

any other information that identifies the person to contact with any questions. Indicating your preferred contact method is encouraged.

Content - The content is where you'll build familiarity. You may want to sketch out what you intend to share over time and when you plan to share that information. The newsletter could be used to share struggles, successes, and failures as you manage the landowner's land.

Happenings since the last farm newsletter - This section should be a short synopsis of what has happened since you sent the last farm newsletter. General statements should be used in this section. For example, "We wrapped up harvest the second week of November. The much-needed rain in mid-July must have helped because there was about average production." You may want to customize this section for each landowner with reports about improvements the owner prioritizes like fences, buildings, waterways, and wildlife habitats.

Crop progress/pasture condition/livestock development - If the rental arrangement is a crop-share or flexible cash lease agreement, the landowner may be interested in knowing about crop progress. If the rental arrangement is a cash rental arrangement, an update on crop progress will help the landowner feel more connected to the farming operation. You will need to decide whether one newsletter serves landowners with different lease types or if there a common base and an additional page for landowners with each type of lease.

Weather update – Weather has a great impact on productivity. If the landowner lives on the farm, they can observe current effects on the land. The further a landowner is separated from their land, the less likely they are to be aware of seasonal impacts of weather. Sharing the recent and anticipated weather can help landowners understand its impact. Landowners should be made aware of the effects of severe weather, e.g. high winds and hail.

Commodity prices – The tenant could also provide a brief synopsis of relevant commodity prices and price trends, and discuss what futures markets are suggesting. Relate current prices to historical prices and remind the landowner of the historical variability in prices.

Technology - This section can help landowners better understand technology changes in the farming operation. A growing percentage of landowners do not have experience in production agriculture. Even landowners with prior experience in production agriculture may not have knowledge of current agricultural technology. Technological adoption varies between farm operations. Competition for land is significant, and communicating your approach could be beneficial.

Summary – Include a paragraph or two summarizing the current situation. Use this as an opportunity to thank the landowner for the relationship and share how the different components come together.

Upcoming events - Share what is being planned for the upcoming months. A winter newsletter may discuss planting intentions and the crop acreage mix being considered. A summer newsletter might include Extension and Outreach events such as leasing meetings in July and August or near-by field days.

Questions to Answer

Consider the purpose of a farm newsletter. How can it best establish a regular communication link between tenant and landowner? How often should tenants plan to send landowners a newsletter? Answering these questions and setting a regular schedule for distribution will make writing the newsletter a smooth task and encourage open communication between tenant and landowner.

... and justice for all

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