INTRODUCTION
Missourians rent roughly 35% of the 28 million agriculture acres in the state. Public rental rate and lease information is important as widespread information strengthens market efficiency. Previous University of Missouri Extension Cash Rental Rate surveys and those of comparable mid-west landgrant institutions were used as the primary resource for designing the 2021 Missouri Agriculture Rental Rate Survey. Increasing public information regarding Missouri agricultural land rental rates is the purpose for conducting this survey and publishing the corresponding results.

METHODS
The paper survey was created in four drafts and then turned into an electronic version through Qualtrics. The survey link and marketing materials were sent to over 20 agriculture organizations in Missouri. Expanding on contact lists from the 2018 Missouri Cash Rent Survey additional stakeholder groups were identified and included. These organizations were asked to send the survey out to their affiliates through email, social media, and newsletter to increase awareness and participation. A proposed social media post is illustrated to the right.

RESULTS
This survey is open until August 20th, 2021. This means that there are not any complete results currently. As of now, there are 233 responses.

MATERIALS
Collecting primary land rent data through voluntary electronic and paper-based surveys of landowners, tenants, and other interested parties provided the basis for results. The survey examined rental rates for cropland and pasture cash rental rates, crop and livestock share rates, hunting leases, and commodity price and interest rate expectations. Survey results will be summarized and reported for free online at extension.missouri.edu. If you would like a summary of the survey sent directly to your email, please include it below. Providing an email is not required. You can see previous cash rental rate survey results at https://extension.missouri.edu/g27

This survey is anonymous, voluntary, and minimal risk. The survey is expected to take five minutes to complete. You only need to complete the sections of the survey that apply to you. Thank you!

Any questions can be directed to Ben Brown at btbrown@missouri.edu

The organizations shown above were emailed individually and have sent out the electronic and paper survey.

Prior to emailing the companies shown, a promotional package was created including a press release, social media posts and graphics. The press release includes quotes from professionals who use the survey results in their business decisions, increasing relevancy.

CONCLUSIONS
The goal of this project was to create and complete a survey of Missouri producers, hunters, and landowners. We were able to add several new sections of questions, create an electronic survey, and reach out to new organizations for publicity.

REFERENCES