



California Chapter  
**ASFMRA**  
Western Ag Professionals



The California Chapter of the American Society of Farm Managers and Rural Appraisers, Inc.

# OUTLOOK 2022

California's Premiere Agribusiness Conference & Trends® in Ag Land & Lease Values

## The SGMA Effect... What will it mean for California agriculture?

March 22 – 24, 2022

Visalia Marriott at the Convention Center • Visalia, CA



The California Chapter, ASFMRA is proud to present the Outlook 2022 Agribusiness Conference in Visalia. Noted as California's premiere agribusiness conference, Outlook 2022 brings three days of exceptional education, networking and social opportunities to the Central San Joaquin Valley *in person*\* for the first time since 2019. We hope that you will plan to join us for what promises to be an excellent event!

### Schedule at a Glance...

#### Tuesday, March 22

8:00 am – 4:00 pm 7 Hour National USPAP Update  
5:00 pm – 7:00 pm Student Reception

#### Wednesday, March 23

8:00 am – 5:00 pm Valuation of Lifestyle & Trophy Properties  
8:00 am – 4:00 pm 2022 Spring Ag Tour  
5:30 pm – 9:30 pm California Classic BBQ & Scholarship Foundation Auction

#### Thursday, March 24

7:00 am – 4:00 pm Outlook 2022 Agribusiness Conference and Release of Trends® in Agricultural Land & Lease Values Report

\*The conference will adhere to state and local guidelines as mandated due to COVID.

### Hotel Information

Outlook 2022 will be held at the Visalia Marriott /Convention Center.

#### Visalia Marriott at the Convention Center

300 South Court Street, Visalia, CA

Reservations - (800) 228-9290  
Group Code: AM Society of Farm

Book Online - [Click here](#)

Group Rate:  
\$159.00 Plus taxes.

*Please make reservations early as space is limited. The Group Rate will expire on 3/7/22.*



## Event Descriptions and Fees

**Tuesday, March 22**

### **7 Hour National USPAP Update**

**8:00 am – 4:00 pm**

**(7 Hours CE approved with ASFMRA and BREA)**

The underlying theme of all sections are USPAP requirements for ethical behavior and competent performance by appraisers. Discussion will focus on specific USPAP revisions and afford you the opportunity to apply this information through case studies and a review of frequently asked questions and responses of various USPAP topics. The material emphasizes the role of the appraiser, the appraiser's impartiality associated with this role, and helps clarify concepts such as scope of work and when USPAP applies. The special responsibilities of the appraiser with regard to impartiality are explored in detail.

Students are asked to bring a laptop with e-USPAP loaded to the class.

**Contact Hours:** 7 hours

**Instructor:** Jeff Berg, ARA, ASA

**Fees:** \$ 249 Members\* / \$299 Non-Members

### **Student Reception & Young Professionals Networking Event**

**5:00 – 7:00 pm**

College students majoring in the various agriculture and real estate fields are invited to meet with members of the California Chapter, ASFMRA to learn about careers in rural appraisal, farm management and agricultural consulting. The reception will include a presentation and time for students to network with industry professionals. California Chapter Young Professionals (those 35 and under) are encouraged to attend this event.

**Reception Sponsors:** Farm Credit West and ASFMRA.

**Wednesday, March 23**

### **Valuation of Lifestyle & Trophy Properties**

**8:00 am – 5:00 pm**

**(8 Hours CE approved with ASFMRA and BREA)**

The Lifestyle seminar centers on concept for building-intensive properties in rural areas. The price allocation between land and building is complex. Most situations involve multiple buildings or rural "compounds", where consistent analysis is key. Mini case studies emphasize differing uses in several geographic locations across the U.S. Property types range from Executive Retreats to Fishing Estates, Mountain Campgrounds purchased and converted single use due to low property inventories, Equestrian Ranchettes, Mixed Timber/Recreation

Types, Trophy Ranches, River Horse Facility, Barn Restoration, and small to medium sized properties purchased in several hundred to thousands of acres as "get-a-ways from the impact of Covid-19. Are we reporting Market Value or Covid Value?

**Instructors:** Jeff Berg, ARA, ASA and JoAnn Wall, ARA

**Fees:** \$ 249 Members\* / \$299 Non-Members

**Course Registration Fees include course materials; lunch; refreshment breaks and completion certificate.**



### **2022 Spring Ag Tour**

**8:00 am – 4:00 pm**

**(7 Hours CE pending with ASFMRA and BREA)**

The Spring Ag Tour will depart from the Visalia Marriott via charter bus. Tour sites are currently being finalized and will primarily focus on water. Infrastructure, the water market, mitigation, fallowing and other related topics will be addressed.

**Fees:** \$179 Members\* / \$229 Non-Members

**Tour registration fee includes continental breakfast; bus transportation; tours; lunch; and completion certificate.**

**Tour Transportation Sponsor:** Kefa Capital, Inc.

**Tour Lunch Sponsor:** Farm Credit



*\*Member pricing includes ASFMRA, AI, ASA, Friends of the Chapter and spouses.*

## California Classic BBQ & Scholarship Foundation Auction

5:30 – 9:30 pm

The pre-conference BBQ and Scholarship Auction will be held at the International Agri-Center in Tulare. Enjoy beverages and networking during the social hour in the Heritage Complex Ag Museum followed by a delicious BBQ dinner. Proceeds from the annual auction will benefit the scholarship efforts of the Chapter's Foundation. Bus transportation will be available from the Marriott Hotel.

**Fees:** \$60 per person (\$10 from the ticket price is donated directly to the Foundation)

**BBQ Sponsors:** Farm Credit; Edwards, Lien & Toso, Inc.; Peoples Company; Merriman, Hurst & Associates, Inc.



## Registration Information:

Register online (preferred) – [click here](#)

Register by physical form – see last page

Register by phone – Call Deanna Ilk (303) 692-1222

Conference questions – Call Suzie Roget (209) 368-3672 or [info@calasfmra.com](mailto:info@calasfmra.com)

*The Outlook Agribusiness Conference is presented annually by:*

### California Chapter, ASFMRA

P.O. Box 838 • Woodbridge, CA 95258  
(209) 368-3672

[info@calasfmra.com](mailto:info@calasfmra.com) • [www.calasfmra.com](http://www.calasfmra.com)

## Thursday, March 24 Outlook 2022 Agribusiness Conference

7:00 am – 4:30 pm

(7 Hours CE approved with ASFMRA and BREA. NRED approval pending)

**Fees:** \$220 Members\* / \$270 Non-Members

## Conference Schedule:

7:00 – 7:45 am | Networking **Breakfast**

8:00 – 8:15 am | **Welcome & Opening Remarks**



Mike Merkley, ARA –  
CA Chapter President



Todd Combs, ARA -  
Conference Chair

8:15 – 9:15 am | **Economics Panel**



Roland Fumasi, Ph.D. -  
Rabobank RaboResearch  
Food & Agribusiness



Dr. Daniel Sumner  
UC Agricultural  
Issues Center

9:15 – 10:00 am | **Nut Industry Update**



Jim Zion – Meridian Growers

10:00 - 10:30 am | **Networking Break**

Sponsored by Vineyard Professional Services

## Outlook 2022 Cancellation Policy

Cancellations received more than 10 working days prior to the Conference will receive full refund, less a \$50 administrative fee. Those received 5 - 10 working days prior will receive a full refund less \$75. Fees are forfeited if registrant cancels within 5 days of event or does not appear. Registrants may send someone to take their place, with notification to the California Chapter without penalty. Should any conference events be cancelled due to COVID restrictions, full refunds will be honored to registered attendees.

10:30 – 11:15 am | **Winegrape Industry Update**

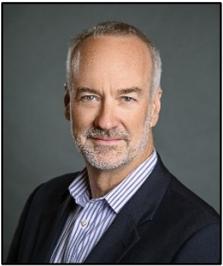


*Karl Lehman – Allied Grape Growers*

11:15 – 11:45 am | **California Chapter, ASFMRA Industry Awards**

11:45 am – 1:00 pm | **Networking Lunch**  
*Sponsored by Alliance Ag Services*

1:00 – 2:00 pm | **Water Panel**



*David Orth – New Current Water and Land, LLC*



*Scott Hamilton, Ph.D. Hamilton Resource Economics*

2:00 – 2:30 pm | **Ag Land Trends®**



*Todd Combs, ARA – American AgCredit*



*Josh Mendrin – The Mendrin Group*

2:30 – 2:45 pm | **Refreshment Break/Move to Breakout Rooms**

*Break sponsored by ParcelQuest*

2:45 – 3:30 pm | **Trends® Breakout Sessions**

- Sacramento/Northern San Joaquin Valley
- Central/South San Joaquin Valley
- North and Central Coast/Southern California
- Mountains/Nevada

3:30 – 4:00 pm | **Closing Reception**

## *THANK YOU SPONSORS!*

- Alliance Ag Services
- Farm Credit
- LIA Administrators & Insurance Services
- Kefa Capital, Inc.
- Edwards, Lien & Toso, Inc.
- Vineyard Professional Services, Inc.
- Manulife Investment Management (*formerly Hancock Agricultural Investment Group/Hancock Farmland Services*)
- Bank of America
- ParcelQuest
- PGIM Real Estate Agricultural Finance
- Valbridge Property Advisors
- UBS Farmland Investors, LLC
- Peoples Company
- Merriman, Hurst & Associates, Inc.
- American Pistachio Growers
- Schuil & Associates
- Rabo AgriFinance
- Bergthold Ag Services
- AgIS Capital
- Farm Credit West
- ASFMRA

# OUTLOOK 2022 AGRIBUSINESS CONFERENCE REGISTRATION

Name \_\_\_\_\_

Guest(s) Names(s) \_\_\_\_\_

Preferred First Name (s) for Badge \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Member:**    Yes    No   If yes, please check those that apply:    ASFMRA    ASA    AI    RICS

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) \_\_\_\_\_

State License # (if applicable) \_\_\_\_\_

<b>REGISTRATION FEES:</b>	<b>Members</b>	<b>#</b>	<b>Non-Members</b>	<b>#</b>	<b>Total \$</b>
7 Hour National USPAP Update	\$249	_____	\$299	_____	_____
Student Reception	N/C	_____	N/C	_____	_____
Valuation of Trophy & Lifestyle Properties	\$249	_____	\$299	_____	_____
2022 Spring Ag Tour	\$179	_____	\$229	_____	_____
CA Classic BBQ & Scholarship Auction	\$ 60	_____	\$ 60	_____	_____
Outlook 2022 Agribusiness Conference	\$220	_____	\$270	_____	_____
Outlook Conference/Retired (members only)	\$120	_____			_____
Outlook Conference / Student	\$ 75	_____			_____
Donation to CA Chapter Scholarship Foundation (Tax Deductible) – <i>Please indicate amount</i>					_____
Late Fee (\$40 Late Fee will be applied to registrations received after <b>3/11/22</b> ).					_____

Please check if riding bus to BBQ. **Total Fees = \$ \_\_\_\_\_**

**PAYMENT INFORMATION:**

Payment by:    Check # \_\_\_\_\_   Credit Card:    Visa    MasterCard    AmEx    Discover

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

Signature \_\_\_\_\_