

CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA
December 7, 2020

You are receiving this email news update as a Member or Friend of the California Chapter of ASFMRA. Be sure to watch your Inbox and the [chapter web site](#) for reminders and more information...

A Message from your President...

As we approach the end of 2020, the California Chapter ASFMRA is making plans for virtual offerings in 2021. The Outlook 2021 Agribusiness Conference will be held in a virtual format again next year with the program divided into two one-half day webinars. The Chapter's 2021 Trends® in Agricultural Land and Lease Values report will be released in March concurrently with the conference. We are also working on organizing several short Toolbox Topics type webinars that we can offer for continuing education credit. Webinar topics being considered include discussion of the CDFA Grape Crush Report, University of California Cooperative Extension Cost Studies for various crops, dairy milk pricing, and California water update to name a few. If you have any suggestions for potential webinar topics, please let us know. Happy Holidays! *Jim Pisani, ARA - CA Chapter President*

Chapter Award Nominations Currently Being Sought for 2021

The Chapter Board of Directors is currently seeking nominations for 2021 awards which will be presented during the virtual Outlook Agribusiness Conference in March. Awards include:

- Distinguished California Agriculturalist
- Agricultural Stewardship Award
- California Chapter Agricultural Appraiser of the Year
- California Chapter Farm Manager and/or Agricultural Consultant of the Year

Please find attached a file which includes descriptions of each of the awards. Suggestions or nominations must be submitted to the [Chapter Office](#) by January 11, 2021.

Outlook 2021 Virtual Agribusiness Conference March 24 & 25

We are excited to announce the dates of next year's virtual Outlook Agribusiness Conference as March 24 & 25, 2021. The event will be held over two half days, with the webinars running from 8 am to noon. The planning team is currently working on securing speakers and will announce the conference agenda in January. Mark your calendars now for what promises to continue to be California's premiere agribusiness conference!

ASFMRA Education

Restrictions caused by the COVID-19 pandemic have limited opportunities for many ag land appraisers, managers and consultants to gain valuable qualifying and continuing education. Fortunately, the ASFMRA has been working with the Appraiser Qualifications Board (AQB) and state certification boards to provide virtual education that helps its members earn credits while consuming unique content from *The Most Trusted Rural Property Professionals*. Over the next few months, look no further than the ASFMRA to find online QE, CE, and seminars including:

- [Accelerated Ag Land Management Courses](#) (December - January)
- [15-Hour National USPAP, Principles, & Procedures](#) (January)
- [Ag Consulting Procedures](#) (January)
- [Ag Lands in Transition Seminar](#) (January 27)
- [Sales Comparison Approach](#) (February 2-5)
- [Report Writing Seminar](#) (February 9)
- [Eminent Domain](#) (February 10-11)
- [Valuation of Conservation Easements](#) (February 16-18)

The opportunities don't stop there, with [more live streamed offerings in the spring, on-demand courses](#) for managers and appraisers, an extensive catalog of [past ASFMRA webinars](#), and education broadcast from Chapters across the country.

2021 Trends® Sponsor Ads – Deadline January 6, 2021

There is still time to place a sponsor ad in the 2021 issue of Trends® in Agricultural Land & Lease Values. The Chapter's flagship publication continues to be the leading resource tool

for rural land value information in California and Nevada. Ads run from a business card size to full page with prices beginning at just \$400 ([View Rate Card](#)). If you've never supported the California Chapter and Trends® as an advertising sponsor, 2021 is a great year to get started. [Sign up today!](#)

YPN Committee in Need of Chair

The Chapter's Young Professionals Network (YPN) Committee is in need of a Chairperson. This is an excellent opportunity to join the Chapter's Leadership Team as a Committee Chair. The Young Professionals Network is a sub-group of the ASFMRA geared towards members under the age of 40 with the purpose to help young professionals start and/or further their careers in Farm Management, Consulting and Rural Appraisal through education, networking and leadership training. If you are interested in exploring this opportunity, please contact Chapter President, [Jim Pisani](#).

In Remembrance

The California Chapter lost longtime member, Robert Pfaff, on October 24, 2020. Bob died while working on his ranch in Clements. He had been a member of ASFMRA since 1988 and worked as a rural appraiser for Yosemite Farm Credit. A fellow YFC team member described Bob as "a man of exceptional character with a dedication to serving the YFC membership". The Chapter extends its thoughts and prayers to Bob's wife, Lori, and his family.

USDA Seeking Appraisal Experts for Inclusion in National Database

The United States Department of Agriculture (USDA) Animal and Plant Health Inspection Services (APHIS) – Veterinary Services division is developing a database of qualified persons who could provide livestock appraisal services to USDA and its clients on an as needed basis. The goal for the project is to assist USDA and producers by providing a database of qualified, independent, third-party appraisers who can determine a current market value for various livestock that would be used for livestock indemnity payment purposes and wish to work with the USDA. This is a time sensitive project. The deadline to receive contact information is December 11, 2020. The appraiser application is attached for those who might be interested.

Job Opportunities Page

As always, we like to remind our members about the [Job Opportunities](#) page on the Chapter website. Please note that if you have a position that your company would like posted, there is no charge for this service. Contact the [Chapter Office](#) for details.

IMPORTANT DATES...Due to COVID-19, Events are Subject to Change

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| Jan 6, 2021 | Deadline for 2021 Trends® Sponsor Ads |
| Jan 20, 2021 | Virtual Board of Directors Meetings – CA Chapter, ASFMRA and Foundation |
| Mar 24-25, 2021 | Outlook 2021 Virtual Agribusiness Conference and Release of Trends® in Ag Land & Lease Values |

Please don't hesitate to contact the Chapter office for more information on any of the items included in the monthly Chapter Chalkboard. And remember to stay connected through our social media channels. *Don't forget to tag the Chapter's social media sites in your work related posts!*

Be well, stay safe and enjoy the holidays!

Suzie Roget

Executive Vice President
California Chapter, ASFMRA
Tel: 209.368.3672 Cell: 209.601.0830
www.calasfmra.com

