

TRENDS® 2019

in Agricultural Land and Lease Values



Since 1991, the California Chapter, ASFMRA has been providing land and lease value information on California's rural properties through *Trends® in Agricultural Land & Lease Values*. Over the years, the information has developed into an invaluable resource tool for the industry with data compiled by experts who work in the field day-to-day, experiencing first hand valuation changes and the reasons behind them. The annual full color publication includes historical graphs and charts along with commodity information and comprehensive editorial coverage. In 2009, the state of Nevada was added and in 2014, the California regions expanded to encompass 20 additional counties.

DISTRIBUTION

Each year, new readers are exposed to *Trends®*. Our reach widens through our targeted effort to news outlets, investors, business, finance, and real estate helping to promote this publication to the agricultural and agribusiness markets. With more than 2,500 printed copies in circulation and steady growth in electronic sales, the demand for *Trends®* continues to increase year after year.

Promote your business or service in the one book that is like no other: *Trends® in Agricultural Land & Lease Values*. *Trends®* is the only publication intent on providing extensive, accurate land and lease value data for agricultural properties in California and Nevada.

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April 2019

THE FACTS

“Over the 27 years that I have been a appraiser with the IRS, I have worked on a great deal of agricultural related assignments. I have learned to use *Trends®* as a ‘rule of thumb’ guide for risk analysis and as a check for reasonableness in my own work as well as the work of others. *Trends®* is a tremendous tool that has helped me a great deal when trying to determine quickly if there is a problem with a valuation review assignment. I am very grateful to the ASFMRA for the high quality training I have received over the years, and I am especially grateful to the California Chapter for providing *Trends®*. It is such an amazing tool!”

Dana P. Collins

Senior Review Appraiser
LB&I Group 1856
Internal Revenue Service



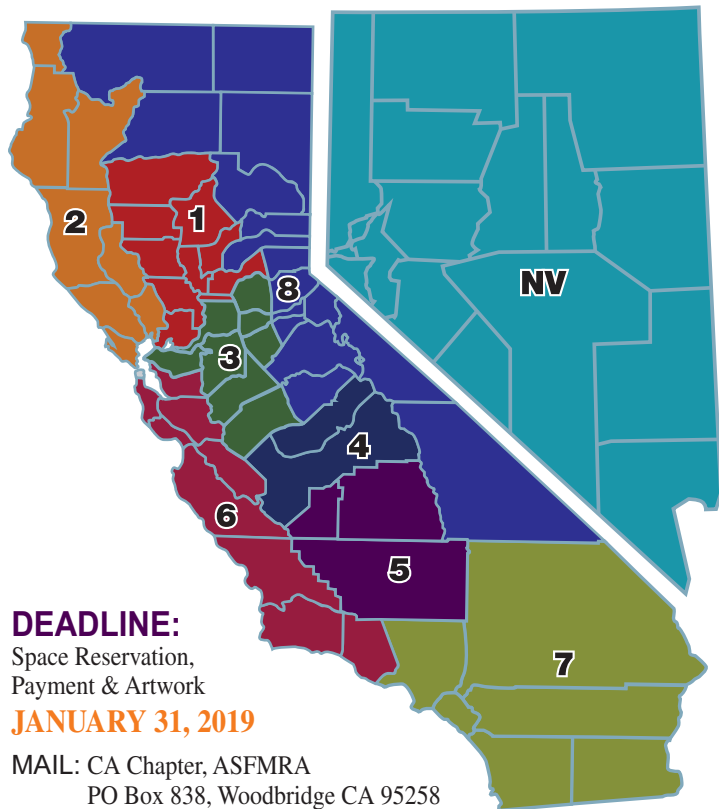
California Chapter
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