American Bankers Association

Journal of Agricultural Lending

Winter 2001
Vol. 14, Issue 2

Ag Lender Salary/Benefits Survey: How Do You Stack Up? 4
by ABA Staff with assistance from Cambridge Research Inc.

Technology Conference Offers Glimpse of Future 10
by Robert Heuer

Worldwide Agricultural Equipment Market Outlook Through Mid-Decade 24
by Edward Hester

Tubbs Expresses Thoughts on Receiving Bruning Award 28
by Edward Tubbs

Participation in Yield and Revenue Insurance Products: What Are Important Factors 30
by Shiva Makki, Agapi Somwaru and Joy Harwood

The Agrilender of 2010, Part 1 40
by David M. Kohl

Land Values & Rents 48
by Capital Agricultural Property Services Inc.

DEPARTMENTS

Farm Credit Watch 16

View from the Hill 53

www.agricultural-lending.com

Journal of Agricultural Lending

Since 1986, designed for the agricultural lenders as the catalyst for new ideas and practical approaches to banking challenges.

Publisher
Carroll E. Merry
630-637-0199
Countryside-Mktg
@att.net

Chief Economics Editor
Keith Leggett

Copy Editor
Deborah Coakley

Subscriptions
630-637-0199

Publishing Assistant
John "Doc" Badertscher
202-663-5341
jbaderts@aba.com

Address Correspondence to:
Journal of Agricultural Lending
PMB 285
1212 S. Naper Blvd., Suite 119
Naperville, IL 60540
630-637-0199
fax: 630-637-0198

The Journal of Agricultural Lending (ISSN Pending) is published quarterly for the American Bankers Association by Countryside Marketing, Inc., PMB 285, 1212 S. Naper Blvd., Suite 119, Naperville, IL 60540. Copyright 2001 by ABA. All rights reserved. No part of this journal may be reproduced in any form without the written permission of the copyright holder. ABA and CMI assume no responsibility for statements of fact or opinions expressed in signed articles in this journal. Annual North America subscription rate is $60 ($US) for ABA members, and $90 ($US) for nonmembers. Contact publisher for other foreign rates.

ABA Center for Agricultural and Rural Banking

Director
John Blanchfield, 202-663-5100
jblanchf@aba.com

Government Relations
Robert Fouberg, 202-663-5436
rfouberg@aba.com

Agency Relations (OCC, FCS, FDIC, etc.)
Cristeena Naser, 202-663-5332
cnaser@aba.com

Agricultural Banking Economist
Keith Leggett, 202-663-5506
kleggett@aba.com

Federal Taxation
Mark Baran, 202-663-5317
mbaran@aba.com

***BankersNews* newspaper**
Pat Dalton, 202-663-5447
pdalton@aba.com

Public Relations
Catherine Pulley, 202-663-5447
cpulley@aba.com

Ag Banking Conference
Cynthia Watkins, 202-663-5291
cwatkins@aba.com

Cover photo: Winter in Pennsylvania courtesy of New Holland.

Dear Reader,

Winter is the time of year when we take stock of what we accomplished during the past year and make plans for what we will be doing in the new year.

For me, 2000 was hectic, but I feel like I actually accomplished some important things. After nearly 10 years of planning, the ABA and the Canadian Bankers Association held the second-ever North American Agricultural Finance Conference in October in Winnipeg, Manitoba. More than 500 bankers from North America attended and for three and a-half days we discussed our mutual business challenges. I am most proud of the bankers from Canada and the U.S. who worked together as a team to plan the conference. We asked the attendees about their experiences while at the conference and 82 percent enthusiastically endorsed the idea of doing a joint conference again.

In talking to bankers all over the continent, I can report to you that they agree on one thing– nothing is worth much in ag country. Virtually all commodities are at or near record low prices. I recently attended a conference in St. Louis where one of the economists warned the audience that we can expect another crash in the hog market. But at least he opined that it would not be as bad as in 1998. Gee, thanks!

To get a better handle on what ag bankers are seeing and thinking, we will hold a series of Farm Bill Listening Sessions across the country between January and April 2001. And we won't be holding these sessions in big cities, unless you think Finley, N.D., or Fergus Falls, Minn., are major metropolitan areas! Best of all, the sessions will be free. Send me an e-mail (**jblanchf@aba.com**) or call me for a location near you.

I can't guarantee that we'll solve the problems in agriculture, but at least we can talk about them and make plans for our new year.

John

AMERICAN BANKERS ASSOCIATION

American Bankers Assoc.
Center for Agricultural and Rural Banking
1120 Connecticut Ave. N.W.
Washington, DC 20036
TEL: 202-663-5100
FAX: 202-828-4548
Web site: **www.aba.com**

Countryside Marketing, Inc.

Countryside Marketing, Inc.
PMB 285
1212 S. Naper Blvd.
Suite 119
Naperville, IL 60540
TEL: 630-637-0199
FAX: 630-637-0198
e-mail:
Countryside-Mktg @att.net