

WHY INVEST IN FARMLAND?

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Why invest in farmland? What is investment farmland?

Marc Schober and Greyson Colvin are



Marc Schober
Colvin & Co. LLP



Greyson Colvin
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brother-in-laws with a family history in farming who share a passion for agriculture.

On Tuesday night, Schober and Colvin hope to involve attendees in an interactive discussion of why to invest in farmland and how to identify attractive investment opportunities.

During the Expo on Wednesday, they will give a more concise seminar on

the topics involved with investing in farmland.

Over five years ago, the duo began researching investing in farmland and

agriculture. They now believe that farmland is the best way to participate in the world's growing demand for grain.

"Rising grain prices and farmland values have attracted a lot of attention to the sector," Colvin explained. "It is hard to open a newspaper without a story on farmland. Farmers still remain the primary buyers of farmland, but there is much more interest from individual and institutional investors."

So what makes farmland "investment" worthy? Schober explains that row crop farmland, leased with a cash rent contract, provides an attractive investment opportunity.

"We target farmland with a high amount of tillable acre, quality soils, good drainage, and the ability to produce at least a 5% return," he explained.

"Investors purchasing farmland provides capital to the agricultural industry and allows farmers to farm more acres and expand their operations. It is our goal to establish long-term relationships with farmers and let them do what they do best, farm!"

The two feel that all investors should have some allocation of their portfolio to farmland.

"The stable return profile, inflation hedge, and current yield will provide great diversification benefits," Colvin said.

Overall, the seminars "Why invest in farmland?" and "What is Investment Farmland?" will educate potential investors about the opportunities to invest in farmland as well as the global demand for food.

"We will highlight emerging markets growing demand for food and identify the best way to capitalize on this growing demand. Our presentation will cover many aspects of investing in farmland and everyone will be able to take away new investment knowledge from the seminar," Colvin said.

Colvin and Schober encourage anyone interested in agriculture or farmland should be sure to see them at the seminar.

"Landlords will benefit from learning about current rent markets, investors will learn about the opportunities available to diversify in a unique asset class, and farmers will gain insight on

the investment approach to purchasing land," Schober said.

Schober previously worked at Schober, Schober & Mitchell, SC as a law clerk specializing in business law and

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received a B.S. from the University of Wisconsin - Eau Claire.

Colvin worked on Wall Street as a research analyst for Credit Suisse and UBS. He received a B.A. from the University of St. Thomas and a M.B.A. from the University of Wisconsin - Madison.