

# What works?



- Farmers and farmland owners lead
- Relentless focus on first steps
- Celebration

# Van Der Pols: Not all the answers



# The Bouskas: Show (don't tell)



# William Gilbert: clear on goal





What mattered most to the Gilberts?

# Keep My Family Farming



## *Strategies?*

Compensation based on contribution

Flexibility given to farming heir to make decisions

Trust spells out how everything was to be divided

Long-term care insurance

Transferring shares through gifting

# Susan Jutz: Long, hard work





What matters most to Susan Jutz?

## Provide a farm for a new farmer



Strategies:

Declined top dollar

Trained dozens of new farmers

Valued the biz she passed on

Offered contract for sale

# The Shivvers: More than money





What matters most to the Shivvers?

# Conservation



Strategies:

Search for right tenants

Sale of land to those tenants over years

Conservation easement

# Irene Frantzen: Happy tears



# “Farmer Leaders”: Disadvantages



Requires time and trust

They are not financial/legal experts

Sensitive family information shared

# What's not working



Telling not showing

Lack of clarity on “what matters most”

Focus on tales of woe

Programming that assumes:

- Farmland owners want maximum profit/tax avoidance
- Financially equal shares to farming, non-farming heirs
- Non-operator farmland owners should keep their land



# Teresa Opheim

Senior Fellow, Renewing the Countryside/Practical Farmers of Iowa  
Senior Fellow, Minnesota Institute for Sustainable Agriculture  
Board Manager and Grant Manager, Iroquois Valley Farms