

trends

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. Over the years the information has developed into an invaluable resource tool for the industry, *Trends in Agricultural Land & Lease Values*. The full color publication includes historical graphs and charts, commodity and issue highlights, comprehensive editorial, and just last year, the state of Nevada was added. The information is compiled by experts in the industry who work in the field on a day to day basis, experiencing first hand valuation changes and the reasons behind them.

2010

Trends Users

Accountants
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Commodity Organizations
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Suzie Roget
(209) 368-3672

Deadline for space reservation, payment and artwork
December 15, 2009

Advertise 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 California's agricultural properties.

WHO SEES YOUR AD?

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 3,500 printed copies in circulation and access to information on line, the number of requests for *Trends* continues to grow.

THE FACTS

"California Outdoor Properties specializes in land, agriculture, ranches and recreational properties. The *Trends* publication is my bible. It is one of the few publications that I can share with my clients to give them the facts."

TODD RENFREW

Broker

California Outdoor Properties, Inc.
Vacaville CA



"*Trends* provides a quick reference for current values of any type of agricultural property anywhere in California. This publication has everything from historical value trends dating back 15 years to up-to-date issues impacting current valuations. Citizens Business Bank's Dairy & Livestock Industries Group is pleased to be included as an advertiser in *Trends*."

LARRY ZIVELONGHI

Vice President & Manager

Citizens Business Bank's

Dairy & Livestock Industries Group
Chino CA

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P.O. Box 838

Woodbridge, CA 95258

tel (209) 368-3672

fax (209) 368-3602

email: secretary@calasfmra.com

website: www.calasfmra.com



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rate card contract

Please include payment with completed contract

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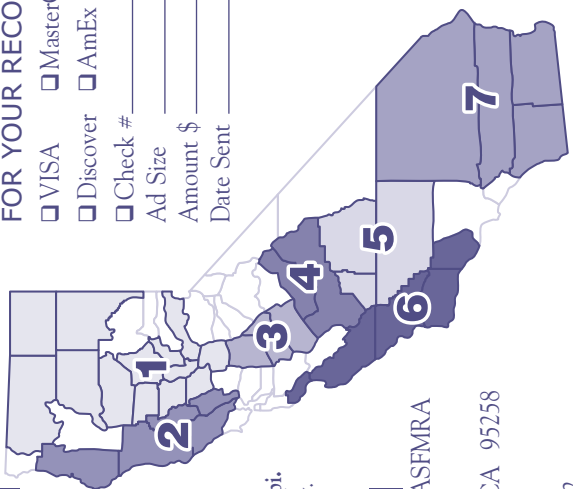
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| Back Cover | \$3000 | \$ |

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CVV2 / CID

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Signature

2010