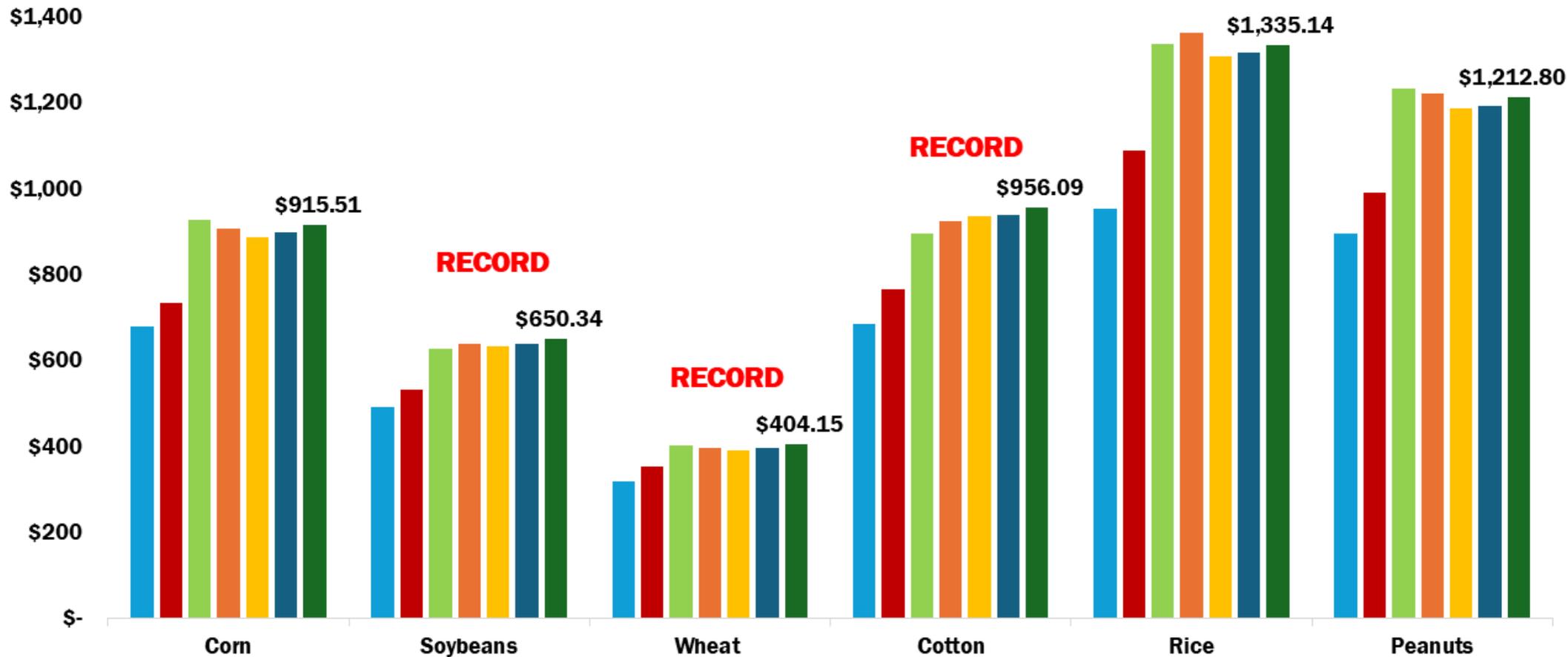


Lower Revenues w/ Higher Input Costs...²⁰

Cost of Production for Major Row Crops

U.S. Average Cost per Acre

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025F ■ 2026F

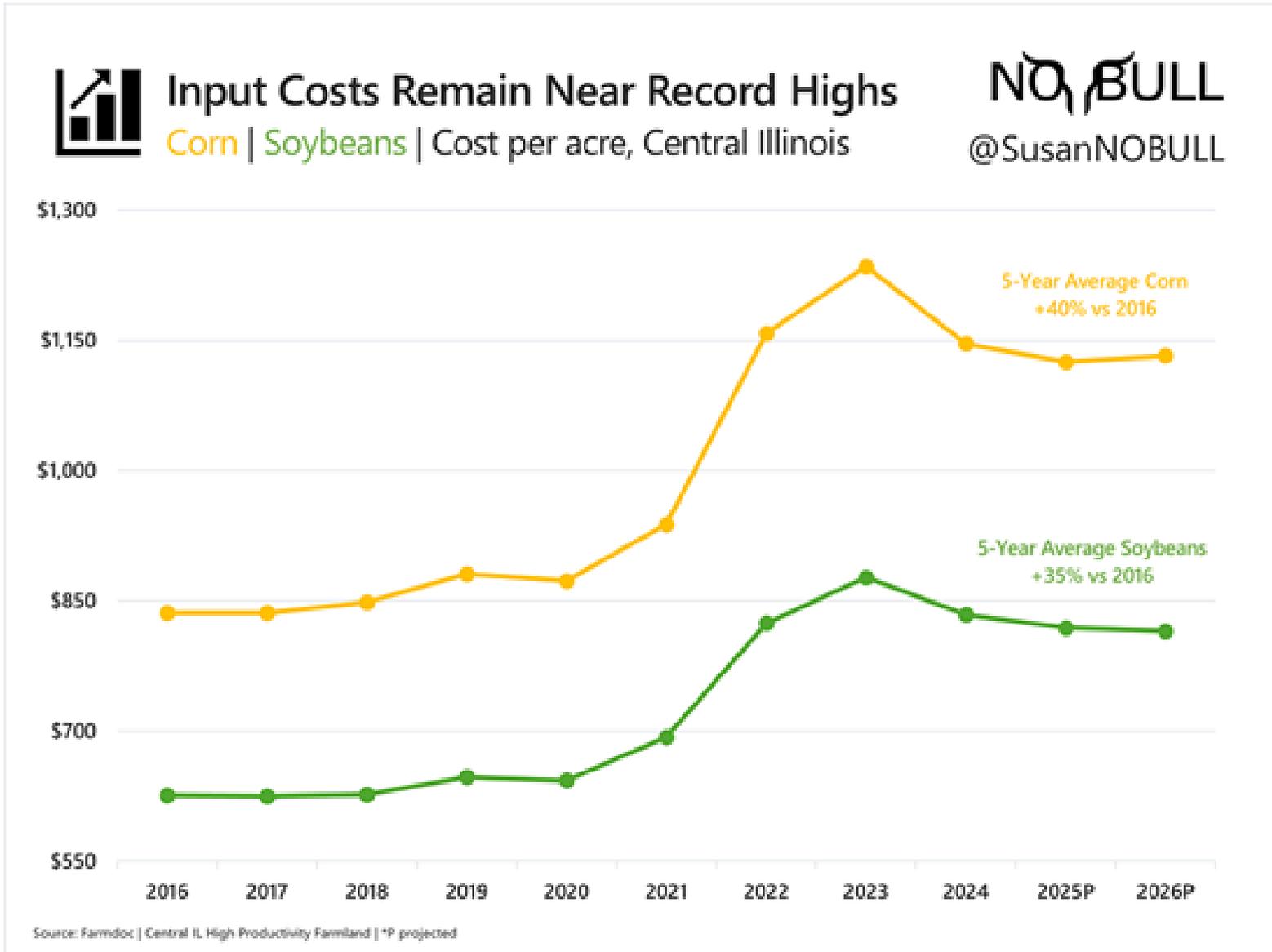


Source: AFBF & USDA, October 2025

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One More Chart View...



Source: NoBullAg.com, Q3 2025

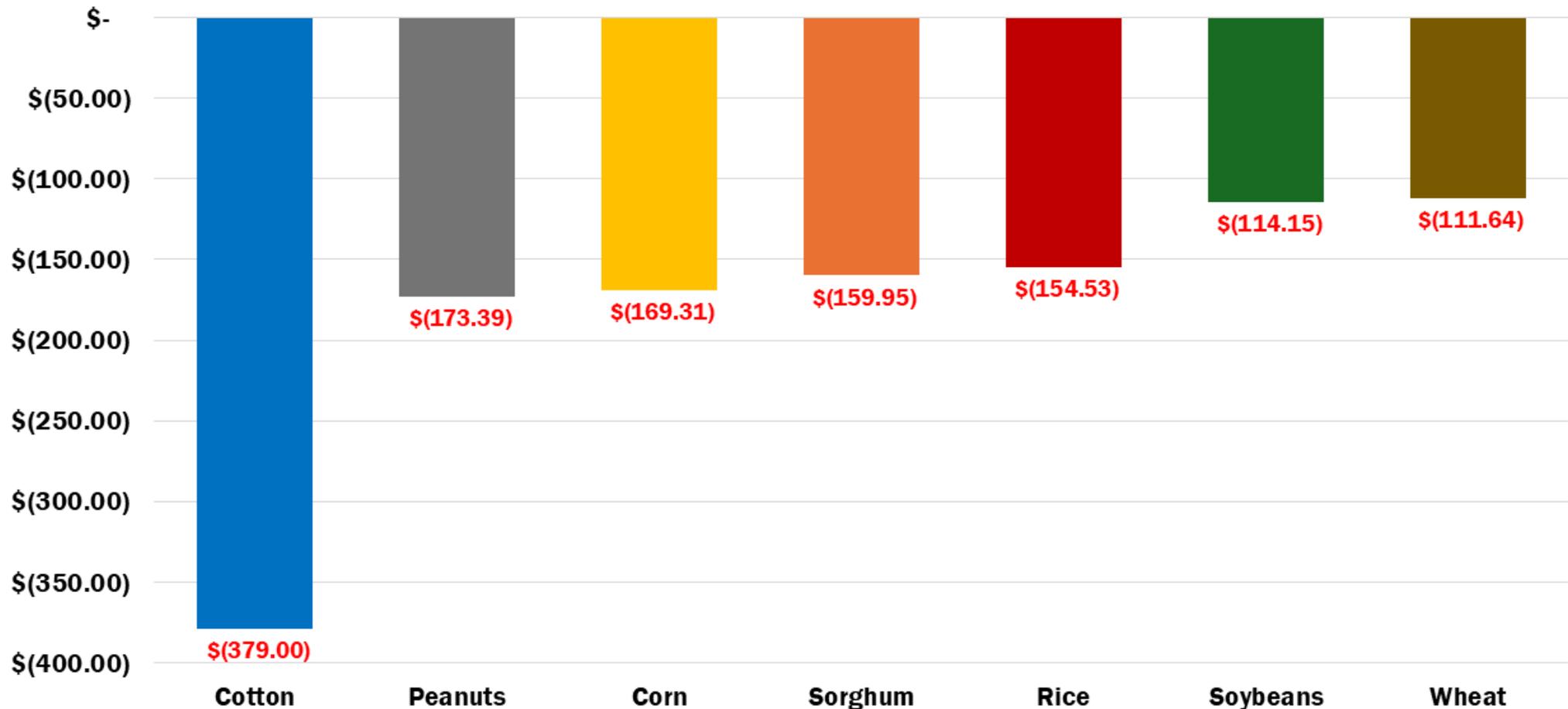
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Leads to Cost-Price Squeeze

ROW CROPS FACE LOSSES ON EVERY ACRE

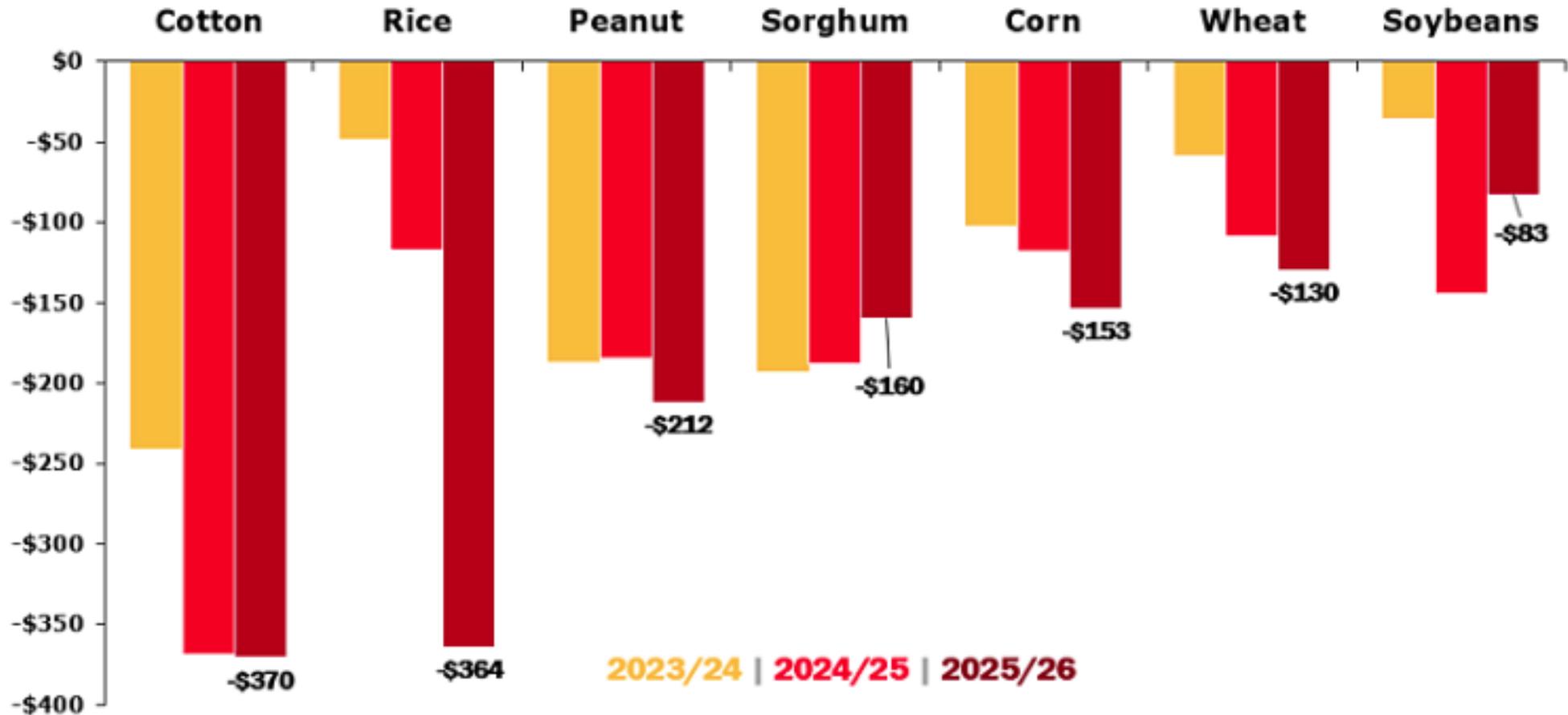
Profit = Total Revenue - Total Cost of Production | 2025



Leads to Cost-Price Squeeze

MULTI-YEAR NEGATIVE MARGINS

Estimated National Average Returns Over Total Costs, Dollars Per Acre



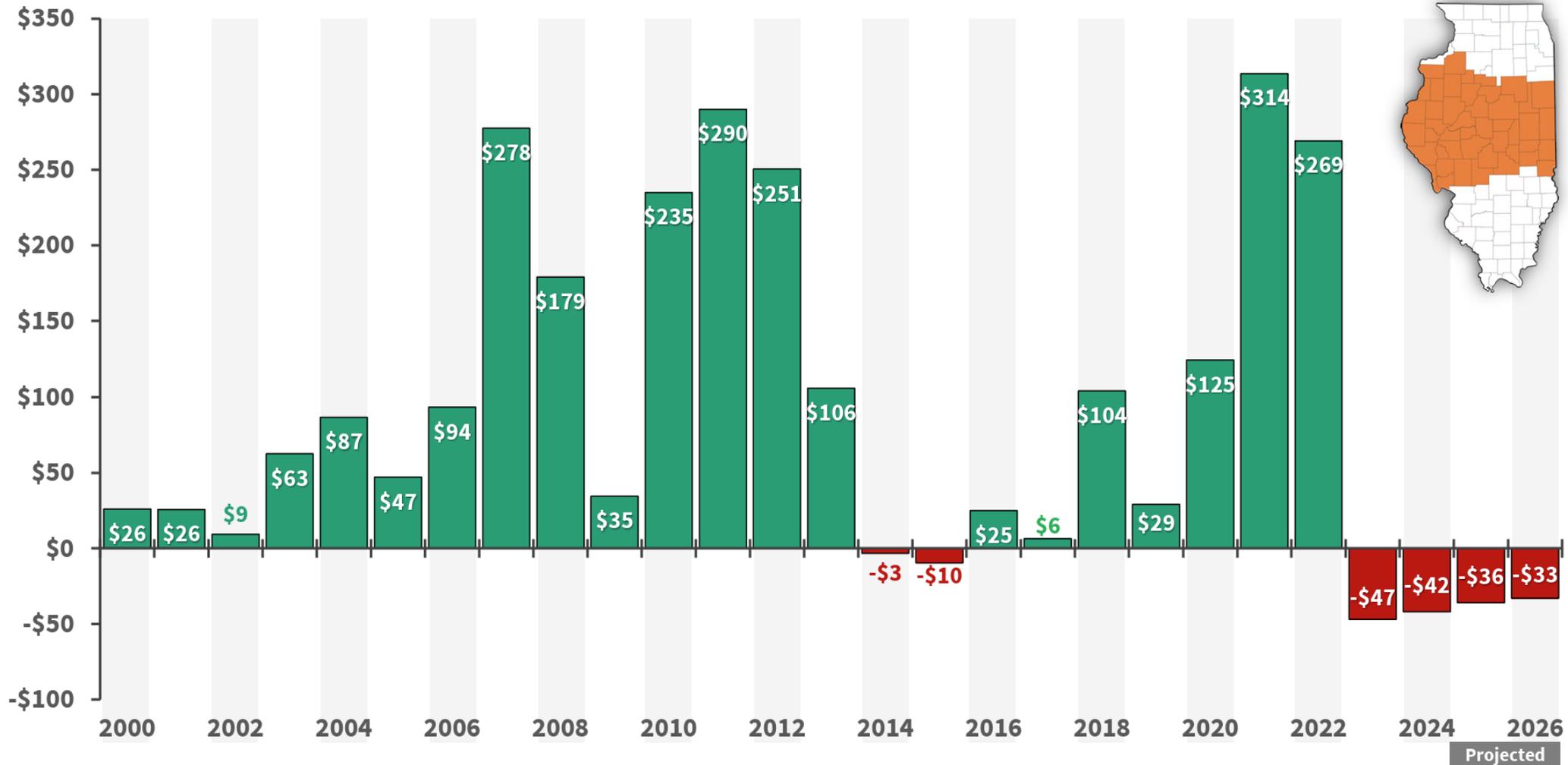
Source: AFBF & USDA, October 2025

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“Breakeven Agriculture”

Farmer Returns to a 50% Corn – 50% Soybean Rotation (\$/acre)
Central Illinois, Cash Rented Farmland, 2000 to 2026P



Source: FarmDoc & Illinois FBFM, Q3 2025

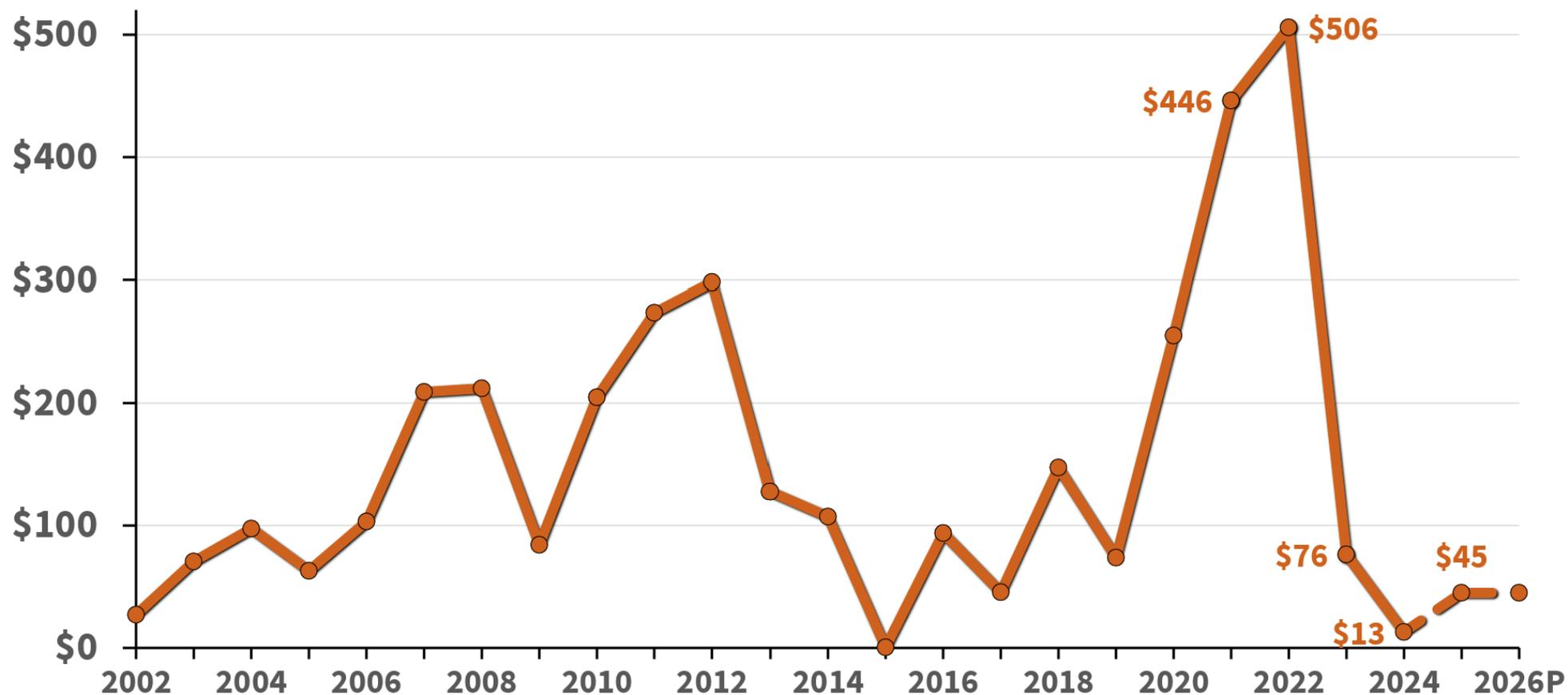
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“Breakeven Agriculture”

Average Net Farm Income in Illinois



Grain Farms enrolled in Illinois Farm Business Farm Management (\$1,000)



Source: FarmDoc & Illinois FBFM, Q3 2025

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So, How Are Land Values Stable??

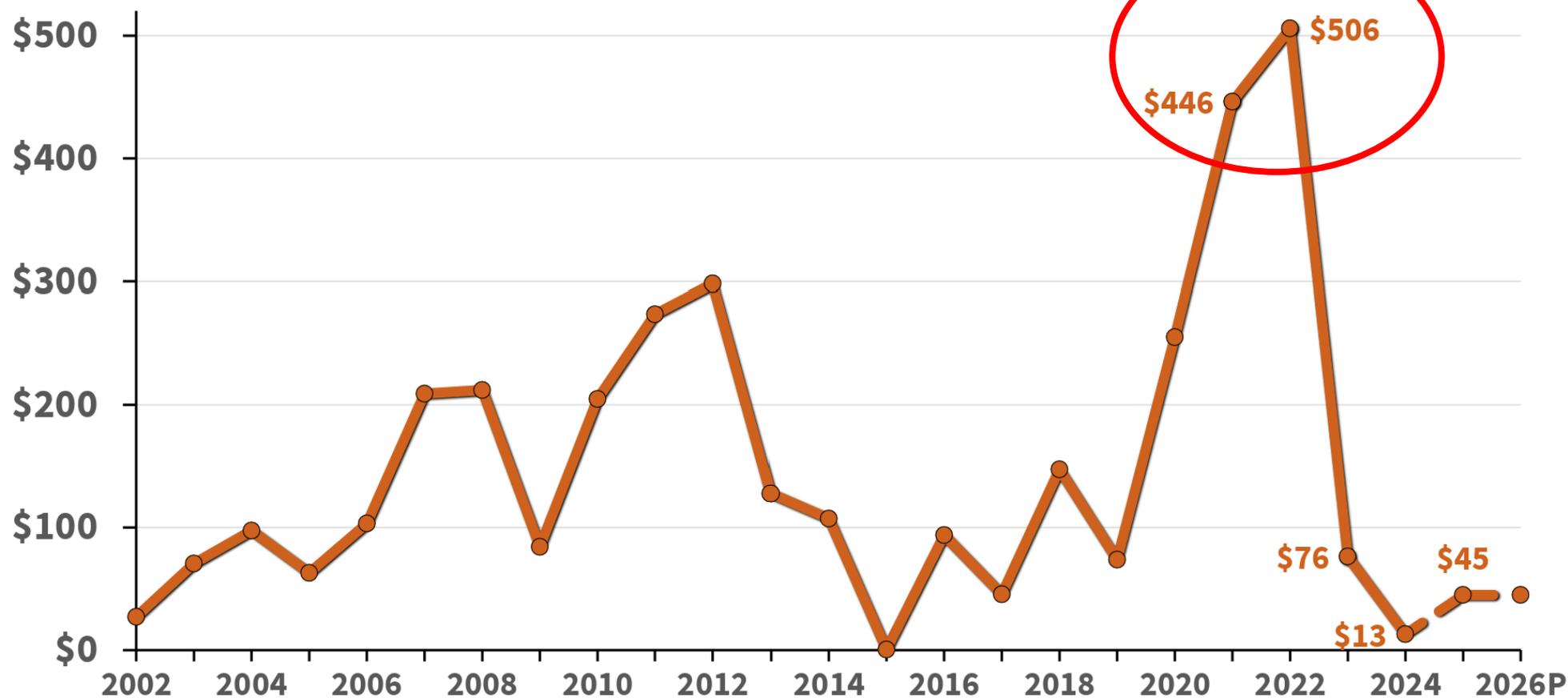


“Breakeven Ag” followed Record High Profits...

Average Net Farm Income in Illinois



Grain Farms enrolled in Illinois Farm Business Farm Management (\$1,000)



Source: FarmDoc & Illinois FBFM, Q3 2025

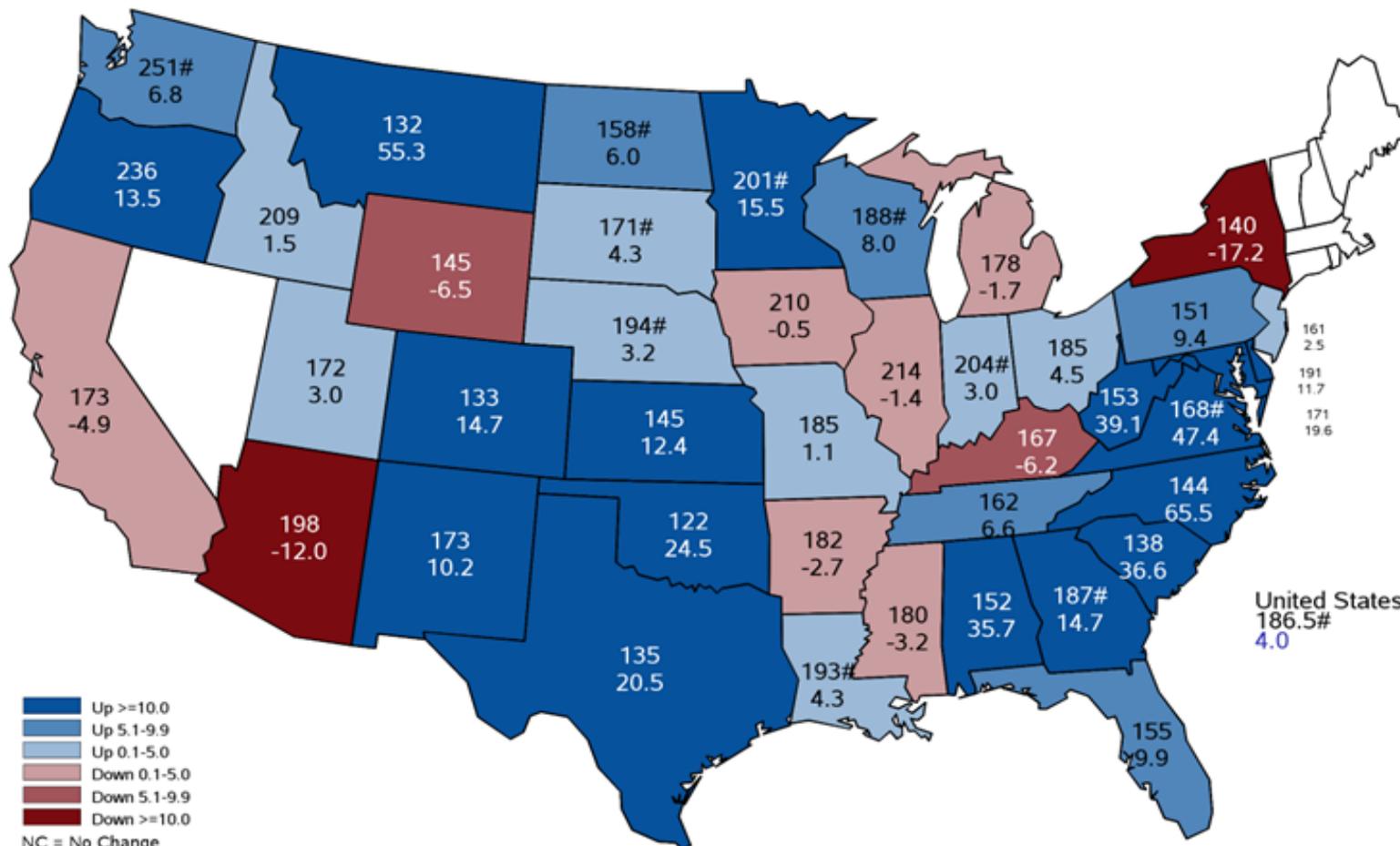
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2025 Corn Yield

Bushels and Percent Change from Previous Year



■ Up >=10.0
■ Up 5.1-9.9
■ Up 0.1-5.0
■ Down 0.1-5.0
■ Down 5.1-9.9
■ Down >=10.0
 NC = No Change
 # = Record High
 & = Record Low

Source: USDA, January 2026

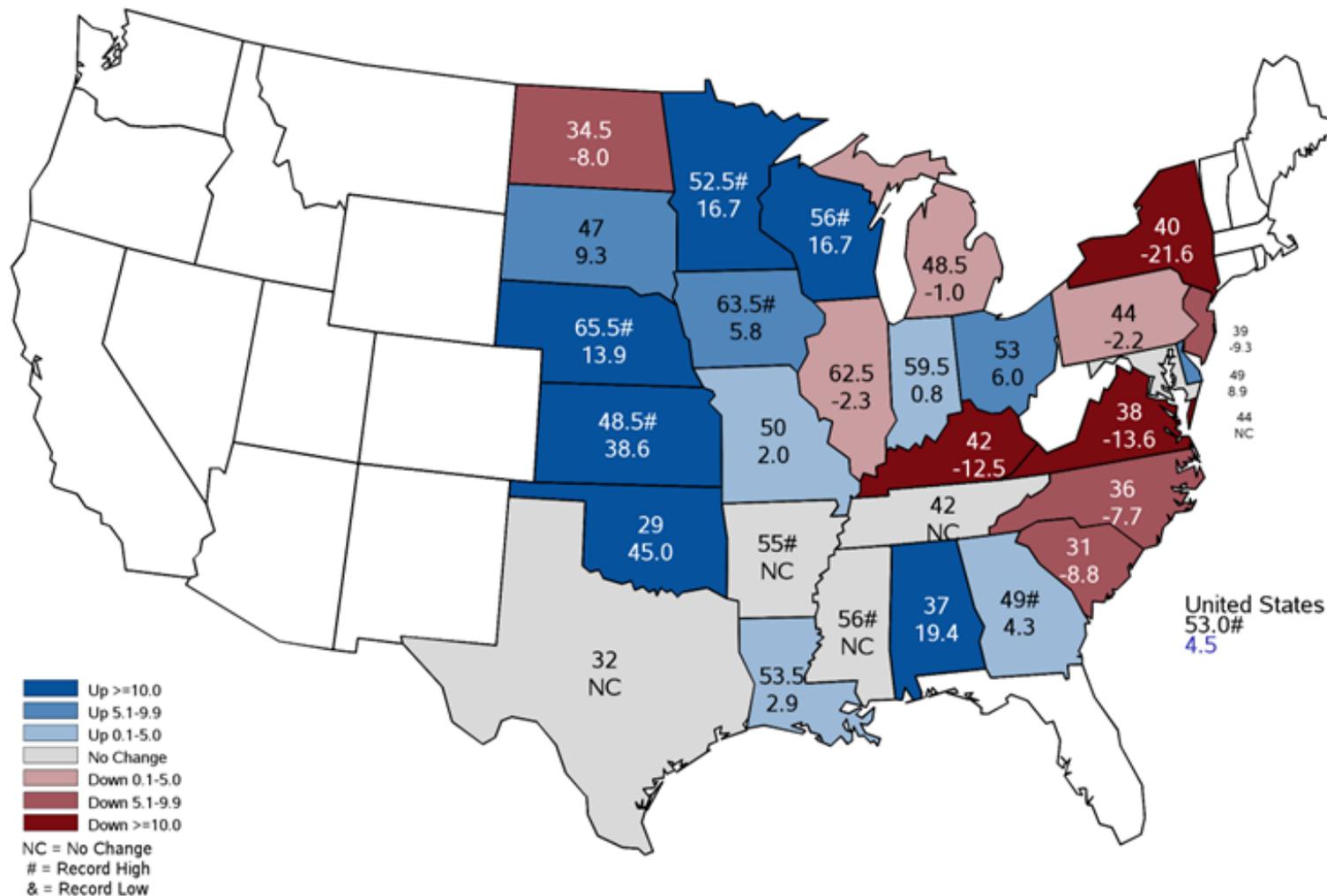
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2025 Soybean Yield

Bushels and Percent Change from Previous Year



Source: USDA, January 2026

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Midwest Farmland Values

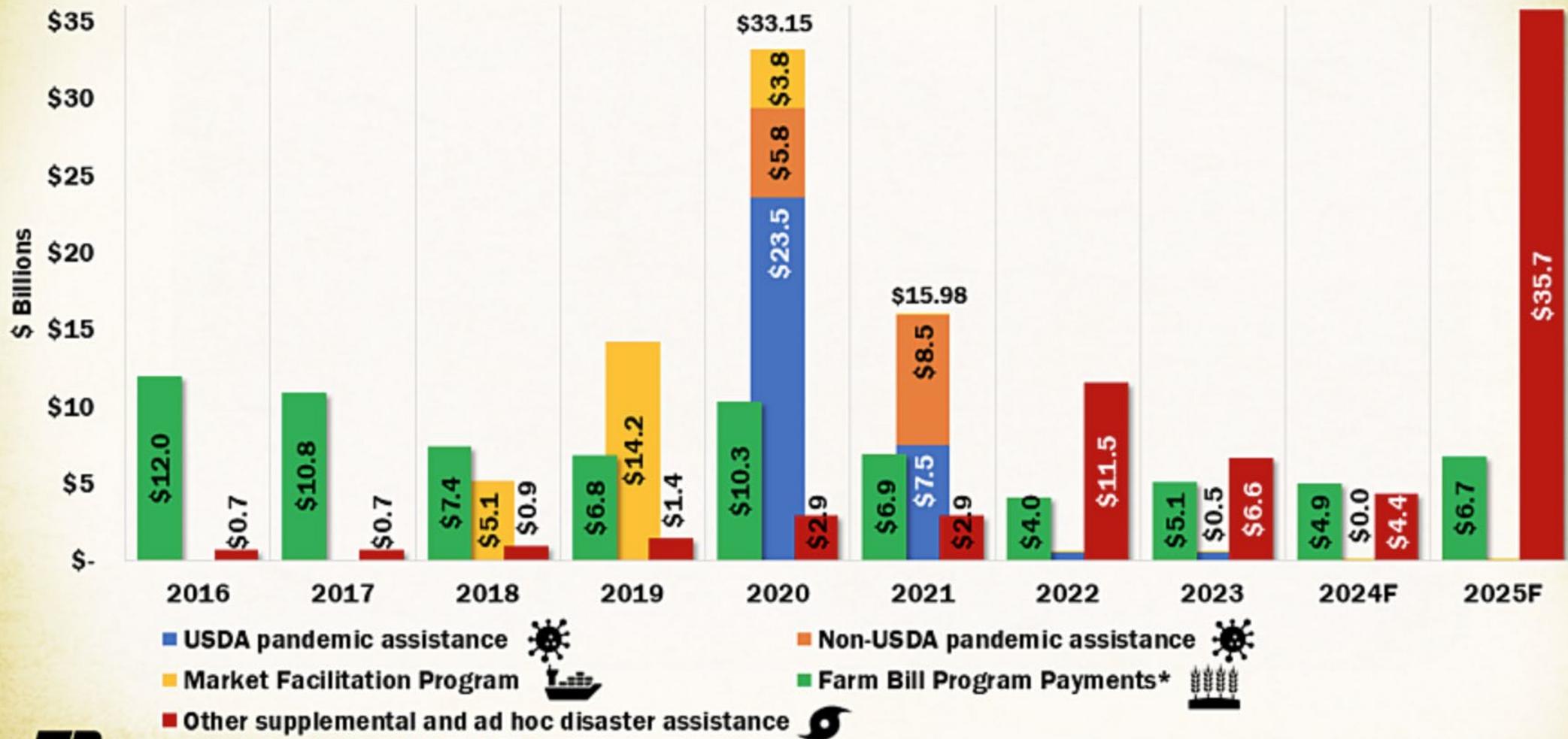
WHAT'S DRIVING THE LAND MARKET? -OTHER REVENUE SOURCES



Gov't "Aid" is On The Way... Again 31

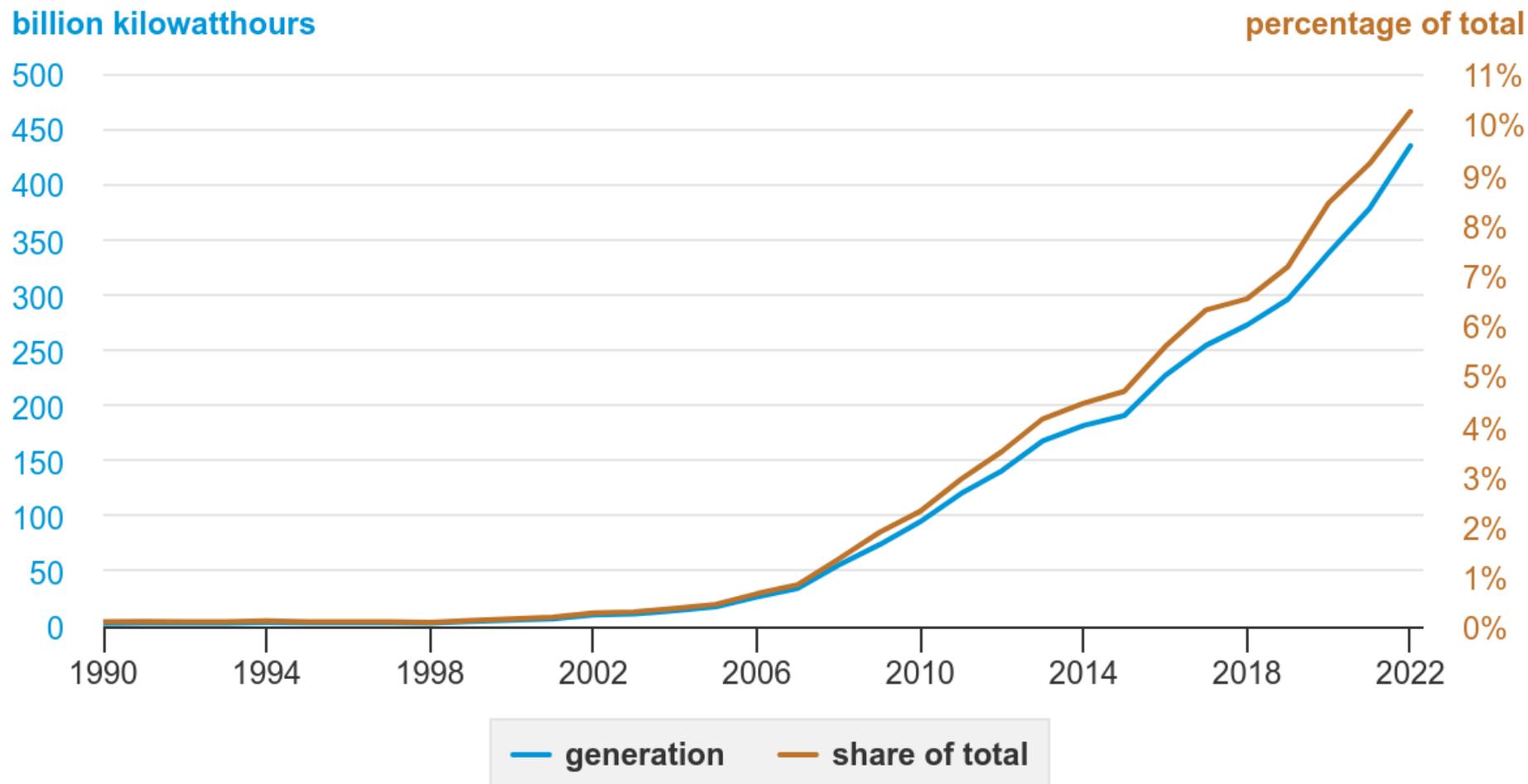
FIGURE 2: BREAKDOWN OF AD HOC DISASTER ASSISTANCE

2016 – 2025F | *Farm Bill Programs Payments Include: ARC, PLC, DMC, Conservation and Loan Programs



Wind Energy Growth

Wind electricity generation and share of total U.S. electricity generation, 1990-2022

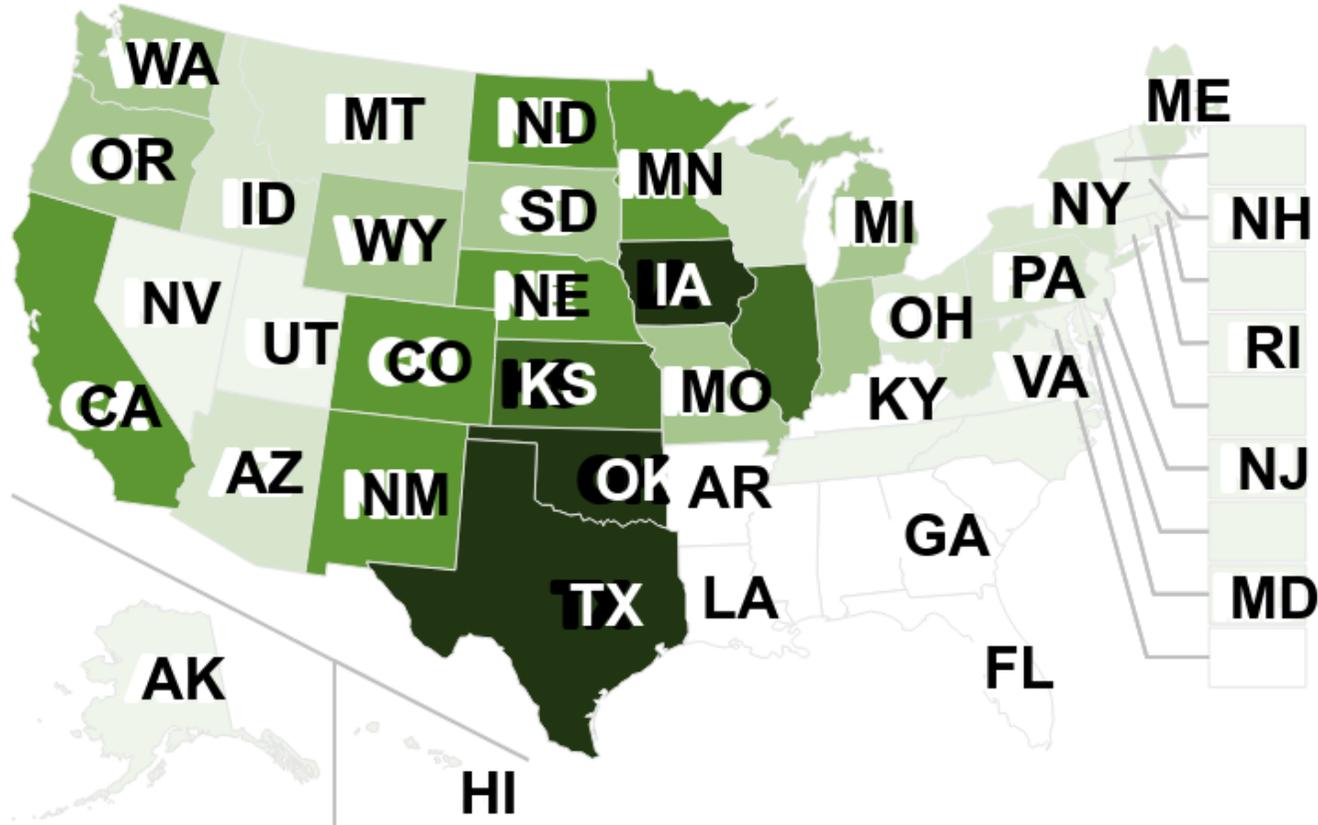


Source: U.S. Energy Information Administration & Electric Power Monthly

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U.S. Utility Scale Wind Electricity Generation



billion kilowatthours



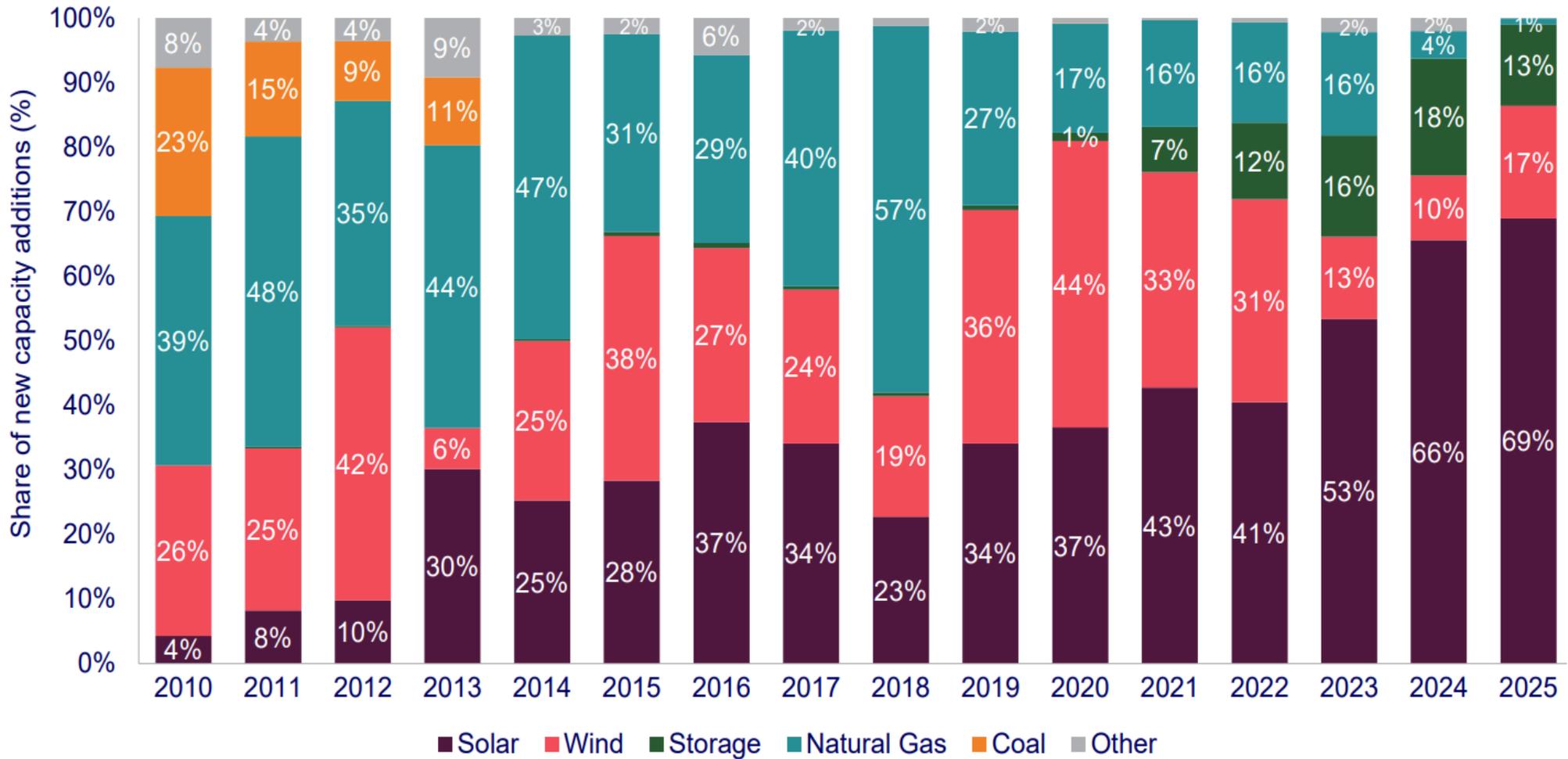
Source: U.S. Energy Information Administration & Electric Power Monthly

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New Electricity Production – All Sources

New US electricity-generating capacity additions, 2010 – Q1 2025



Source: U.S. Energy Information Administration & Wood Mackenzie

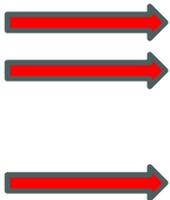
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Solar Energy Installations – Where?

State solar PV installation rankings, Q1 2025

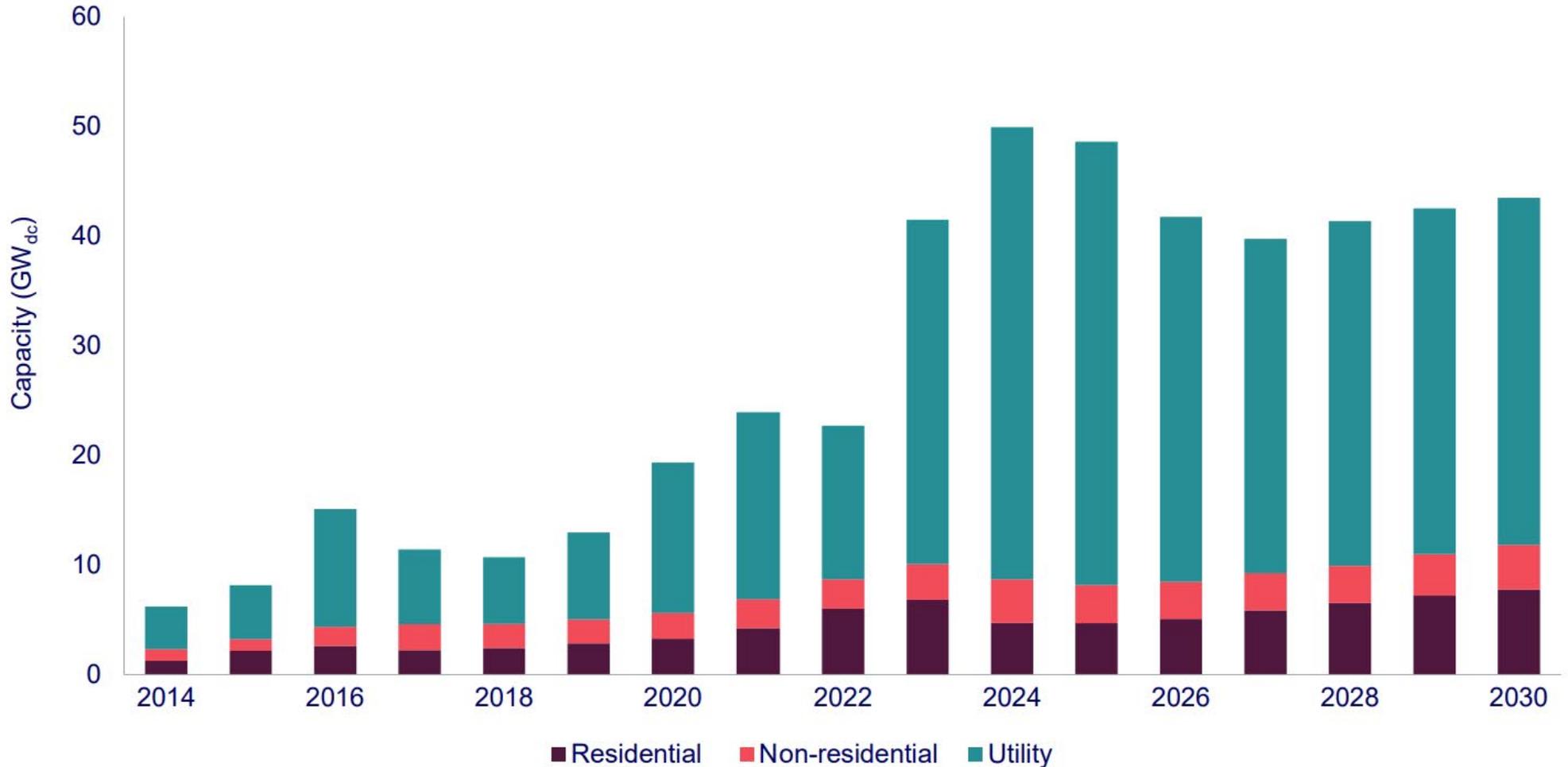
State	Rank			Installations (MW _{dc})		
	2023	2024	Q1 2025	2023	2024	Q1 2025
Texas	1	1	1	11,979	10,854	2,659
Florida	3	3	2	3,223	4,856	1,388
California	2	2	3	6,567	4,883	1,011
Ohio	6	5	4	1,263	2,432	886
Indiana	15	9	5	679	1,631	661
Arizona	5	6	6	1,527	1,793	534
Illinois	13	4	7	835	2,798	486
Wisconsin	9	16	8	961	801	353
Idaho	27	36	9	251	175	266
Pennsylvania	12	19	10	853	565	229
Connecticut	35	34	11	188	183	220
Kentucky	40	24	12	99	397	209
Oregon	21	41	13	374	101	206
Virginia	7	13	15	1,134	1,508	192
Arkansas	18	8	16	447	1,649	188
New York	10	7	14	931	1,662	200
Michigan	16	23	17	555	501	173
Louisiana	26	15	18	300	905	140
Oklahoma	44	30	19	46	203	138
Puerto Rico	17	26	20	464	337	97



Source: U.S. Energy Information Administration & Wood Mackenzie

Solar Energy Installations by Segment 36

US solar PV installations and forecasts by segment, 2014-2030



Source: Wood Mackenzie

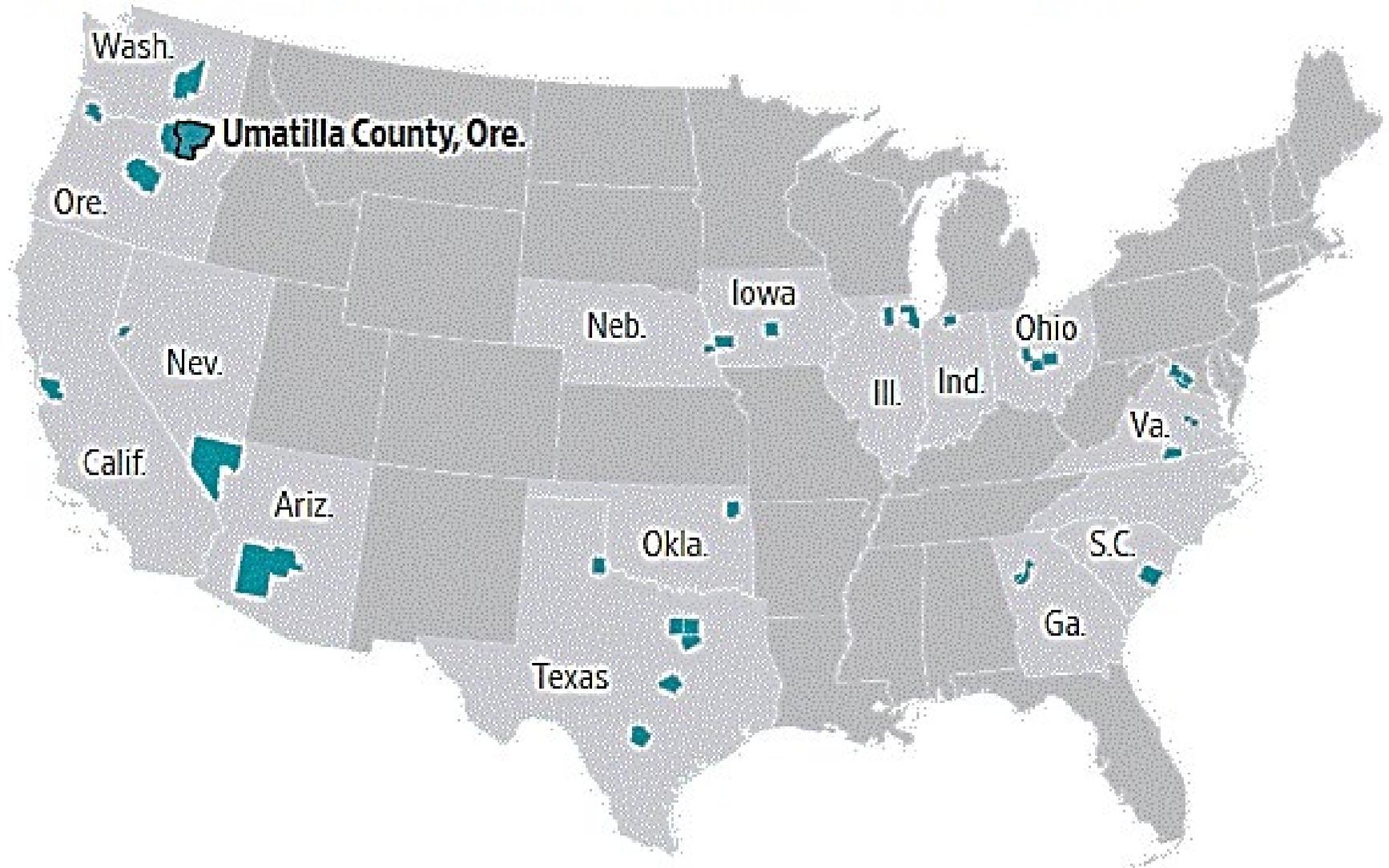
Source: U.S. Energy Information Administration & Wood Mackenzie

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Data Centers & The Growth of AI

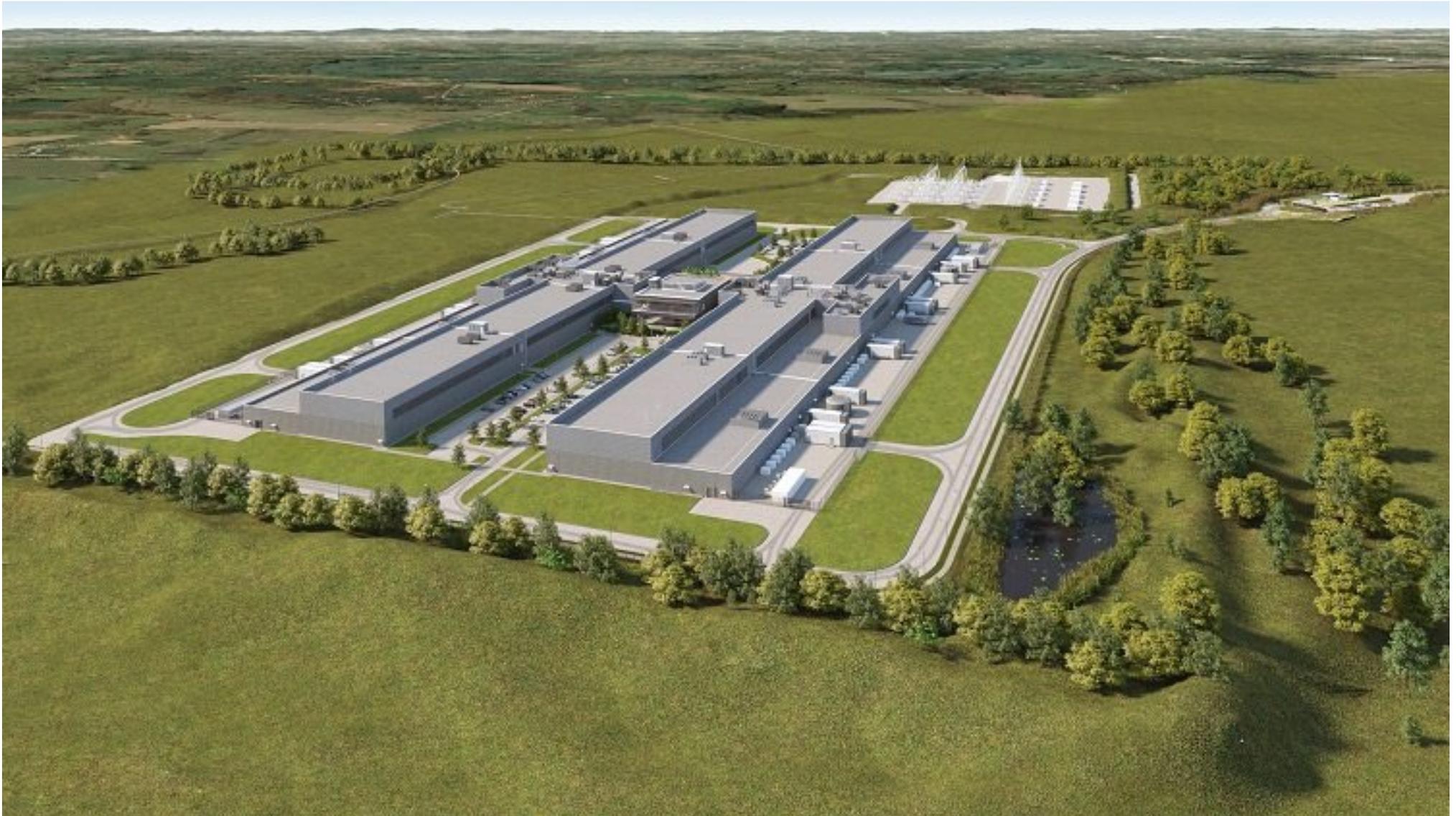
The 33 counties that account for 72% of U.S. data-center capacity



Source: Goldman Sachs, July 2025

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Data Centers & The Growth of AI



Source: Goldman Sachs, July 2025

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Data Centers & The Growth of AI

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Source: Goldman Sachs, July 2025

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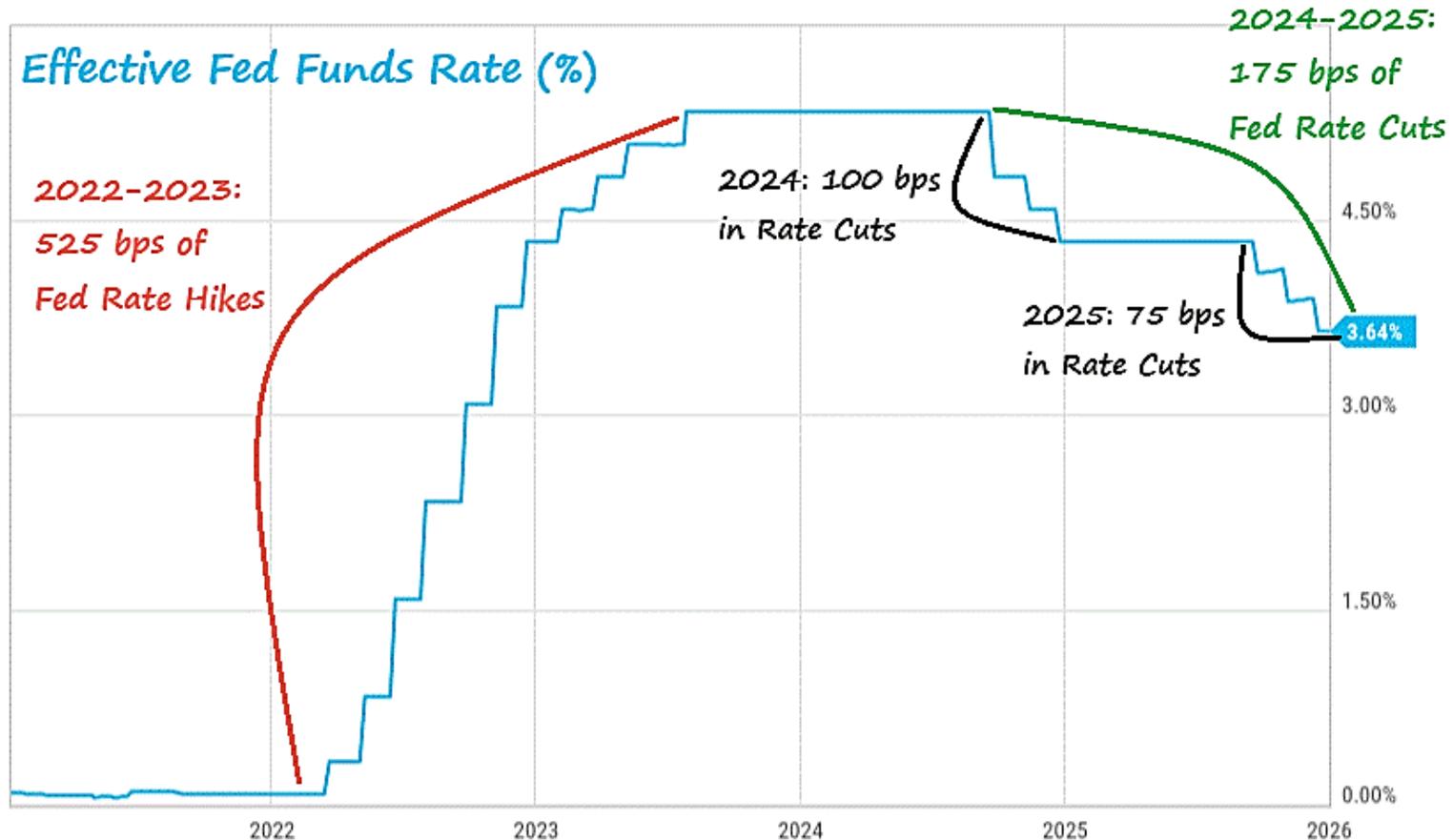


Midwest Farmland Values

WHAT'S DRIVING THE LAND MARKET? -INTEREST RATES



Interest Rates – Federal Funds Rate

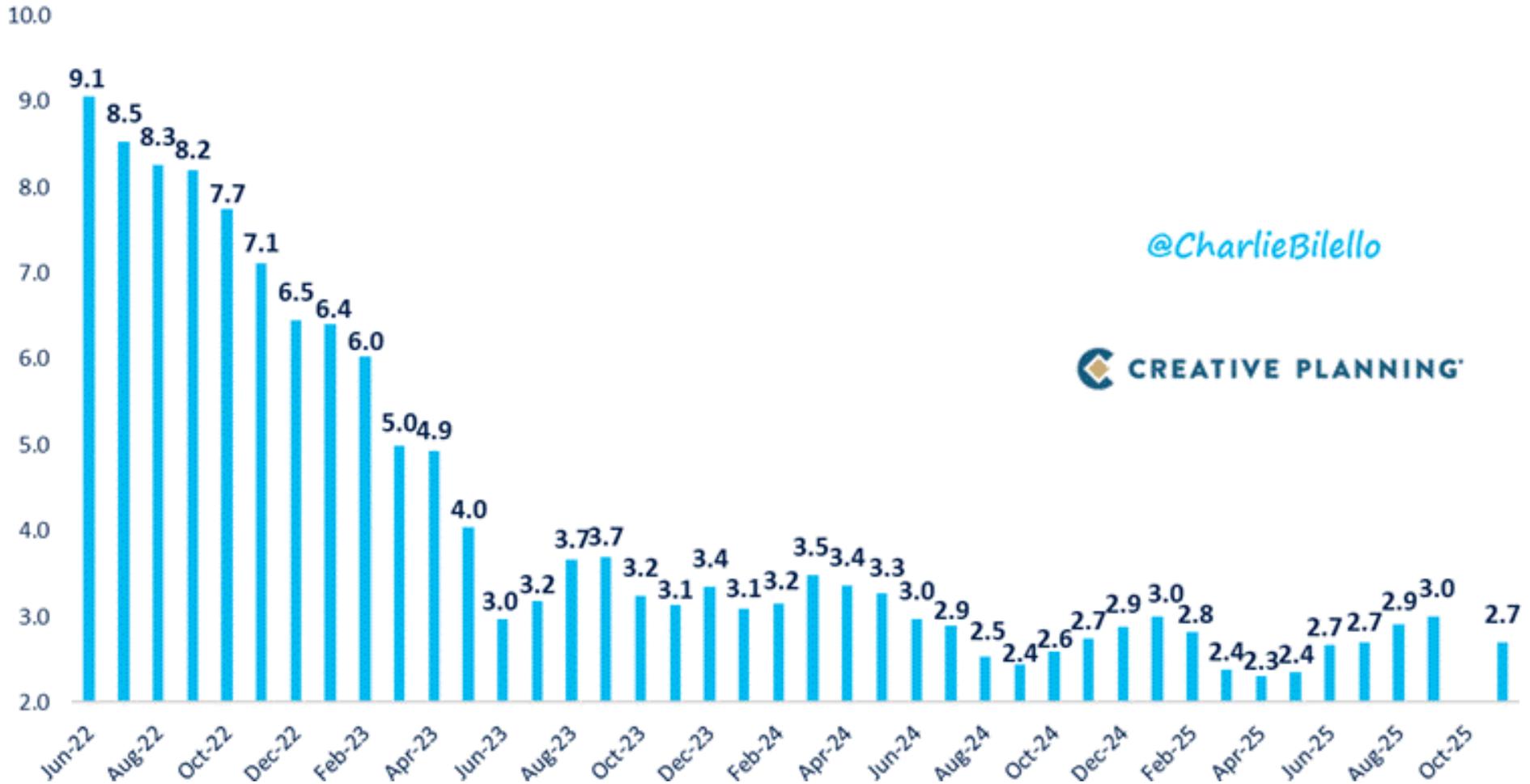


- Fed Funds Rate (Noun)** – the interest rate at which commercial banks borrow and lend their excess reserves overnight. This rate is set by the Federal Open Market Committee (FOMC, “the Fed”).
- Rate used to influence Monetary Policy... 12 Regional Fed Banks meet 8x annually.
 - Directly affects consumer loans and credit cards.
 - Currently 3.64%

Source: Creative Planning, January 2026

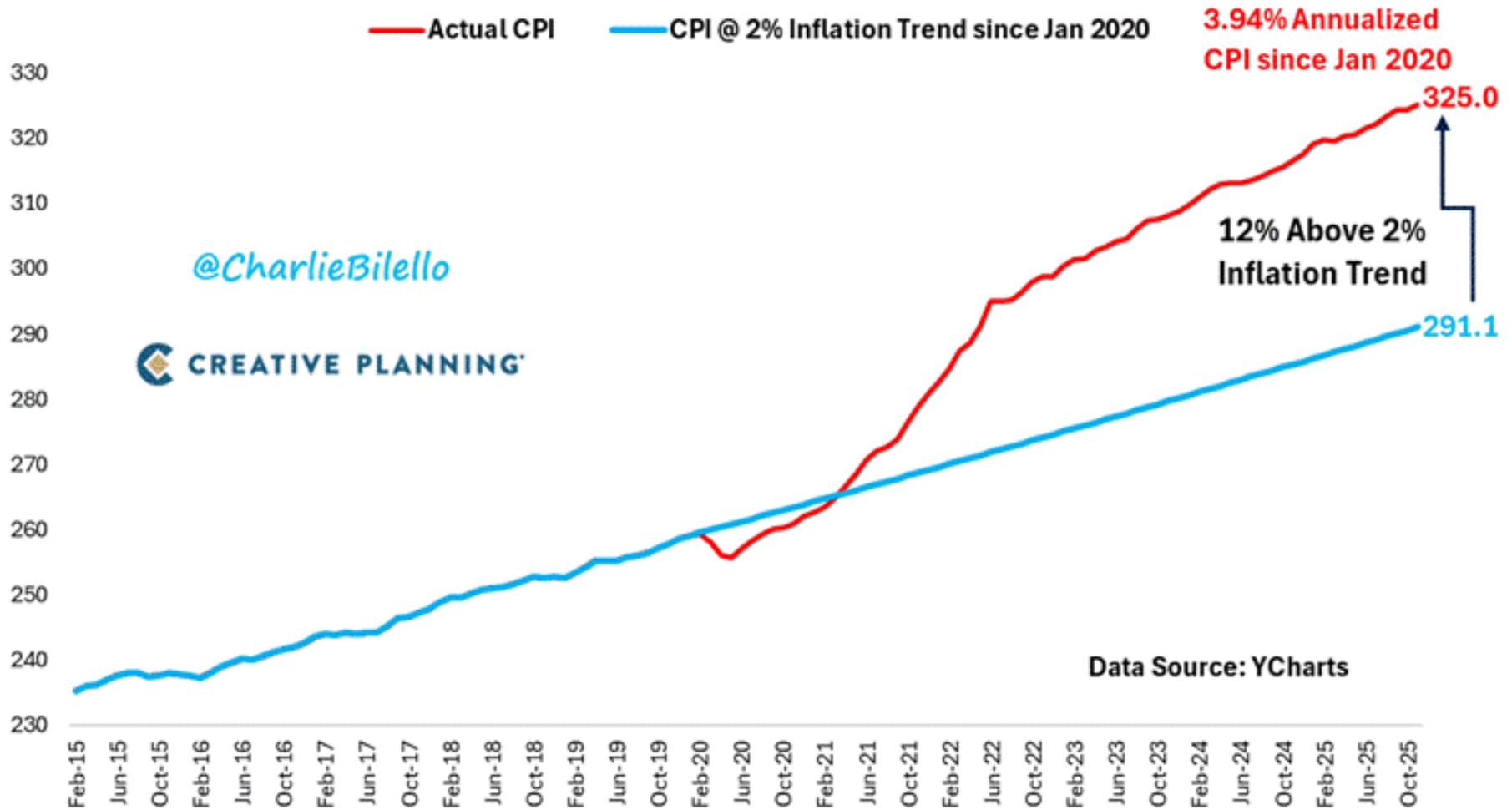
Lower Fed Funds? What's Going to Happen with Inflation?

U.S. Headline CPI (YoY % Change)
Data via YCharts (June 2022 - November 2025)



Inflation Becomes Permanent...

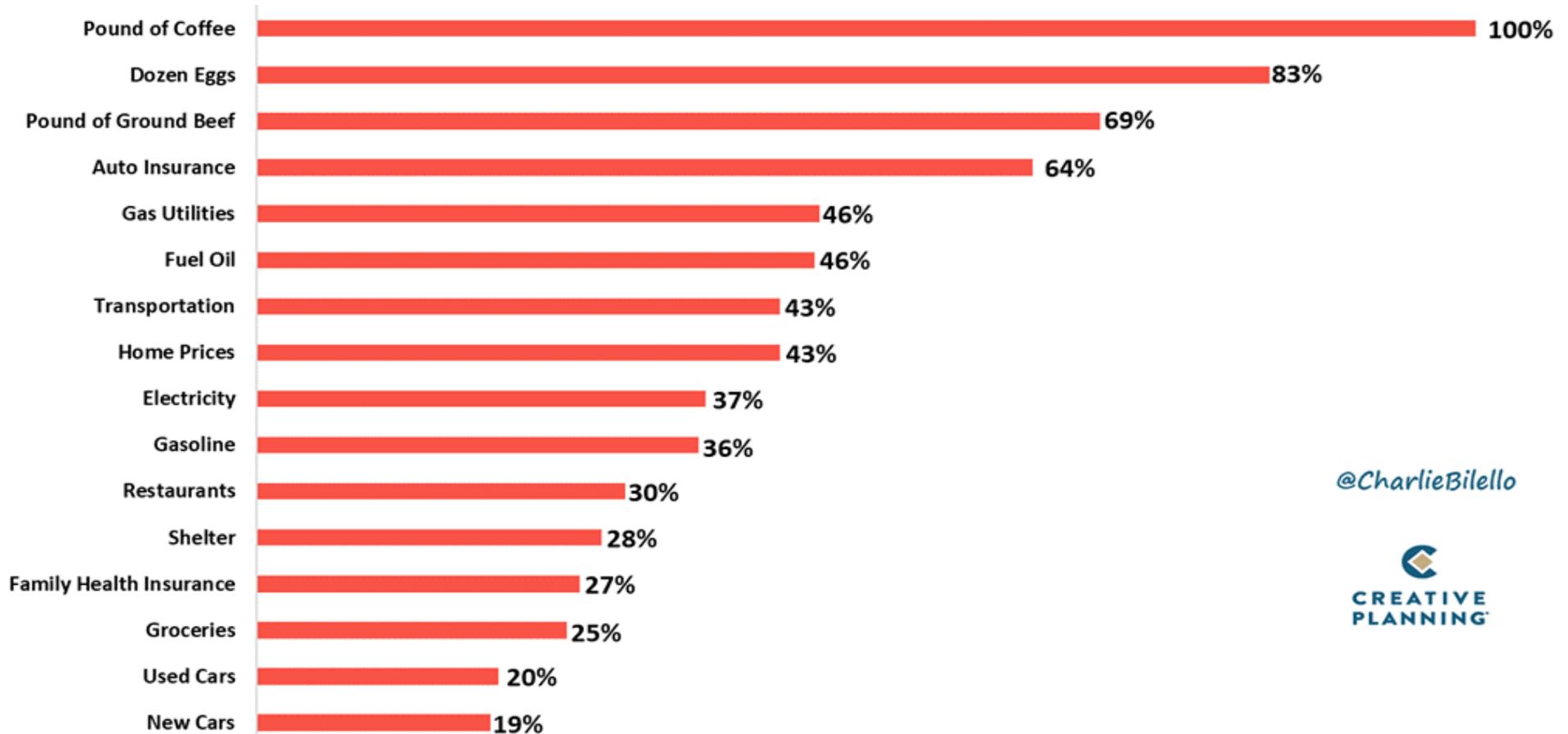
US Consumer Price Index (January 2015 - November 2025)



Source: Creative Planning, January 2026

Some Common Products...

Cumulative Price Increases in the US over the Last 5 Years
(Data via YCharts as of December 31, 2025)



@CharlieBilello



Source: Creative Planning, January 2026

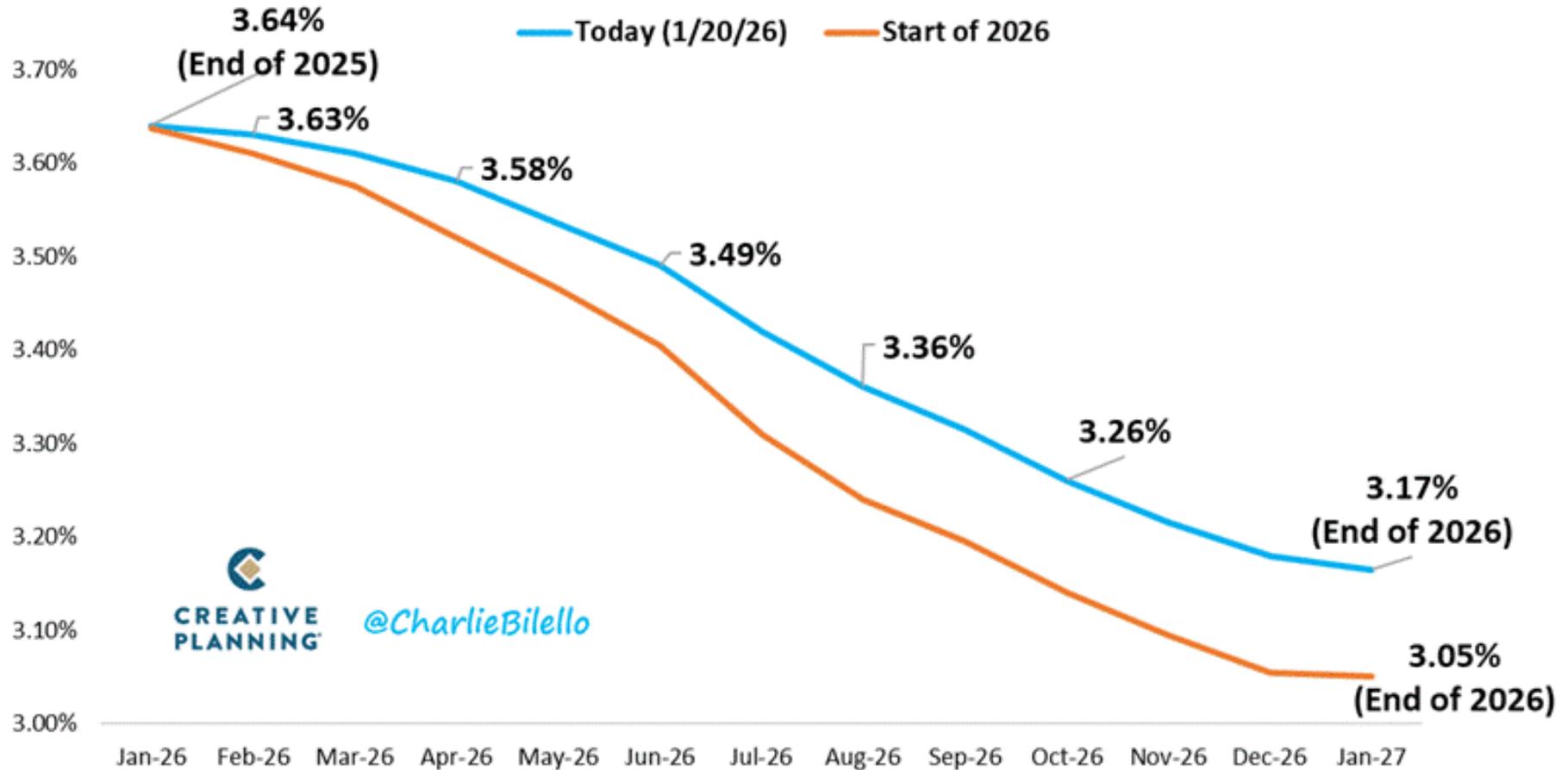
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Which Way for Fed Funds Rate in Future?

Market Expectations for Fed Funds Rate

(Data via Fed Funds Futures, January 2026 - January 2027)



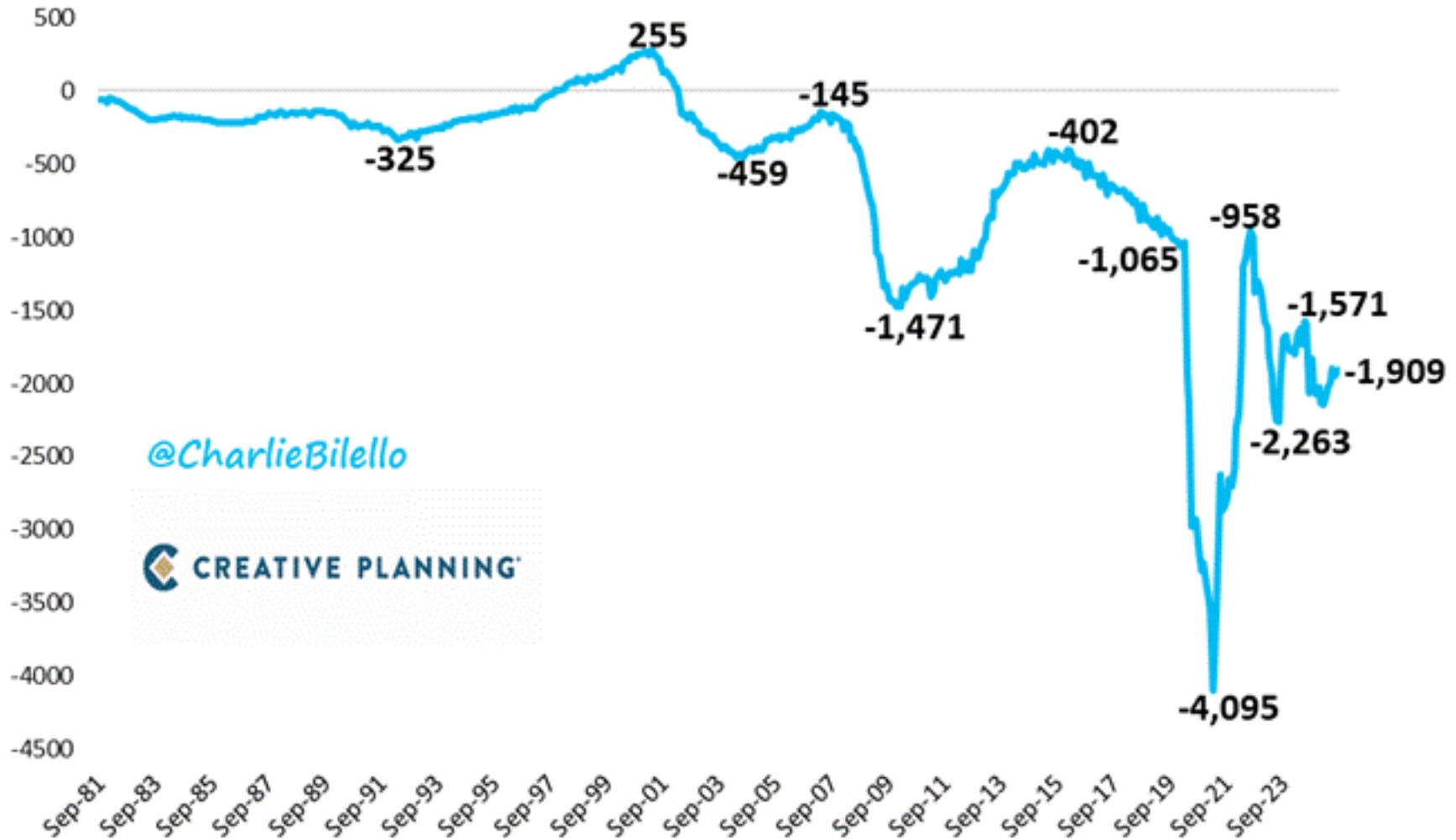
Source: Creative Planning, January 2026

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U.S. Federal Gov't – Budget Deficit

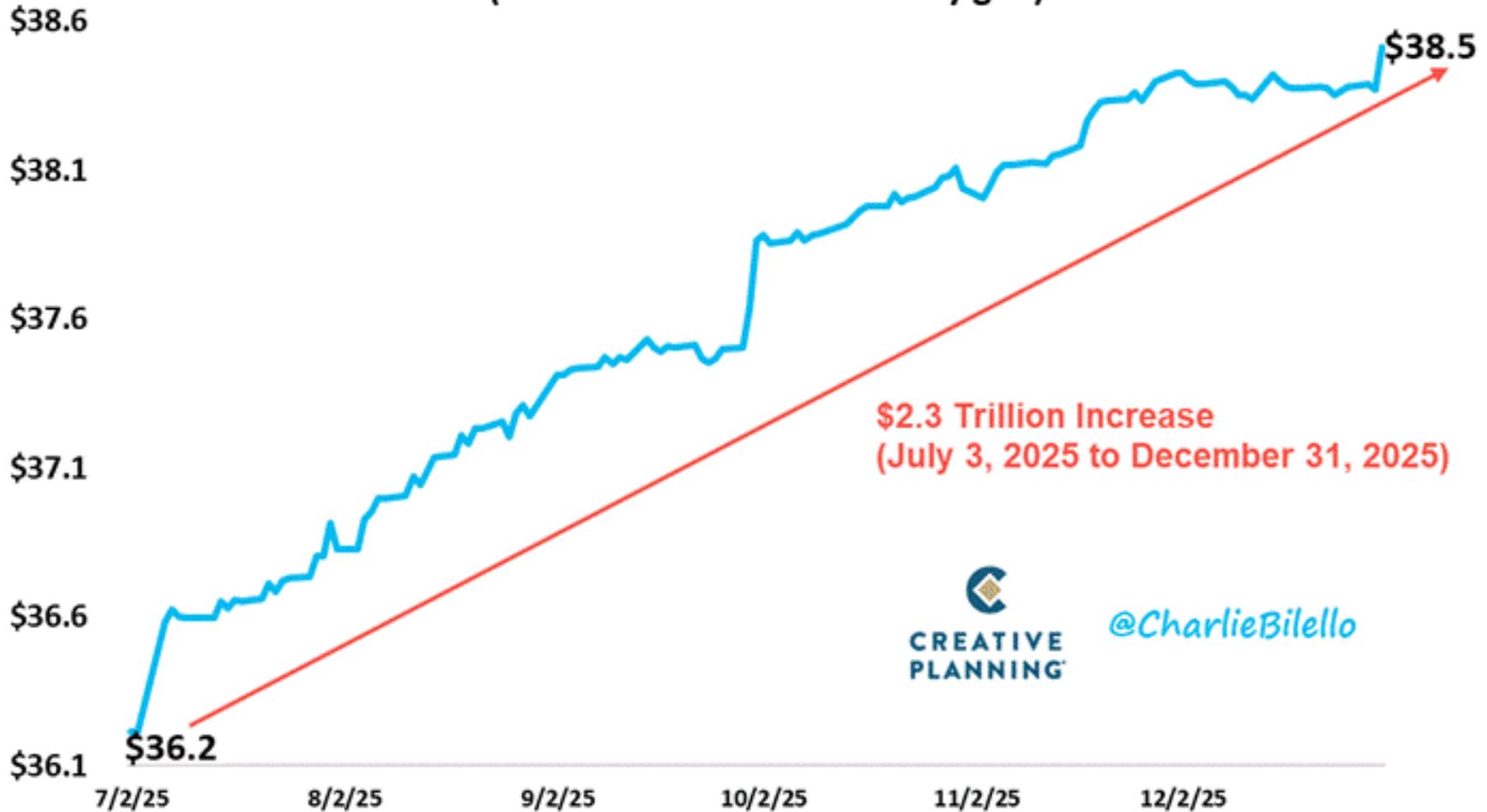
US Federal Budget Surplus/Deficit in Billions
(Trailing 12 Months, Jan 1980 to Aug 2025, via FRED)



Source: Creative Planning, September 2025

U.S. Federal Gov't – Budget Deficit

US National Debt Since the Debt Ceiling Was Raised by \$5 Trillion
(Data in Trillions via Treasury.gov)



Source: Creative Planning, January 2026

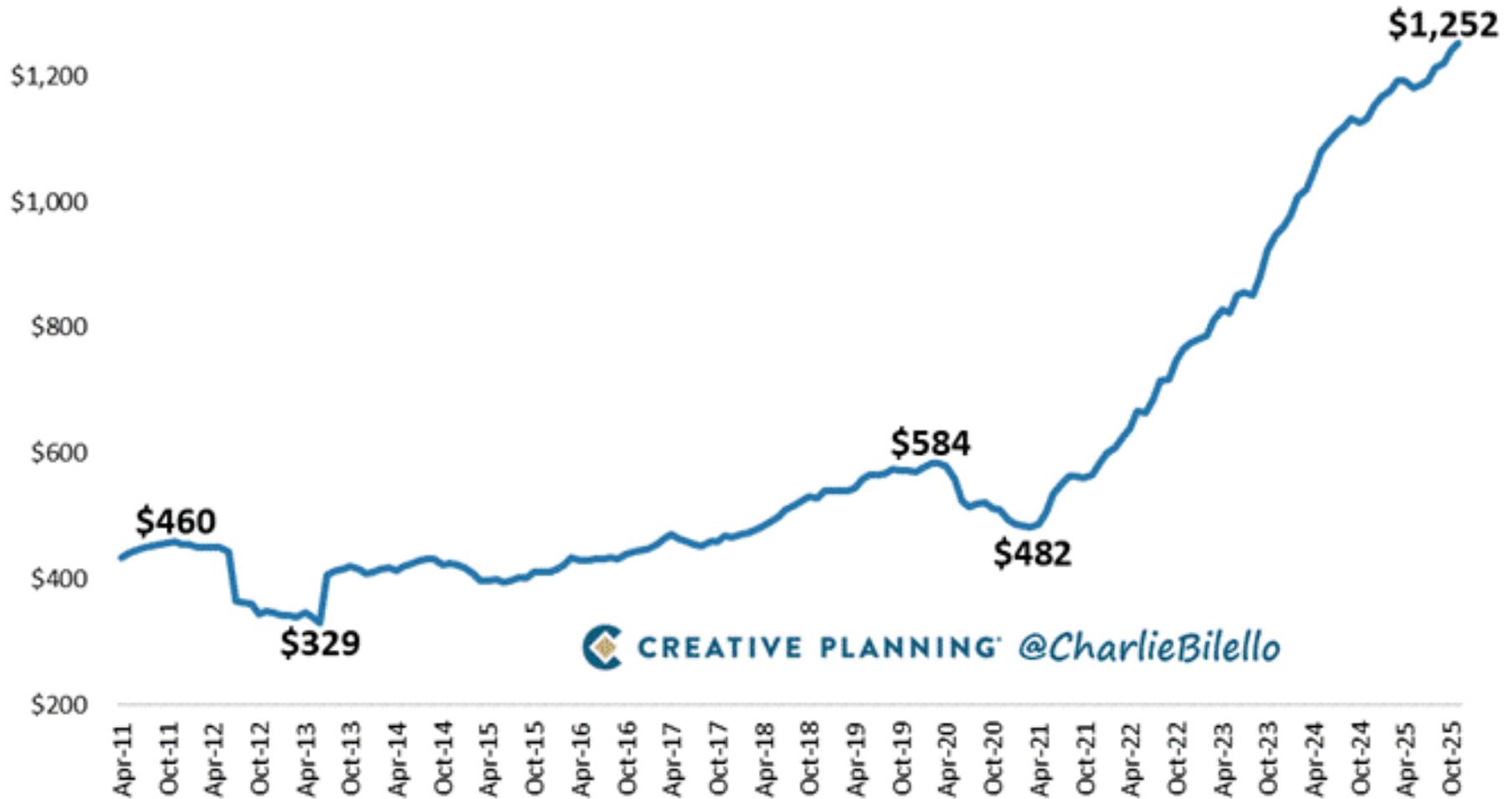
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U.S. Federal Gov't – Interest Expense

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Interest Expense on US Public Debt Outstanding
(\$Billions, Trailing 12 Months, Through November 2025 via Treasury.gov)



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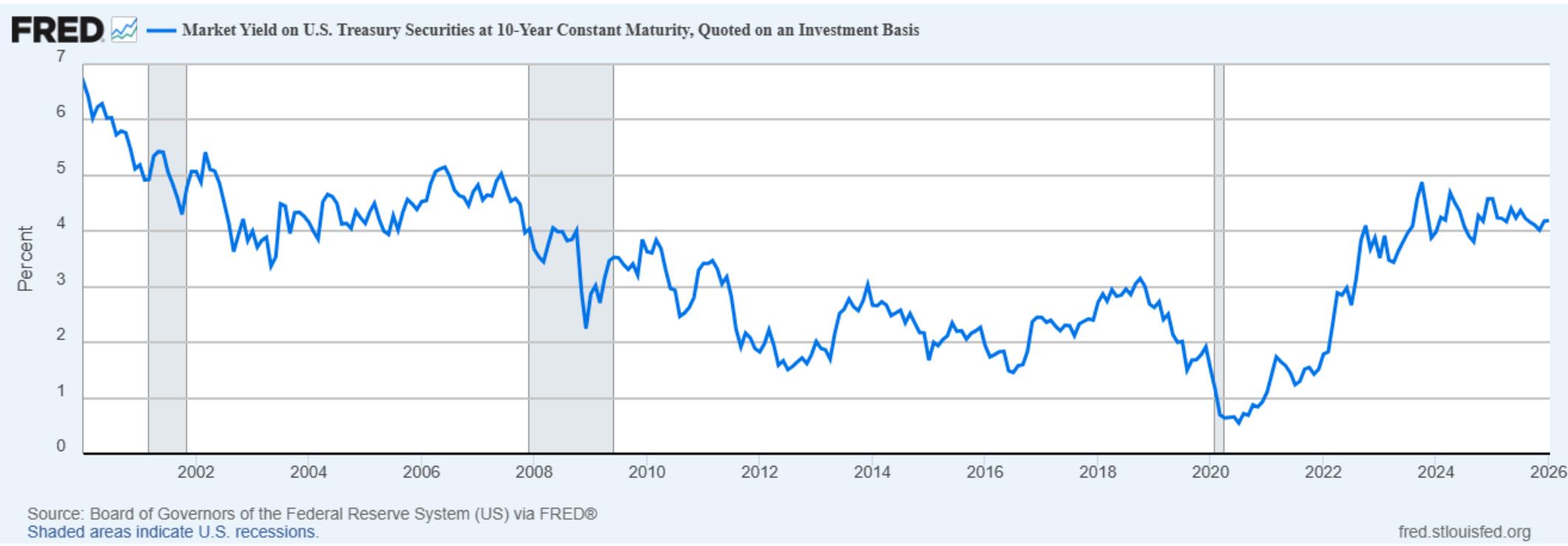
Source: Creative Planning, September 2025

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Interest Rates – Long Term View

10-Year Treasury



- 10-Year Treasury** – The 10-Year Treasury is the benchmark used to price mortgage rates across the U.S. and is the most liquid and widely traded bond in the world.
- Currently trading near 15-20 year highs, thereby pricing long-term commercial interest rates near the upper end of the range over that time.



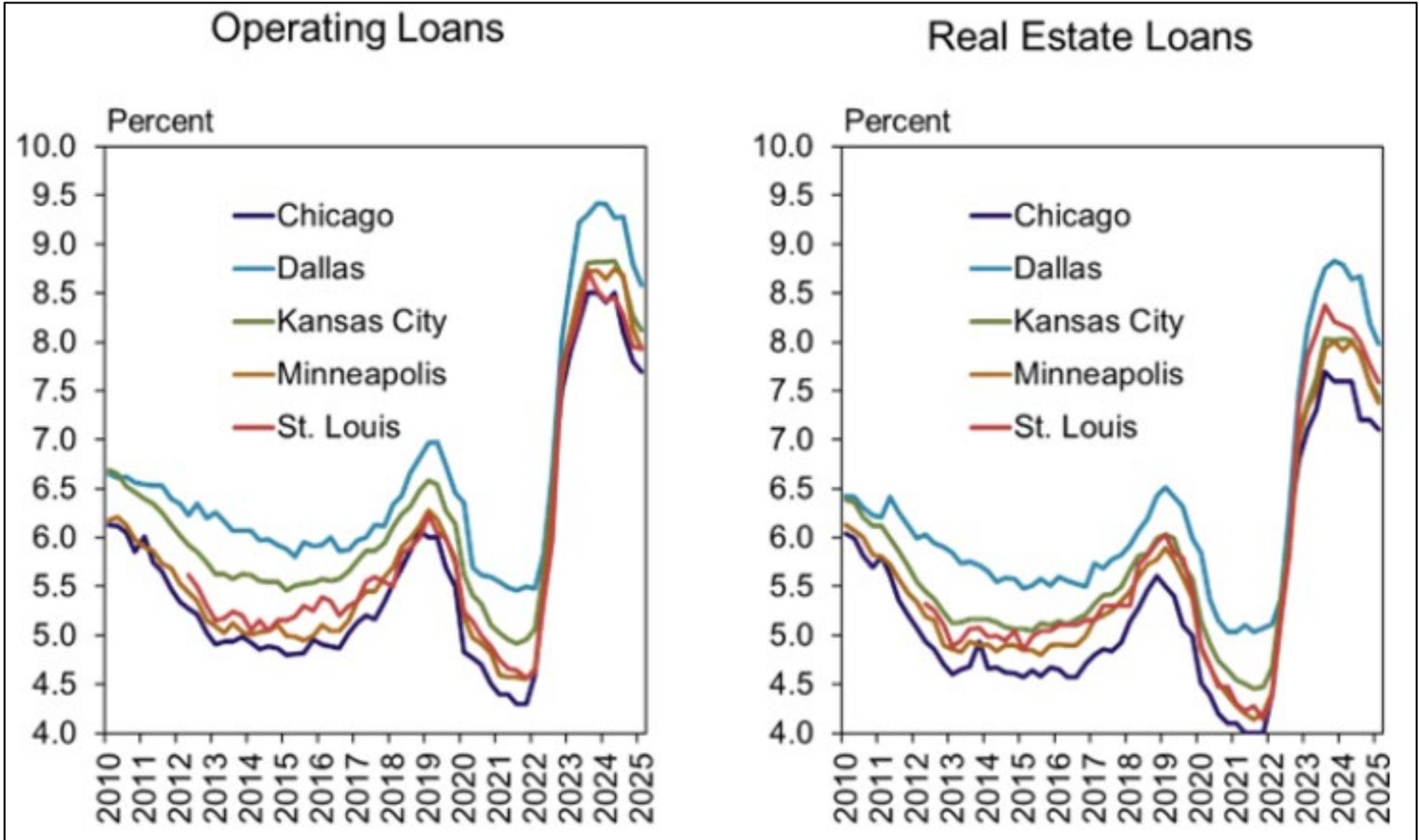
Source: St. Louis Federal Reserve Bank

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Ag Interest Rates... Long-Term

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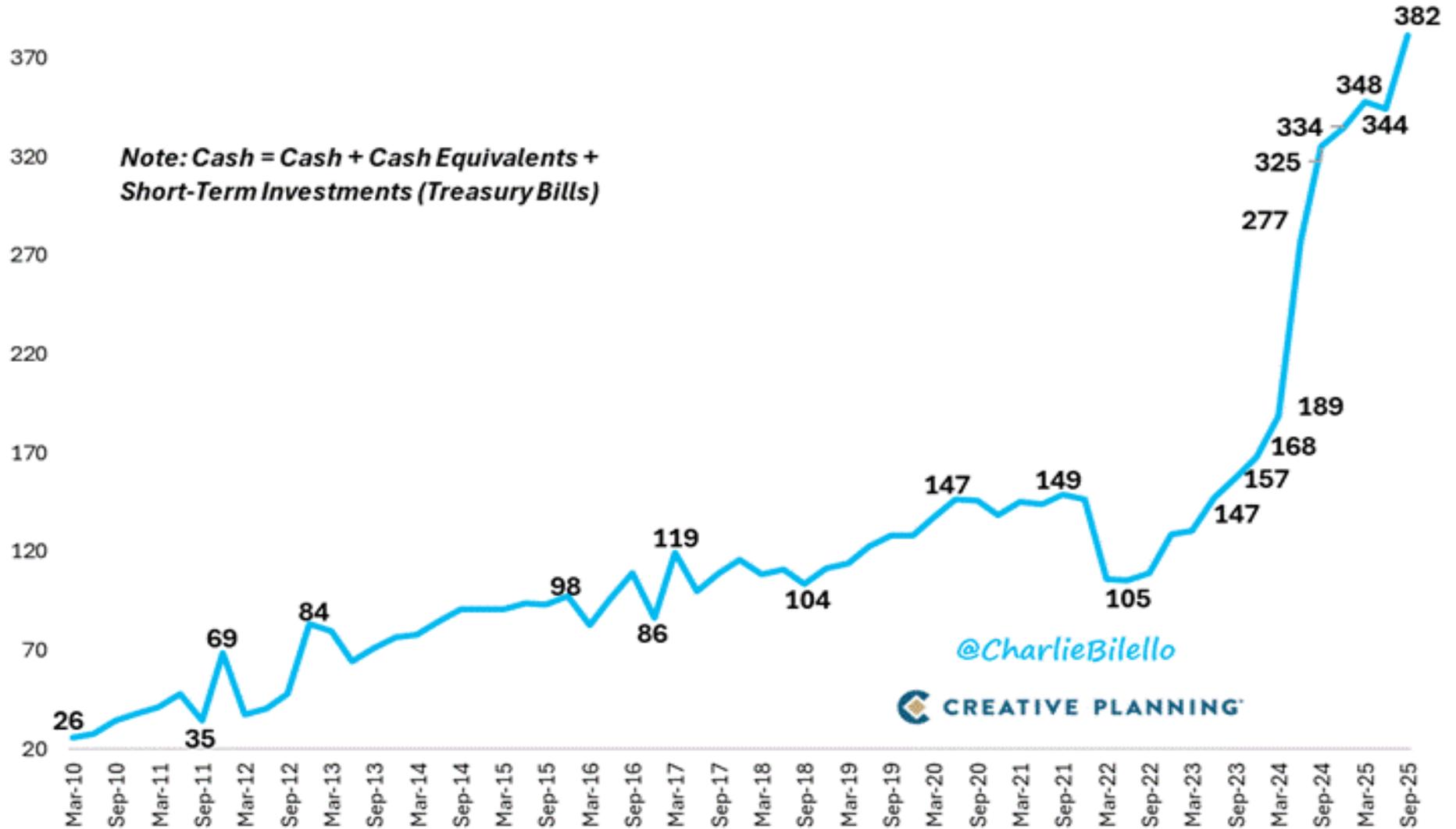
Source: KC Federal Reserve, August 2025

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Canary In A Coal Mine?

Berkshire Hathaway's Cash Pile (Billions)



Source: Creative Planning, November 2025

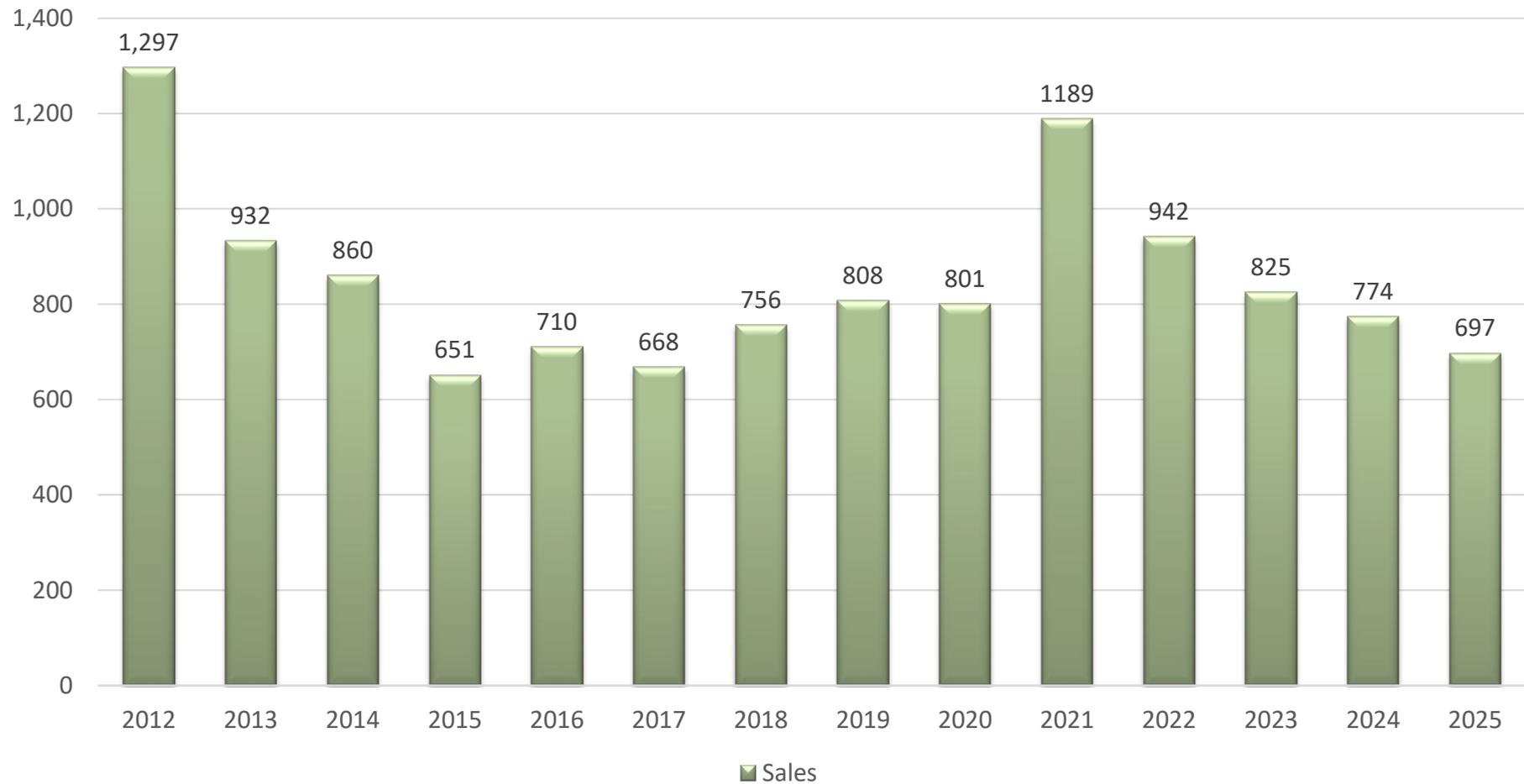


Midwest Farmland Values

WHAT'S DRIVING THE MARKET? -SUPPLY OF LAND



Land Sale Volume – Iowa Farmland Market Sales



Source: Farm Credit Services of America

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Land Sale Volume – Iowa Farmland Sold @ Auction

Acres Auctioned in Iowa								
	2018	2019	2020	2021	2022	2023	2024	2025
December	8,563	11,585	9,485	19,105	16,139	10,347	9,030	10,897
Year total	92,940	94,845	82,988	142,756	149,566	116,665	105,375	98,916

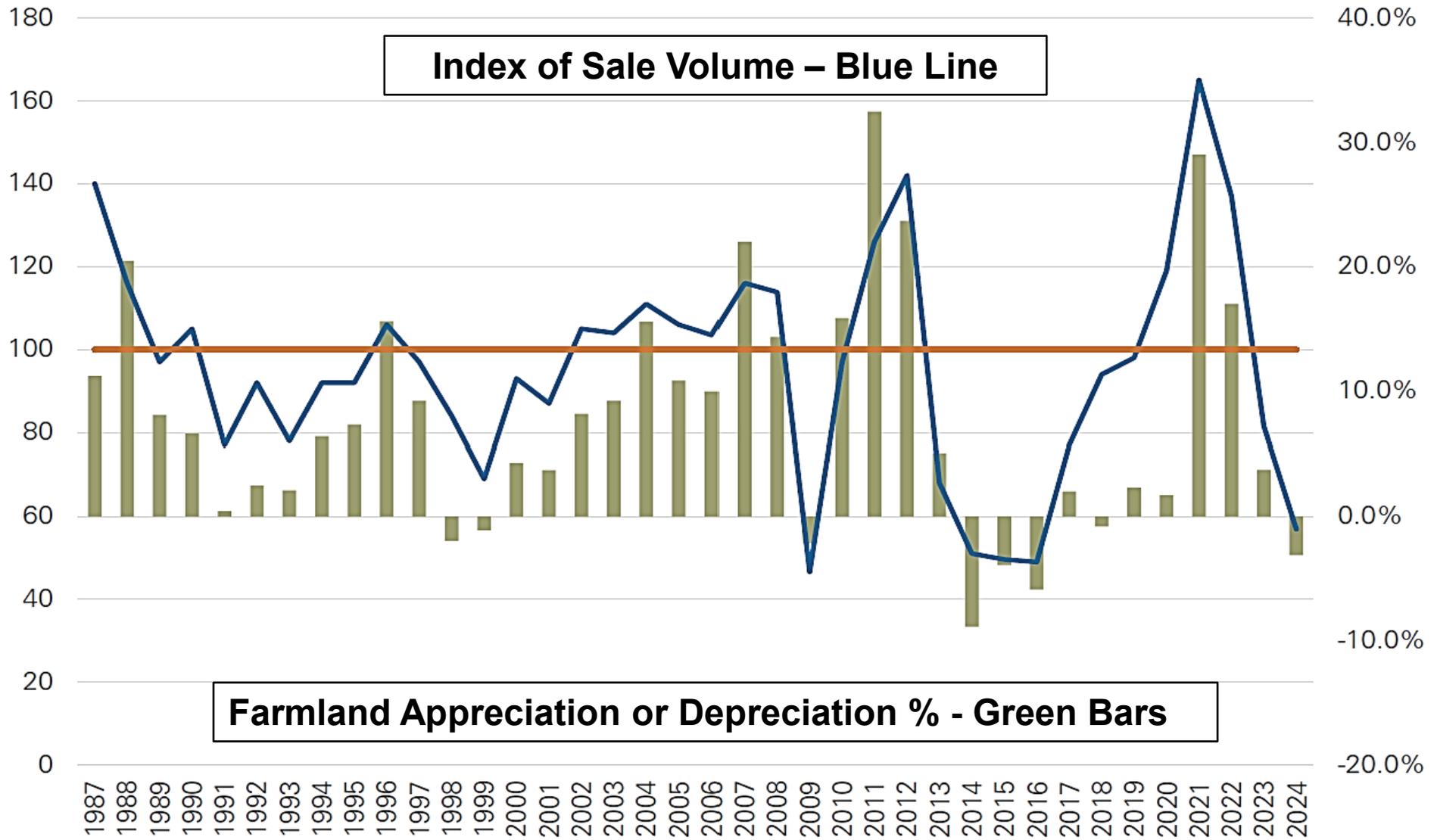


Source: Iowa Appraisal, Land Talk Monthly, October 1, 2025

www.Hertz.ag



Land Sale Volume in Different Markets



Source: ISU Land Values Survey, December 2024



Midwest Farmland Values

WHO BUYS & OWNS FARMLAND?



Who Are The Buyers – Illinois?

Farmland market participants (2025)

Participant category	Buyers	Sellers
Farmers	61%	10%
Local investors	17%	11%
Non-local investors	10%	7%
Institutions	10%	4%
Estate sales	0%	67%
Other	2%	1%

SOURCE: ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS MID-YEAR SURVEY, 2025



Source: ISPFMRA, Q3 2025

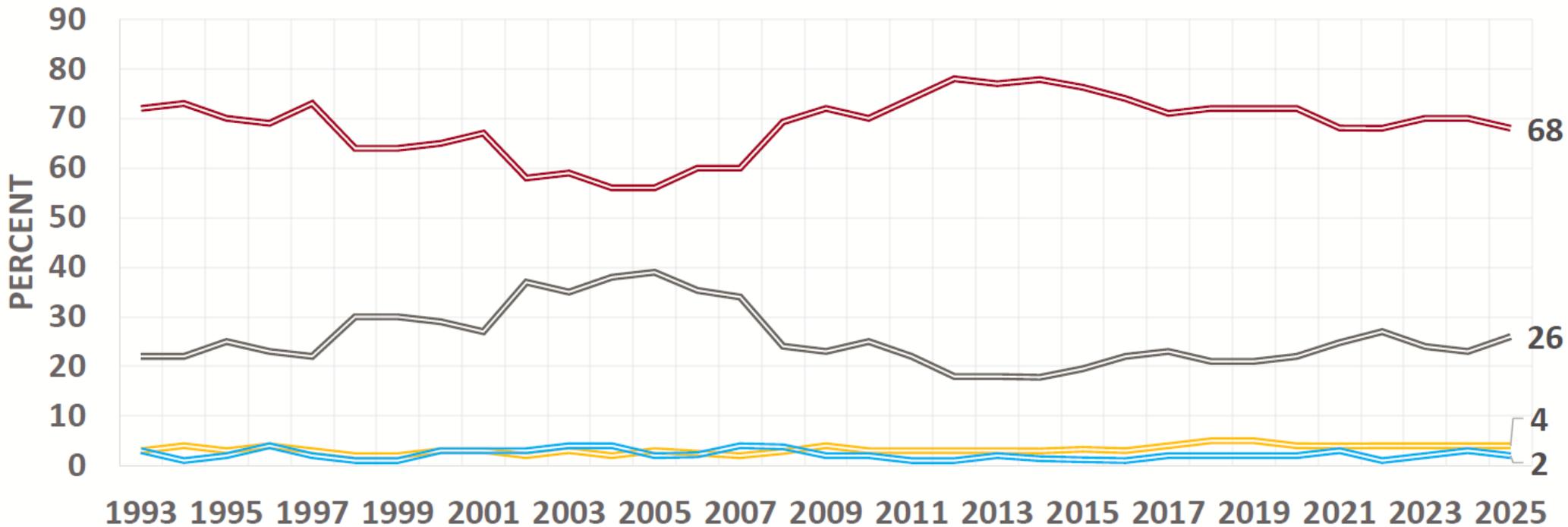
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Who Are The Buyers – Iowa?

Iowa Farmland Purchases by Buyer Types 1993–2025

Existing Farmers Investors New Farmers Other



Source: ISU Land Values Survey, December 2025

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84%



Source: ISU Land Values Survey, December 2023

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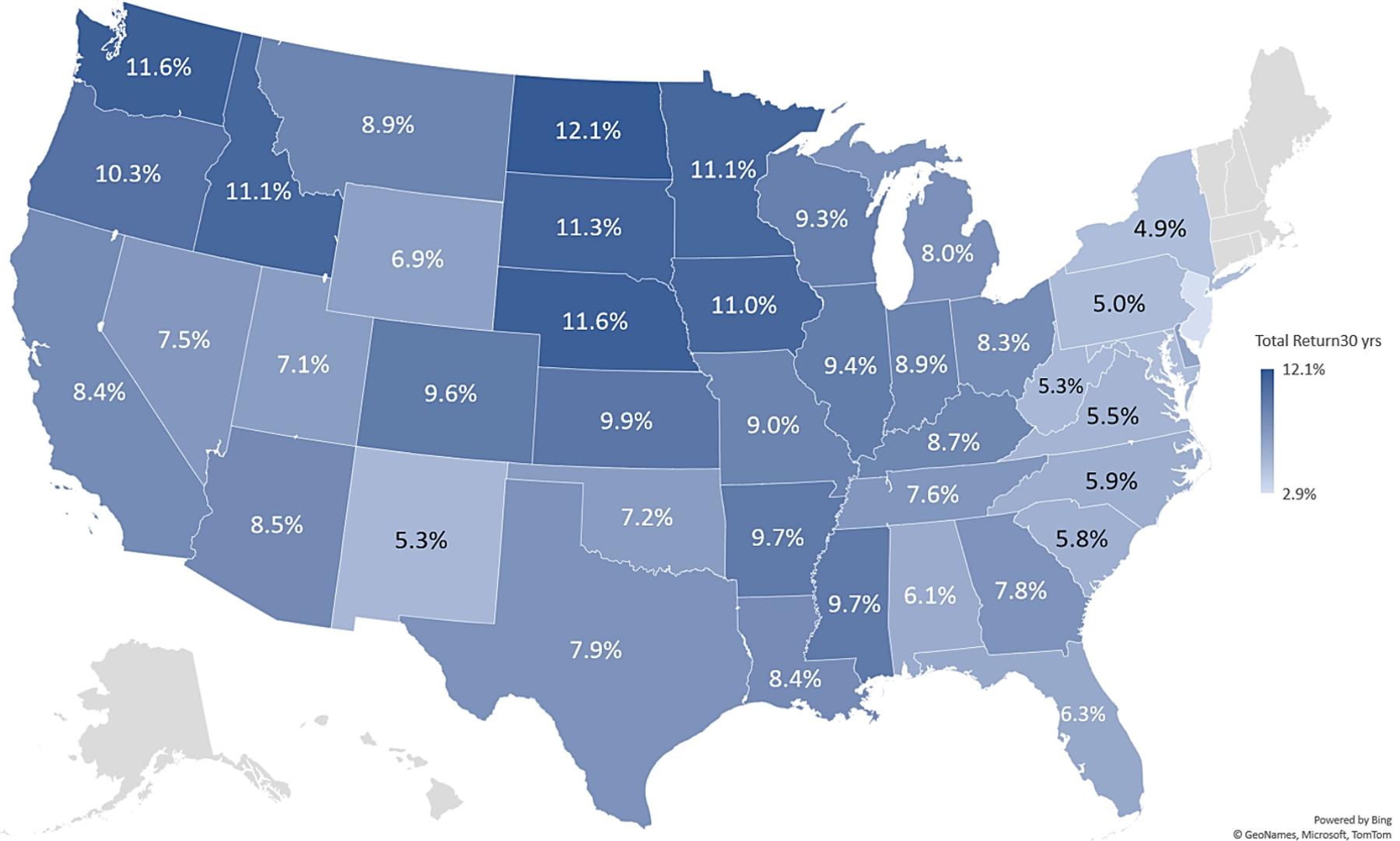
Farmland: Financial Performance 1991-2024⁶⁰

Asset/Index	Annual Ave. Return	Standard Deviation	Coefficient of Variation	US Ag 32 States Correlation	Minimum Return	Maximum Return
	----- 1991 - 2024 -----					
US Ag 32 States	8.9%	4.1%	0.45	1.00	-1.0%	20.7%
NCREIF Total Farmland	10.6%	6.4%	0.60	0.73	2.0%	33.9%
Illinois	9.6%	6.1%	0.64	0.86	-0.3%	28.8%
Iowa	11.2%	8.0%	0.72	0.70	-5.3%	28.9%
Indiana	9.1%	5.6%	0.61	0.70	-3.1%	21.2%
Minnesota	11.0%	6.4%	0.59	0.79	-1.6%	25.3%
Dow Jones	8.1%	14.1%	1.75	-0.11	-41.3%	28.9%
Composite REITS	9.7%	18.6%	1.92	-0.12	-47.5%	33.7%
AAA	5.5%	1.7%	0.30	0.18	2.5%	8.8%
TCM10Y	4.1%	1.8%	0.44	0.24	0.9%	7.9%
Mort30F	5.9%	1.7%	0.29	0.25	3.0%	9.2%
CD6M	3.4%	2.2%	0.65	0.22	0.2%	6.6%
Gold	5.1%	13.7%	2.68	0.04	-31.9%	27.7%
PPI	2.3%	4.9%	2.16	0.16	-7.1%	18.5%
CPI	2.5%	1.4%	0.54	0.25	0.0%	6.9%

Source: University of Illinois, TIAA Center for Farmland Research

Farmland: Financial Performance 1994-2024

Average Annual Cropland Return - 30 years to Present



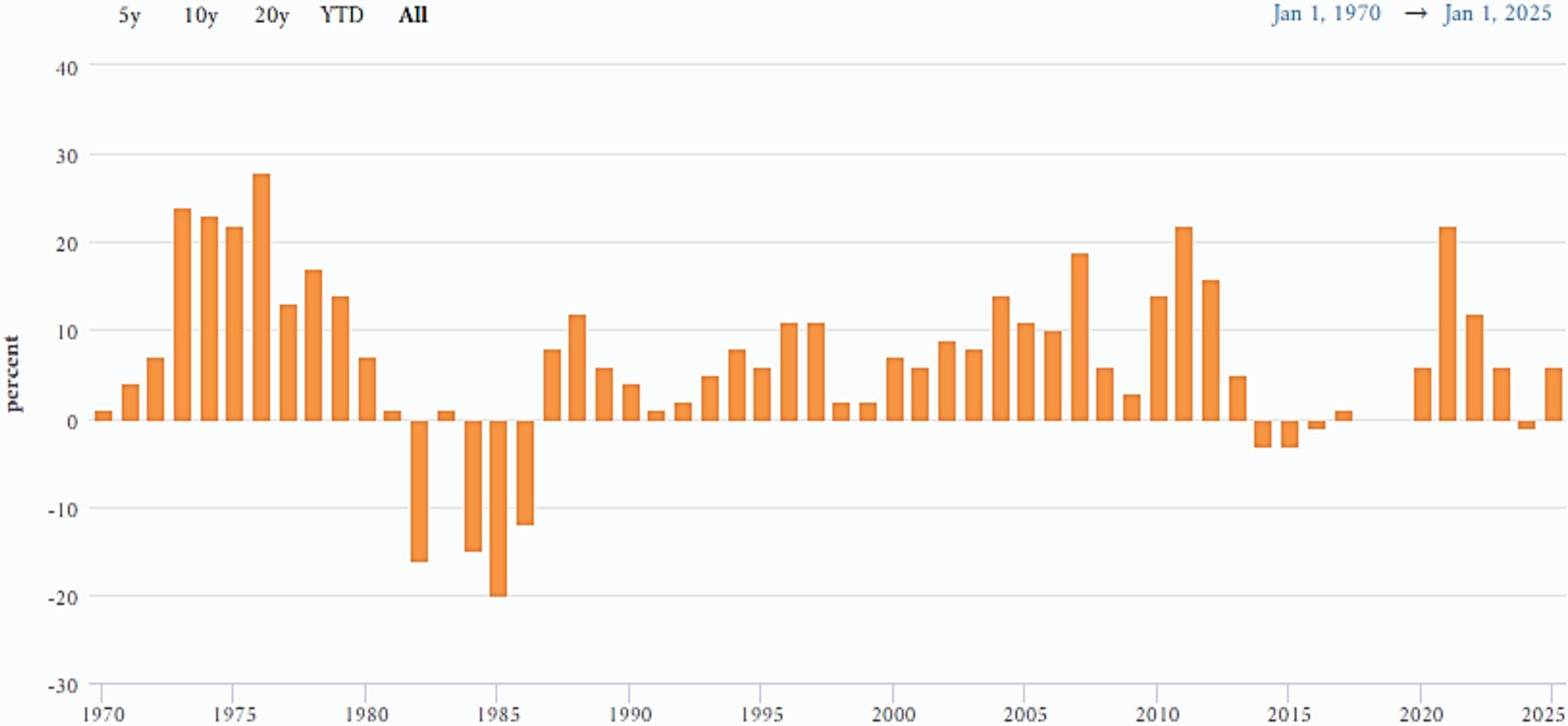
Source: University of Illinois TIAA Center for Farmland Research & USDA

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Farmland: Financial Performance

Annual Changes in Farmland Values in the Seventh District



Source: Chicago Fed, January 2026

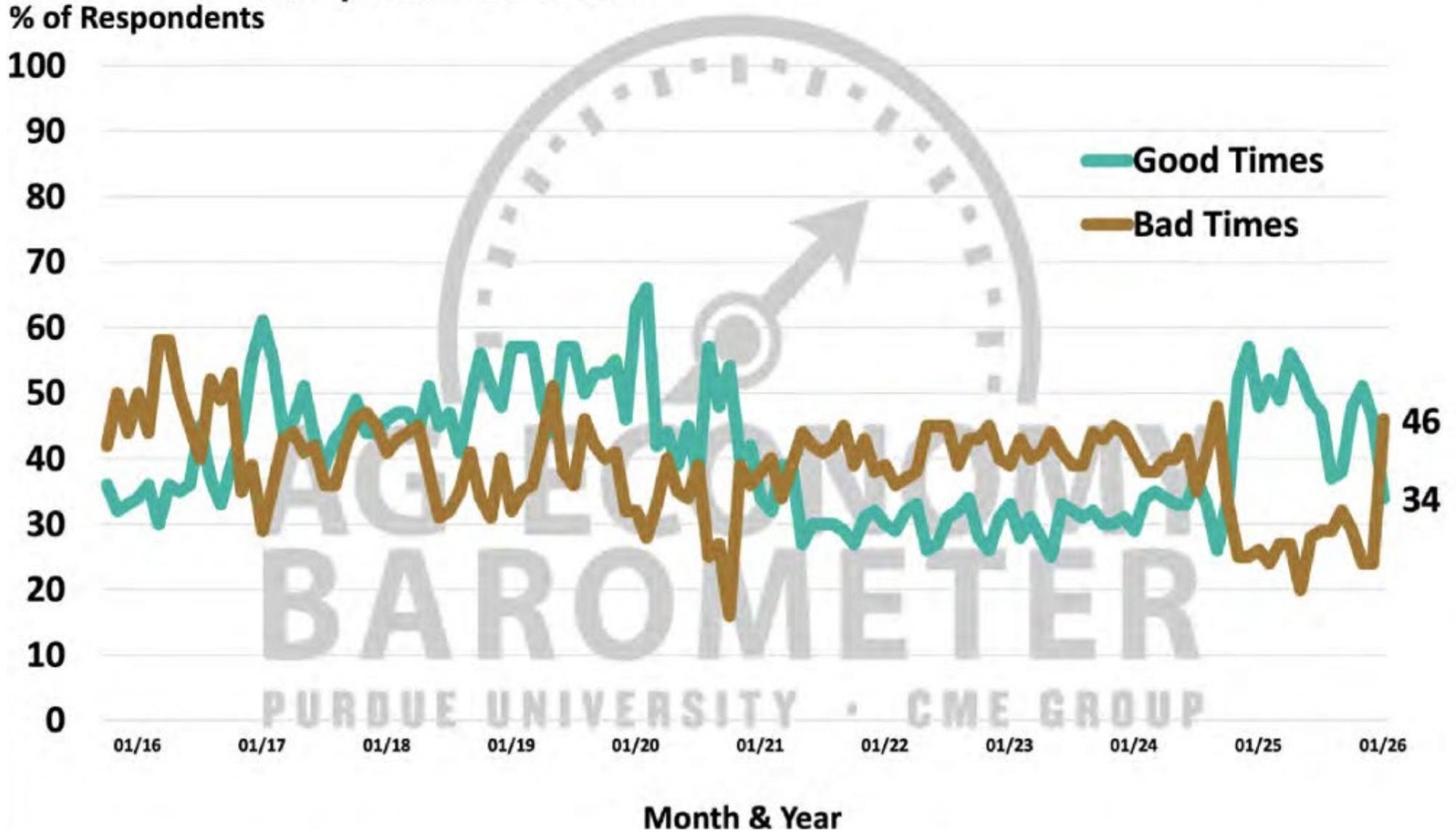


Midwest Farmland Values

WHAT TO EXPECT IN THE NEAR FUTURE?



Looking ahead, do you think it is more likely that US agriculture during the next five years will have widespread good times or widespread bad times?

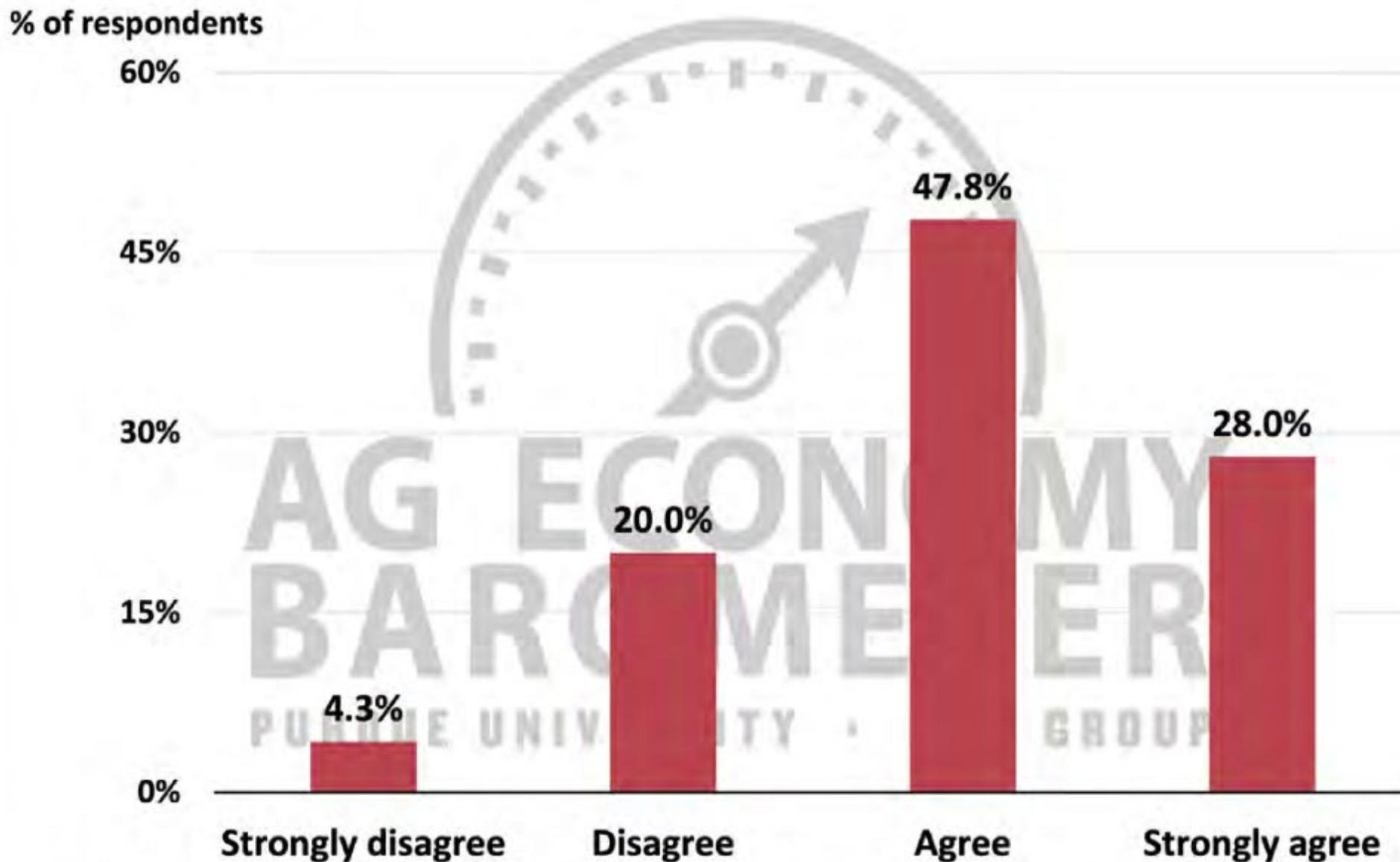


Source: Purdue Ag Economy Barometer, January 2026

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How strongly do you agree with the following statement? We have a strong balance sheet.



Source: Purdue Ag Economy Barometer, January 2026

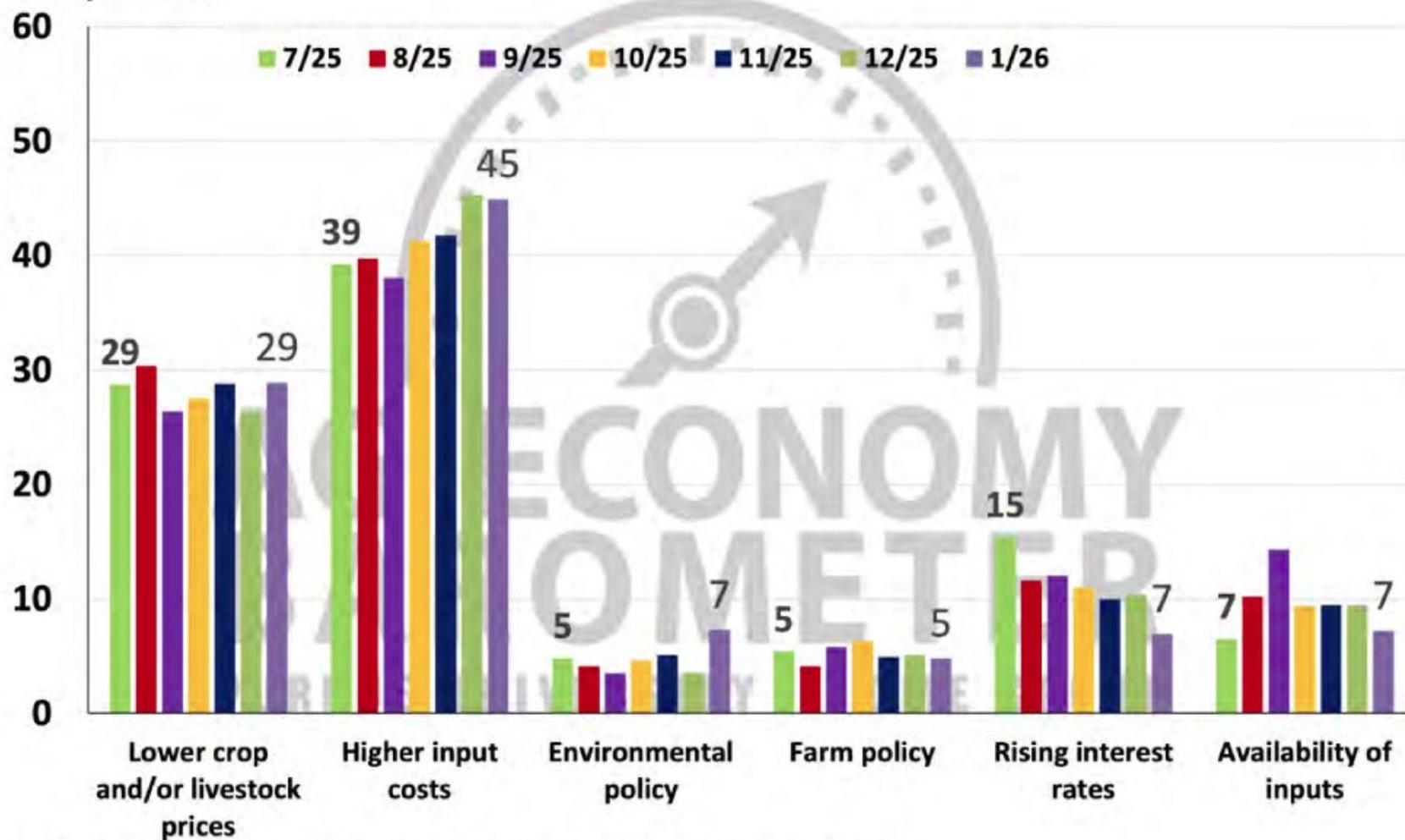
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But Farmer Concerns Are Focused...

Looking ahead to next year what are your biggest concerns for your farming operation?

% of respondents

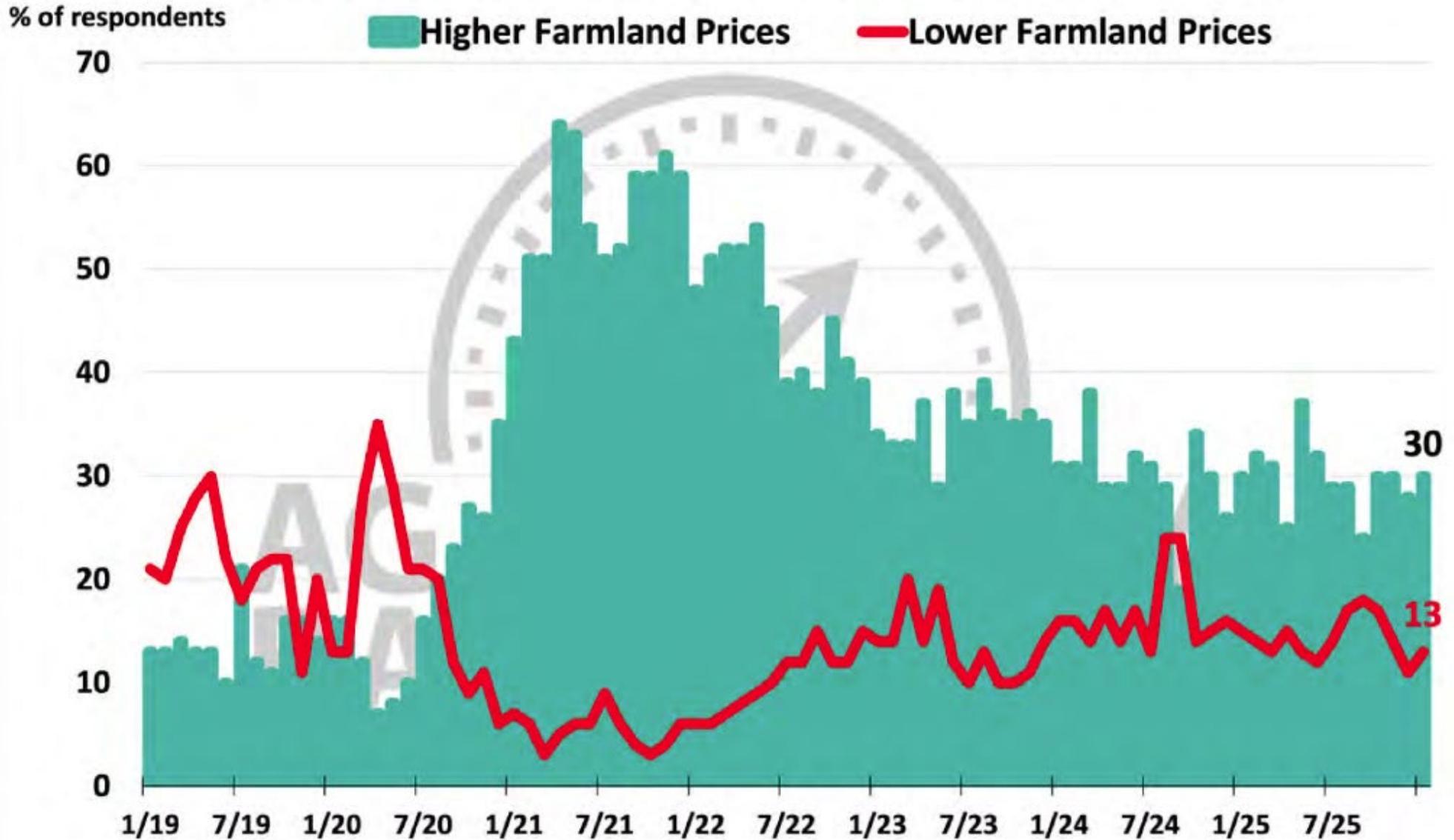


Source: Purdue Ag Economy Barometer, January 2026

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12-Month Expectations for Farmland ⁶⁷

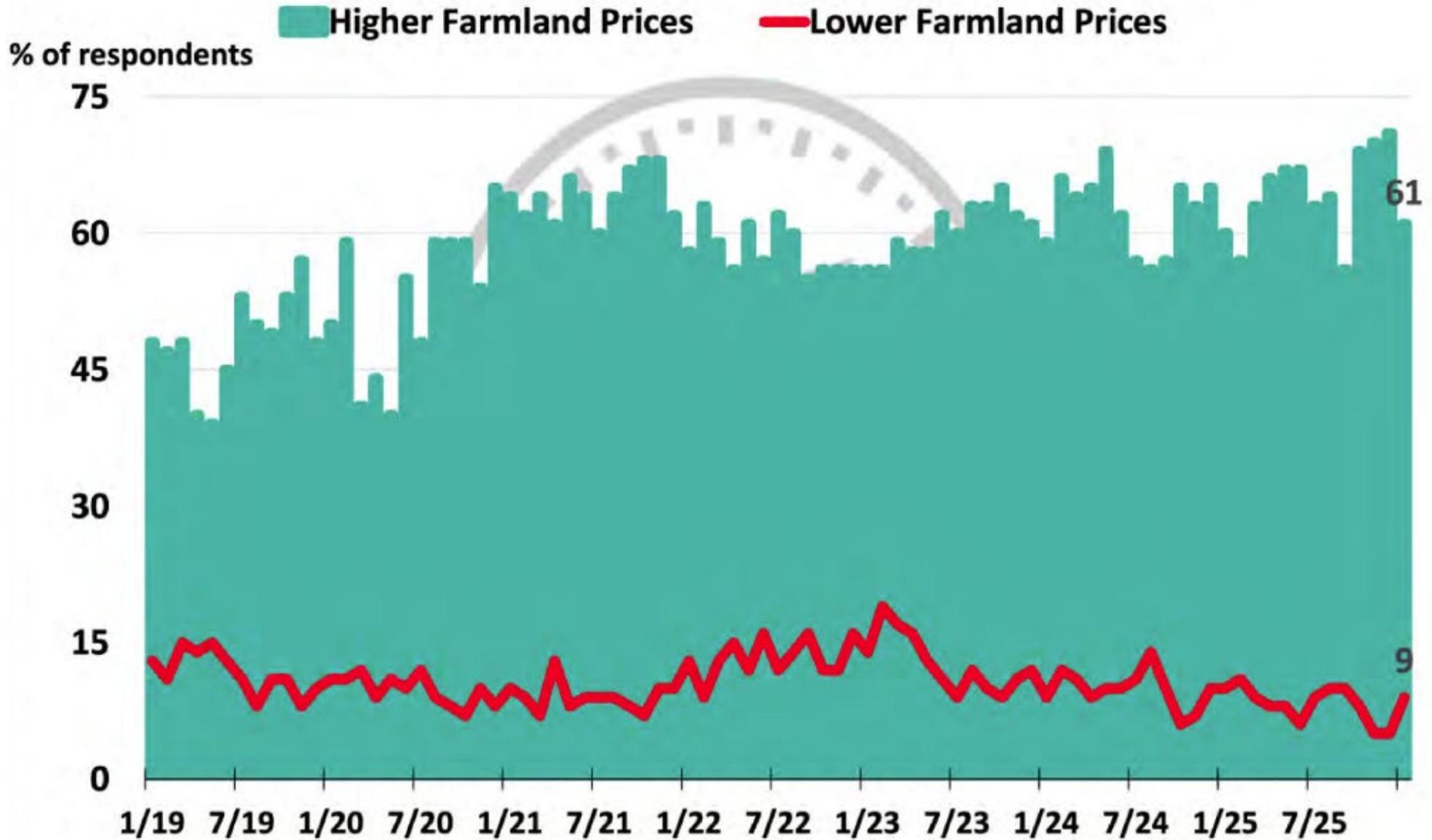


Source: Purdue Ag Economy Barometer, January 2026

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5-Year Expectations for Farmland



Source: Purdue Ag Economy Barometer, January 2026

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What to watch in the coming months...⁶⁹

- **Commodity Prices**
 - What happens in 2026?
 - Corn vs. Soybean Acres
- **Interest Rates & Inflation**
 - New Fed Chair in 2026
 - Inflation vs. Employment... Who wins?
- **Land Sales Volume**
 - Will Supply Grow in 2026?
 - Demand is down from '21-'24, but supply was down comparatively more, thereby maintaining price levels.
 - May become “localized” issue.
- **Farmland Sale-Leasebacks**
 - Recapitalizing Balance Sheets for the 25%?



What to watch in the coming months...⁷⁰

- **Farm Policy Under Trump**
 - “Skinny” Farm Bill in 2026 for CRP, other typical Farm Bill policies?
 - Crop Insurance protected
- **Tax Policy Under Trump**
 - The Big Beautiful Bill... implemented!
 - Keep eyes open for new “wealth tax” in various States
- **Tariffs, Trade under Trump**
 - China. Mexico. Canada. New Biz?
 - Ad-Hoc \$\$ Support continue to bridge the gap?



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The screenshot shows the Hertz Farm Management website. At the top is the Hertz logo and a navigation menu with links: ABOUT, FARM MANAGEMENT, REAL ESTATE, APPRAISAL, AG INFO, SEMINARS, INVEST. Below the navigation is a section titled "Contact one of our offices" featuring a map of the central United States with yellow location pins. To the right of the map is a "How Can We Help?" section with text and a photo of a group of people. Below the map is a "Find a Farmland Professional" search bar. Underneath is a list of 16 office locations, each with a phone number and a "Details" button. To the right of the office list is a contact form with fields for First Name, Last Name, Phone, Email, and Message, along with a "Submit" button and a "Hertz Mailing List" checkbox.

Office Location	Phone Number
Cedar Falls, IA	319-234-1949
Humboldt, IA	515-932-1406
Mason City, IA	641-423-9531
Mt. Vernon, IA	319-995-9859
Nevada, IA	Toll Free: 800-593-5263
Strawberry Point, IA	563-933-4973
Washington, IA	319-382-9343
DeKalb, IL	815-748-4440
Geneseo, IL	309-944-2184
Kankakee, IL	815-935-9878
Monticello, IL	217-762-9881
Norfolk, NE	402-371-9336
Omaha, NE	402-697-7500
Mankato, MN	507-345-5263

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