



# Rented Farmland. Unleash Its Potential.

More than 60 percent of Midwest farmland is rented. For generations, these farms have run on trust and handshakes between landowners and farmers. This trust remains your farm’s greatest untapped resource. All it takes to unleash its potential is a conversation about soil health.

Together, landowners and farmers can collaborate to improve their profit margins, ensure a healthier landscape for growing our food, and safeguard our waters.

Improved soil health.  
Everyone profits. Everyone thrives.

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