

Bottom Line Tidbits: Farm Tenant Landowner Communication

Heads-up farmers: the number one complaint consistently shared by rental landowners is “**my tenant takes me for granted and fails to communicate with me**”. Improving communication with your landowners or potential landlords can give you a competitive advantage.



If you rent land, addressing and curing this number one complaint of landowners should be one of your highest business management priorities. In emphasizing this point, I would suggest it would be easier and cheaper for the landowner to come up with a new tenant – than it would be for you to come up with replacement land. The ironic point is that addressing and curing this lack of communication complaint can be easily handled.

If you don't feel comfortable visiting in person or telephoning each of your landowners on a regular basis – consider developing a seasonal or quarterly newsletter. This letter should inform the landowner about:

- **happenings since the last newsletter**
- **crop progress and condition**
- **information on soil fertility**
- **weather update**
- **new equipment and technology**
- **upcoming activities and events**

Don't be afraid to share information about your personal or family activities. Remember, the goal of communication is to develop a feeling of inclusion – that you are not taking the landowner for granted.

On the subject of activities or events – have you considered having a field day for your landowners? This could be an excellent way of showing off your line of equipment and impressing upon them the significant investment you have made in machinery and technology. This would also be an excellent opportunity to invite some of your service or input representatives to your farm. In fact, they could help communicate to the landowners the need for their services or products. An additional benefit, this field day would give you the opportunity and motivation to cleanup or cleanout the shop and machine shed.

Use your imagination for ways of enhancing your communication with your landowners and approach the task with a positive and creative attitude.
The ball is in your court – go for it!

(Author: [Parman R. Green](#), Ag Business Management Specialist)