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CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

## Surviving in the New Era of Agriculture

*Jill Eberhart, CPA  
Member & Agriculture Group Leader*

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12/5/2011

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## What is the New Era of Ag?



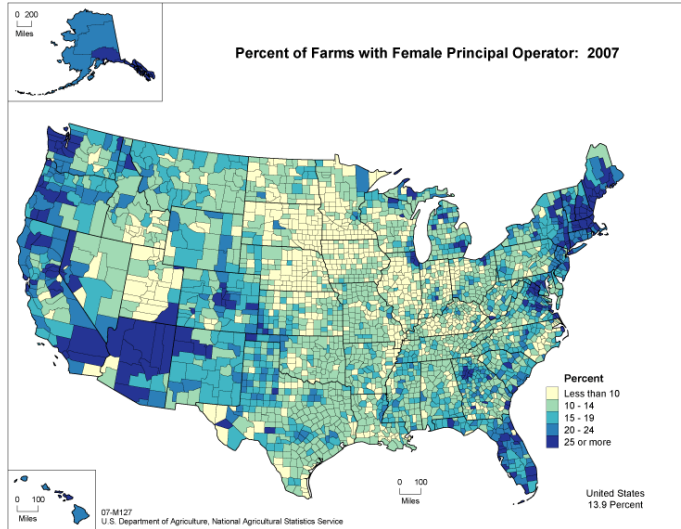
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# Demographic

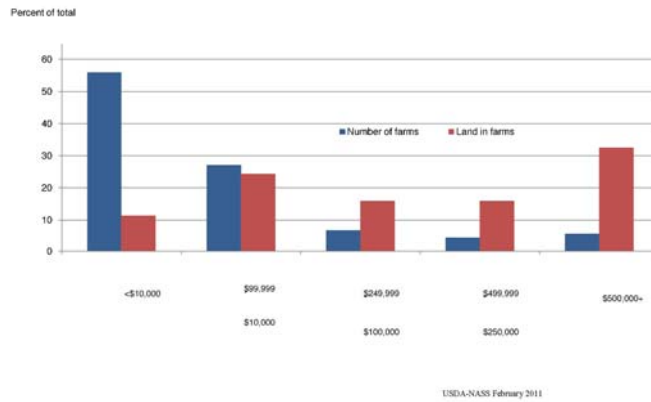


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# Consolidation

Farms and Land in Farms by Economic Sales Class- United States: 2010



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## Volatility



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## Regulation



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# "Green" Culture



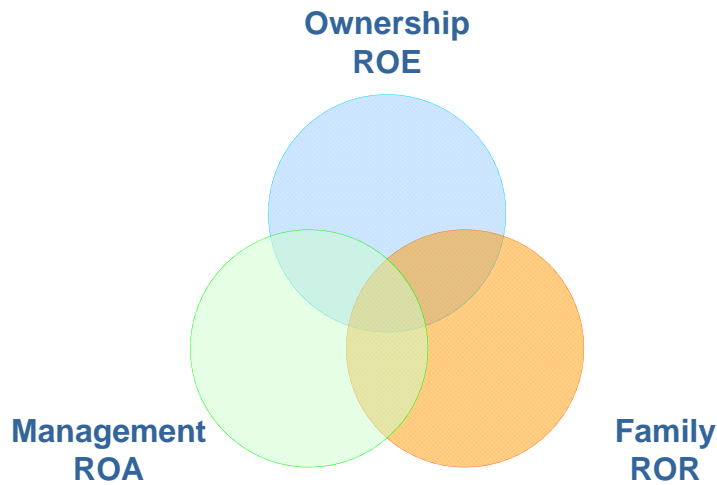
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# Complexity



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Not just for Surviving...  
...but Thriving!

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Ownership  
ROE

Management  
ROA

Family  
ROR

Strategize

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Ownership ROE

Management ROA

Family ROR

Clarify

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Ownership ROE

Management ROA

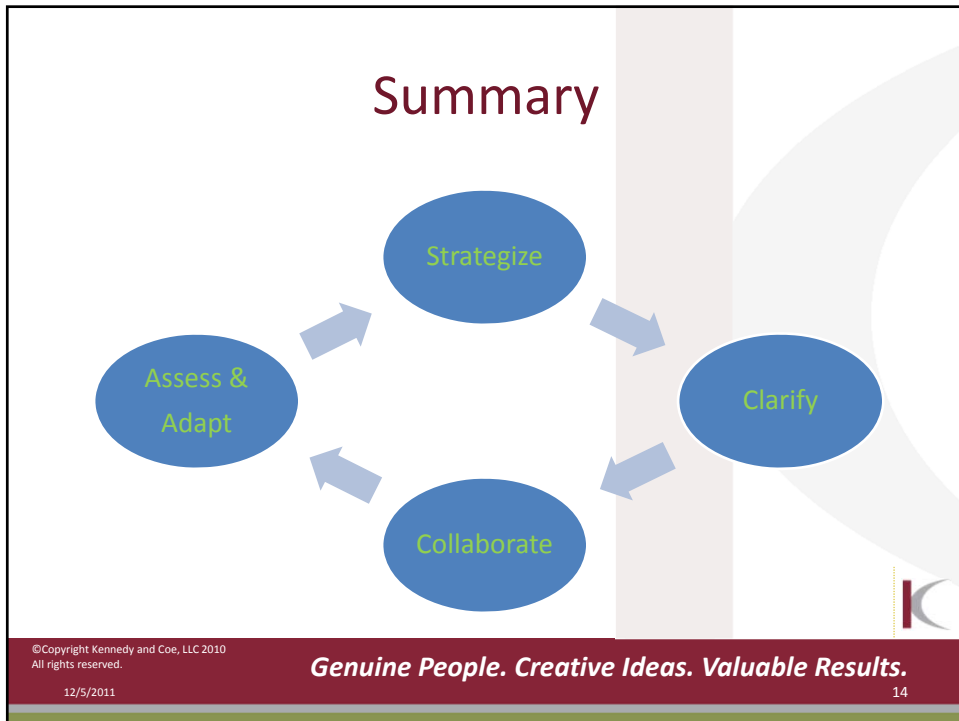
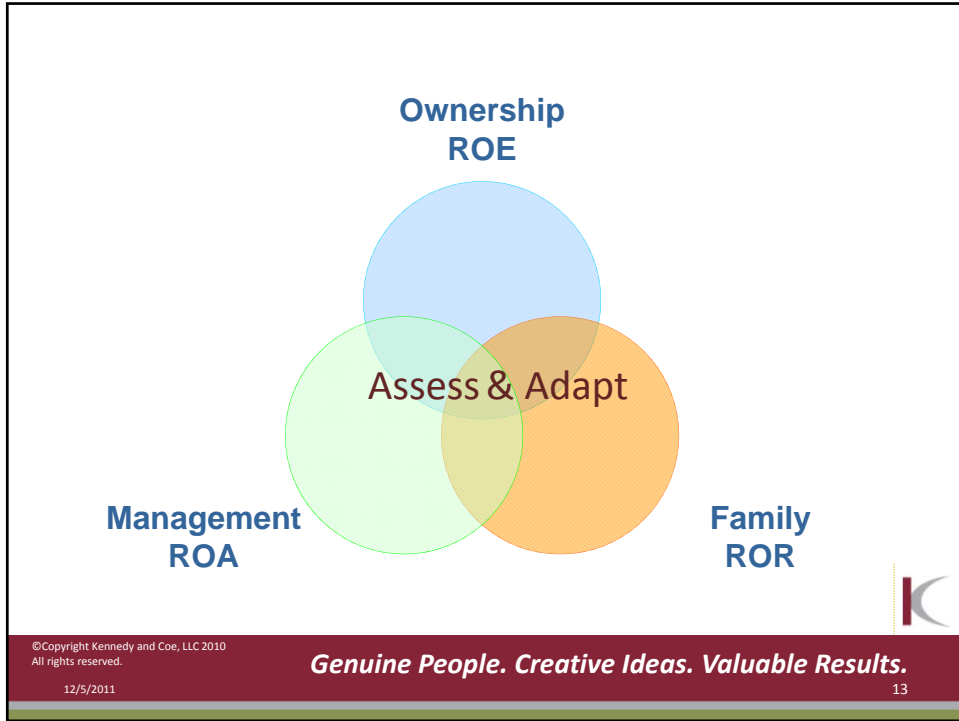
Family ROR

Collaborate

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Thank you!

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