



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
WAUPACA COUNTY

## **Renting Cropland in Waupaca County<sup>1</sup>**

The average cropland rental rate for Waupaca County in 2019 was \$90/acre according to USDA (see attached). However, this countywide average can vary widely depending on several factors, including: local supply and demand; soil type and productivity; field size and shape (large uniform fields are usually more desirable); roadway/driveway access for larger equipment; length of written agreement (3-5 year annually renewable becoming more common). Individually or together, these factors often influence the actual rental rate a farmer is willing to pay...above, below or within a given range.

Historically a good “rule of thumb” suggests 2-3% of the “fair market value” for bare cropland (without any buildings or improvements) will often represent a reasonable range for local farmland rental rates in that neighborhood (i.e. \$4,000 x 2-3% = \$80-\$120/acre). Of course, knowing the fair market value for cropland can also vary widely (\$2500 - \$5500/acre).

Attached is a summary of the 2019 rental rate survey showing the average for each WI county, as well as a graph showing the average fair market value of cropland sold from 2012 to 2018 in Waupaca and surrounding counties. An “example” written lease agreement for cropland without buildings or improvements is also attached.

---

<sup>1</sup>Greg Blonde, UW-Madison Extension Agriculture Agent – December, 2019



United States Department of Agriculture  
National Agricultural Statistics Service



## Wisconsin Ag News – County Cash Rent

Upper Midwest Region · Wisconsin Field Office · 2811 Agriculture Drive · Madison WI 53718 · (608) 224-4848  
Fax (855) 271-9802 · [www.nass.usda.gov](http://www.nass.usda.gov)

Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

September 10, 2019

Media Contact: Greg Bussler

**Non-irrigated cropland** rent averaged \$137.00 per acre in Wisconsin during 2019, an increase of \$4.00 from 2017 according to the latest report released by USDA's National Agricultural Statistics Service. Cash rent paid for **pasture** in Wisconsin averaged \$40.00 per acre in 2019, unchanged from 2017.

Rock County had the highest published average cash rent for non-irrigated cropland, at \$217.00 per acre, followed by Lafayette County, at \$215.00 per acre. Grant, Green and Columbia rounded out the top 5.

The highest published pasture cash rent was \$68.50 per acre in Lafayette County. Calumet followed at \$62.50 per acre with Columbia and Waupaca both at \$57.00 per acre.

### Non-Irrigated Cropland Cash Rent – Wisconsin: 2019

State Average: \$137.00 per rented acre



— County estimate is unpublished to avoid disclosure of individual operations or represents zero.

USDA is an equal opportunity provider and employer.

## Cash Rent – Wisconsin by County: 2017 and 2019

County and District	Non-irrigated cropland		Pasture	
	2017	2019	2017	2019
------(dollars per acre)-----				
Barron .....	83.50	88.00	22.00	22.00
Bayfield .....	—	17.50	8.40	—
Burnett .....	46.00	60.00	15.00	—
Chippewa .....	117.00	105.00	31.50	31.00
Douglas .....	—	33.00	5.80	—
Polk .....	77.00	78.50	13.50	31.50
Rusk .....	70.00	65.50	11.50	33.00
Sawyer .....	41.50	50.00	—	8.40
Washburn .....	51.00	49.50	—	—
Combined counties <sup>1</sup> ..	26.00	(NA)	11.00	15.00
<b>Northwest .....</b>	<b>84.50</b>	<b>81.50</b>	<b>19.00</b>	<b>21.00</b>
Ashland .....	—	—	5.50	—
Clark .....	105.00	115.00	19.50	19.50
Lincoln .....	56.00	57.50	—	—
Marathon .....	95.50	93.00	35.50	26.50
Price .....	35.00	33.50	—	14.00
Taylor .....	78.00	76.00	26.50	—
Combined counties <sup>1</sup> ..	29.50	34.50	19.50	9.60
<b>North Central .....</b>	<b>90.00</b>	<b>95.50</b>	<b>21.00</b>	<b>16.50</b>
Langlade .....	79.00	81.00	15.50	—
Marinette .....	66.50	96.00	—	—
Oconto .....	119.00	113.00	—	—
Shawano .....	99.00	107.00	—	23.00
Combined counties <sup>1</sup> ..	15.50	18.00	13.00	14.50
<b>Northeast .....</b>	<b>95.50</b>	<b>100.00</b>	<b>13.50</b>	<b>15.50</b>
Buffalo .....	131.00	114.00	37.50	35.50
Dunn .....	102.00	102.00	53.50	30.00
Eau Claire .....	88.50	87.50	—	—
Jackson .....	108.00	118.00	34.50	42.50
La Crosse .....	152.00	148.00	30.00	28.50
Monroe .....	130.00	101.00	25.00	23.50
Pepin .....	144.00	139.00	—	—
Pierce .....	152.00	138.00	50.50	44.50
St Croix .....	98.00	115.00	34.00	31.00
Trempealeau .....	124.00	111.00	33.00	45.00
Combined counties <sup>1</sup> ..	(NA)	(NA)	47.50	48.50
<b>West Central .....</b>	<b>120.00</b>	<b>116.00</b>	<b>36.50</b>	<b>36.50</b>
Adams .....	77.00	82.00	—	—
Green Lake .....	133.00	158.00	—	—
Juneau .....	90.50	89.50	42.50	48.00
Marquette .....	75.50	79.00	39.50	—
Portage .....	66.00	62.00	21.00	23.00
Waupaca .....	79.00	90.50	—	57.00
Waushara .....	53.00	55.00	—	—
Wood .....	104.00	90.00	—	—
Combined counties <sup>1</sup> ..	(NA)	(NA)	33.50	29.00
<b>Central .....</b>	<b>88.50</b>	<b>91.00</b>	<b>34.00</b>	<b>31.50</b>
------(dollars per acre)-----				
Brown .....	165.00	—	—	—
Calumet .....	134.00	155.00	62.50	62.50
Door .....	—	84.00	—	—
Fond Du Lac .....	173.00	154.00	—	—
Kewaunee .....	—	174.00	—	—
Manitowoc .....	158.00	—	78.00	—
Outagamie .....	124.00	145.00	74.00	—
Sheboygan .....	108.00	121.00	81.00	—
Winnebago .....	91.50	90.00	—	—
Combined counties <sup>1</sup> ..	134.00	161.00	47.00	49.50
<b>East Central .....</b>	<b>143.00</b>	<b>143.00</b>	<b>56.50</b>	<b>51.50</b>
Crawford .....	134.00	125.00	—	34.00
Grant .....	185.00	204.00	—	—
Iowa .....	169.00	174.00	41.50	38.50
Lafayette .....	230.00	215.00	52.50	68.50
Richland .....	107.00	118.00	26.00	—
Sauk .....	127.00	140.00	52.50	46.00
Vernon .....	140.00	142.00	14.00	43.00
Combined counties <sup>1</sup> ..	(NA)	(NA)	42.00	39.00
<b>Southwest .....</b>	<b>167.00</b>	<b>175.00</b>	<b>43.50</b>	<b>45.50</b>
Columbia .....	189.00	195.00	32.50	57.00
Dane .....	180.00	174.00	45.00	51.00
Dodge .....	199.00	189.00	33.50	38.00
Green .....	164.00	201.00	46.00	46.50
Jefferson .....	148.00	169.00	—	32.00
Rock .....	161.00	217.00	—	51.00
Combined counties <sup>1</sup> ..	(NA)	(NA)	49.50	(NA)
<b>South Central .....</b>	<b>175.00</b>	<b>190.00</b>	<b>41.50</b>	<b>51.50</b>
Kenosha .....	139.00	153.00	—	—
Ozaukee .....	—	—	82.00	—
Racine .....	128.00	128.00	32.50	52.00
Walworth .....	184.00	185.00	32.50	—
Washington .....	108.00	112.00	—	—
Waukesha .....	128.00	118.00	51.50	40.00
Combined counties <sup>1</sup> ..	95.50	99.00	72.00	51.50
<b>Southeast .....</b>	<b>135.00</b>	<b>136.00</b>	<b>54.00</b>	<b>49.50</b>
<b>Wisconsin .....</b>	<b>133.00</b>	<b>137.00</b>	<b>40.00</b>	<b>40.00</b>

(NA) Not applicable.

— Data does not meet publication standards but is published in "Combined Counties" or represents zero.

<sup>1</sup> Includes counties not published individually.

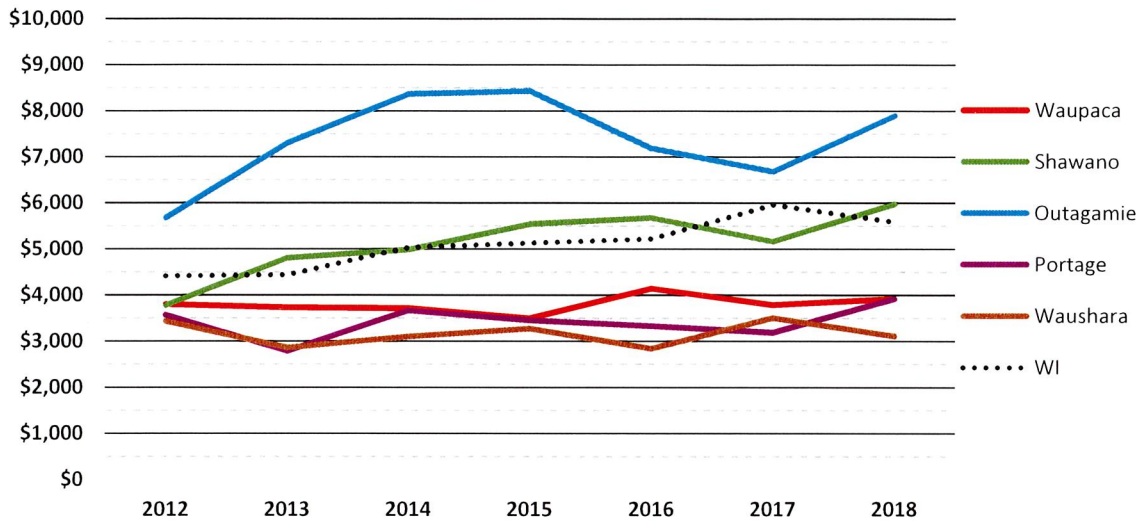


# 2012-2018 Local & Statewide Cropland Value<sup>1</sup>

By Greg Blonde, UW-Madison Extension Agriculture Agent for Waupaca County

Although farmers have struggled with low commodity prices for several consecutive years, the value of Ag land without buildings or improvements (cropland) sold and continuing in agriculture use remains relatively stable or even higher in many areas of WI. The most recent WDATCP WI Ag Land Sales annual summary shows that trend continues in Waupaca and most surrounding counties (see below).

## AVG Ag Land Sale Value \$/Acre (w/out buildings or improvements)



AVG AG LAND SALE VALUE \$/Acre* (without buildings or improvements)							
COUNTY	2018	2017	2016	2015	2014	2013	2012
WAUPACA	\$3,914 (13) \$1,659 - \$4,751	\$3,784 (11) \$2,750 - \$5,300	\$4,161 (13) \$2,400 - \$5,575	\$3,493 (8) \$1,800 - \$4,900	\$3,710 (13) \$2,751 - \$5,775	\$3,728 (16) \$2,530 - \$5,925	\$3,799 (22) \$2,500 - \$5,100
SHAWANO	\$5,971 (23) \$3,500 - \$9,000	\$5,158 (18) \$3,100 - \$9,473	\$5,670 (17) \$976 - \$7,900	\$5,539 (18) \$3,000 - \$8,170	\$4,978 (21) \$2,300 - \$8,410	\$4,803 (20) \$1,742 - \$7,364	\$3,777 (35) \$1,240 - \$6,440
OUTAGAMIE	\$7,888 (16) \$3,531 - \$15,000	\$6,675 (16) \$3,400 - \$13,427	\$7,180 (23) \$3,500 - \$12,661	\$8,426 (12) \$4,600 - \$17,200	\$8,359 (22) \$2,750 - \$14,391	\$7,301 (13) \$4,056 - \$10,470	\$5,674 (31) \$2,480 - \$8,670
PORTAGE	\$3,917 (15) \$3,000 - \$4,600	\$3,184 (11) \$2,050 - \$4,800	\$3,328 (12) \$2,200 - \$3,600	\$3,453 (8) \$2,550 - \$4,500	\$3,662 (14) \$1,500 - \$9,700	\$2,785 (18) \$1,826 - \$4,000	\$3,568 (10) \$2,300 - \$4,500
WAUSHARA	\$3,109 (6) \$2,548 - \$10,845	\$3,502 (9) \$2,500 - \$4,200	\$2,839 (8) \$1,600 - \$4,000	\$3,272 (9) \$1,871 - \$5,755	\$3,099 (9) \$2,500 - \$3,830	\$2,855 (16) \$1,000 - \$3,924	\$3,431 (12) \$2,300 - \$4,445
STATEWIDE	\$5,587 (964) \$726 - \$27,000	\$5,960 (807) \$615 - \$18,300	\$5,221 (817) \$786 - \$17,000	\$5,131 (854) \$524 - \$17,200	\$5,037 (872) \$1,000 - \$14,391	\$4,442 (1112) \$559 - \$14,926	\$4,414 (1432) \$800 - \$14,500

\* Number of recorded sale transactions in parenthesis ( ) with sale price range listed below.

<sup>1</sup> Land sales figures in the WDATCP report include only averages of arm's length transactions reported to and reviewed by the WI Dept. of Revenue, Bureau of Equalization. Sales under abnormal market conditions (such as family sales or foreclosures) are not included in the summary. With each land sale, the buyer is required to file a WI Real Estate Transfer Return, documenting the parcel size, sale price, present use, and intended use of the property. State appraisers inspect the site and verify the transfer return. Sales data in the report are a summary of WI Real Estate Transfer Returns. For the full WDATCP report go to: [https://www.nass.usda.gov/Statistics\\_by\\_State/Wisconsin/Publications/Land\\_Sales/index.php](https://www.nass.usda.gov/Statistics_by_State/Wisconsin/Publications/Land_Sales/index.php).

# Cropland Rental Agreement

## I. Parties

This annual lease agreement is between \_\_\_\_\_ ("Lessors") at \_\_\_\_\_ and \_\_\_\_\_ ("Lessees") at \_\_\_\_\_.

The provisions of this lease agreement shall be in effect from January 1 through December 31, 20\_\_\_\_. This annual lease shall continue in effect from year to year, unless written notice of termination is given by either party to the other at least 90 days prior to the end of any year of continuation (on or before October 1).

## II. Description

This annual cropland rental agreement involves \_\_\_\_\_ tillable acres at \_\_\_\_\_ (parcel address, location and general description).

## III. General Terms

No partnership is created or intended by this agreement. The Lessor does not convey any right to sublease this property and lessees are not allowed to make any additional improvements to the land without prior written agreement by the Lessor.

Neither party shall pledge the credit of the other party for any purpose whatsoever without prior consent of the other party, and neither party shall be responsible for debts or liabilities incurred or for damages caused by the other party.

The Lessor agrees to provide field access for Lessees with any repair or improvement cost to maintain access shared equally by both parties.

The Lessees agree to maintain soil fertility and soil conditions similar to when the original agreement was signed and abide by current nutrient management state standards.

The Lessees agree to control soil erosion as much as possible keeping in good repair open ditches, tile drain inlets and outlets, and preserving all established watercourses or ditches, including grass waterways, and refrain from any operation or practice that could injure or diminish such structures. The Lessee is responsible for repairing any damage to established conservation practices or structures.

*(over)*

### **III. General Terms** *(continued)*

Any sale or transfer of title to this property remains subject to the provisions of this lease and the provisions of this lease are binding upon the heirs, executors and successors of both Lessor and Lessees in like manner as upon the original parties, except as provided by written mutual consent. Amendments or alterations to this lease shall be in writing and signed by both parties.

### **IV. Annual Rent Payment**

The annual cash rent for this land paid by the Lessees to the Lessor is \$\_\_\_\_\_/ac) to be paid in two equal installments: \$\_\_\_\_\_ on or before April 1 and \$\_\_\_\_\_ on or before November 1.

### **V. Arbitration of Differences**

Any differences between the parties as to their rights or obligations under this lease that are not settled by mutual agreement shall be submitted for arbitration to a committee of three disinterested persons, one selected by each party and the third by the two thus selected. The committee's decision will be accepted by both parties.

**Dated effective: January 1, 20\_\_**

Lessors:

\_\_\_\_\_  
  
\_\_\_\_\_

Lessees:

\_\_\_\_\_  
  
\_\_\_\_\_