



# Rooster Ag'

Farmland Real Estate · RA Commercial Properties

Farm Management · Federal Crop Insurance

Gold Standard Farmland Appraisal Services

[www.roosterag.com](http://www.roosterag.com)

Office/Fax · (815) 333-4354

*Don't let your money collect dust, invest in dirt!*



*Family Owned & Operated*

**January 2023**



## 80-20 Rule/ 60-40 Rule

The **80-20 Rule** was explained to me by Steve Carlson an articulate high energy accountant that I worked with at the Hintzsche company. Steve explained that **80%** of business is generated from **20%** of the customers. Steve said I should work towards eliminating

customers that took up **80%** of my time and provided limited results and take that time to find more customers like the **20%**. My idea was not to give up any of the Hintzsche customers but work harder to satisfying those **80%** while not giving up any of the service to the top **20%** and spend more time to find customers like those **20%** customers, a win/win/win. This essentially explains why I had to give up my retail ag career from burn out at the age of **40** and devote my time to developing our Rooster Ag' model we live in today. Today I look at the **80-20 Rule** but see it in a new light. Now that I turned **60**, I look back at when I retired from the retail ag industry at **40**, my **60-40 Rule**. I realize at **60** that the **20** years from **60-40** have flown by at twice the rate the first **40** years went by. My **60-40 Rule** applies to your life's time spent and where. If time doubles from **40-60** then by theory it will quadruple from **60-80** "so time is truly of the essence" and needs to be spent wisely. Exercise, lose weight, and get that cholesterol down to limit your newly found social life of going to the doctor twice a month. Finalize your legacy and most importantly, spend more time with your closest family, children, grandkids, nieces, and nephews to pass on your family principles and views, share the stories, listen to theirs, and learn how they get things done today vs the 1960's. Spend that time with old friends, laugh, enjoy the memories of old that you have experienced and do them again. It will make you feel like you are in your **20's** again, at least in thought. Take the time to enjoy planning a trip and take it, make it a priority to spend **80%** of your time enjoying your life and **20%** of your life taking care of yourself and getting whatever job needs to get done taken care of. Then when we look back at life, the **60-40 Rule** will be way more relevant than any **80-20 Rule**. My advice is to take some time and thoroughly enjoy this Happy New Year and think about my **60-40 Rule**.



## Sensible Crop Insurance Solutions

It's that time of the year again for farmers to start thinking about **Sensible Crop Insurance Solutions**. At Rooster Ag' we believe



those decisions should be based on a farmers own actual break even costs and Actual Production History (APH) on a specific plan that makes sense for their operation, not based on what other farmers yields are on a county average. We recommend to begin the year by focusing on their break even costs and own yields, how to insure their own crops versus going with insurance plans that are based on county average yields. Their money is best spent on plans that are based on protecting their own crop yields and income with a revenue protection policy at 80% or 85% and adding a wind/hail policy due to the volatile weather that effects the corn belt. If one wants to increase coverage beyond the basic revenue protection policy and wind/hail, we recommend buying an add-on product like BAND/RAMP which ups the insurance coverage levels to 90% or 95% which is still based around a farmers own APH and their own crop yield/revenue potential losses. Afterall, there is no guessing with the revenue protection plan or wind/hail plans they are based on a specific farmers not average. If a catastrophic event occurs on a specific farmers fields, they will not have to worry about getting a settlement. County plans do not give the same peace of mind. Farmers essentially have to hope and gamble that the county as whole suffers a loss, and who wants to wish that on anybody? Give Karl or Jeff a call and they will meet you at your office, conference room, shop, or kitchen table to walk you through the benefits of creating **Sensible Crop Insurance Solutions** based on each farms break even and APH.

# Weather Almanac



by Meteorologist Frank Watson



Weather projections, features and facts created by Bruce Watson for our Weather Almanac are presented as scientific guidelines as to what we might expect over a large area of the Midwest, as well as our part of the state and general service area. The "Normals" appearing on the back page are provided for the particular counties we serve and reflect the average high and low temperatures, plus average amount of sunshine and precipitation experienced week to week in the area over the past 170 years. Frank Watson utilizes a model that Bruce Watson specially designed, based on weather observations that much more clearly represent our local climate than do shorter, 30-year National Weather Service averages. These figures draw on the long history of systematic observations begun by the U.S. Army in 1817.



Full Moon

January 6th

Wolf Moon



## January Weather Outlook

### January Summary

Temperatures are favored to average near normal. Precipitation is expected to total above normal. Expect clouds and snow on January 1-2. Sunny and colder from January 3-5. Increasing clouds with passing snow on January 6-7.



Sunny skies from January 8-10. Expect a winter storm on January 11-12. Clouds with lingering flurries from January 13-15. A winter storm is favored to move through the region from January 16-18. Expect clouds to clear with sunny skies and colder temperatures from January 19-21. A rain to snow event is expected on January 22-23. Sun on January 24. Cloudy with passing snows from January 25-28. Sun on January 29. Clouds and snow on January

### Future Weather Outlook

February is expected to experience near normal temperatures.

Precipitation is expected to total above normal. Favored dates for heavier precipitation center on February 4, 5, 6, 7, 10, 11, 12, 15, 19, 20, and 23.

### Long-Range Weather Outlook.

March outlook favors above normal temperatures with above normal precipitation.

April expect near normal temperatures with above normal precipitation.

May expect warmer than normal temperatures with above normal precipitation.

If you see grass in January,  
Lock your grain in your granary.

### January Astronomy ~ It's in the Stars



Notable stars in the east sunrise will be Vega in the east and Spica in the southern sky.

Mercury will come into view after the 12th, low in the southeast sky during the predawn hours.

Venus will be rising in the pre-dusk hours and will come into view after the 14th. Saturn will be the bright planet to the upper left of Venus as the two planets will be moving closer together the second half of the month. Venus, Saturn and the moon will be right on top of each other the evening of Sunday, January 22.

Mars rises in the eastern sky after sunset and will be visible throughout the overnight hours. Look for Mars near the moon on Tuesday, January 3.

Look for Jupiter above the moon on Wednesday, January 25.

Saturn will be visible after sunset in the southwest sky. After being to the upper left of Venus much of the month Saturn will be below Venus after the 24th.



Morning Planets: Mercury

Evening Planets: Venus, Mars, Jupiter,  
Saturn, Uranus and Neptune

### January Fun Facts





### ~Farmland for Sale~

**Kane County—Campton Twp—267± acres/170± tillable acres.** Multiple Fixer-upper house and buildings. With 100,000 square feet under roof. Excellent location off Beith Road & Route 47. Excellent income potential. **Limited Time Opportunity! \$19,950 per acre**

**Kane County—Blackberry Twp—46.29± acres/34.61± tillable acres.** Fixer-upper house and buildings. Excellent location off Finley Road & Scott Road just south west of Route 47 & the new I88 interchange. **\$21,400 per acre**

**McHenry County – Riley Township - 34.36± acres/29.97± tillable acres.** Located off Grange Road, west of Route 23. Excellent mix of income producing farmland & recreational hunting land. **\$7,100 per acre**

**McHenry County—Grafton Township— 71.50± acres/66.71± tillable acres.** Excellent Location at the NEC Haligus Road & Ackman Road in Lakewood, IL. Zoned: R-1 current use— Farm. **\$18,950 per acre**

**Winnebago County—Roscoe Township—146.88 acres/146.09 tillable acres, Zoned Commercial Highway & Light Industrial.** Located less than a mile west of I-90 at the NWC of Willowbrook Road & Rockton Road. **\$26,950 per acre**

### ~Bid Basis/Auctions~

*Interested in a Bid Basis or Auction Listing? Contact our Auction Manager Samantha Vazzano today at (815)321-2282.*

### ~Buyers Broker~

Whether you are on a 1031 Trade timeline or looking to invest Capital in to farmland you will soon find out, that like everything else these days, that finding farmland inventory that meets your criteria may be a real challenge. Need help? Simply reach out today to one of our Brokers to employ Rooster Ag' to be your personal Buyers Broker. We will prioritize you as a Buyer, go after specific farms you have identified or search for land that meets your criteria on timeline to contract/close a property, desired acreage, total amount to invest, exact location, and your desired net ROI. Now more than ever “Time is Truly of the Essence”.

### ~Wanted Land for Ready Buyers~

- \$44M -** Illinois, Iowa, Wisconsin & Indiana. Leasebacks Available end of Q4 of 2022. Funds available Q1 of 2023.
- \$5M -** North of Rte 72 to Rte 90. Funds available Q1 of 2023.
- \$3M -** Yorkville, Sugar Grove, Lily Lake. Lease back available. Funds available NOW.
- \$2.3M -** Northern Illinois. Lease back available. Funds available NOW.
- \$3.2M -** Somonauk, Sandwich, Lake Holiday. Lease back available. Funds available NOW.
- \$1.5M -** Yorkville, Plano, Sandwich. Funds available NOW.
- \$2M -** Sublette, Walnut, Amboy. Funds available NOW.
- \$3M -** Hinckley, Waterman, Shabbona. Lease back available. Funds available NOW.



**DeKalb Co – Cortland Township - 2 Commercial Buildings totaling 10,400±SF.** Concrete floors and ample power in a great location in the middle of town. Well maintained and recently painted. Property also has 327,700bu grain storage bins. **\$340,000.00**

**DeKalb County—Cortland Twp—57.18 acres/53.50 tillable acres.** Located at the SEC of Route 38 & Somonauk Road, just northeast of the Ferrara Candy Distribution Center & the future Facebook Data Center **\$29,950 per acre**

**Ogle County -Flagg Township - 30± acres/28.42± tillable acres.** Located in Section 25, Flagg Township. Zoned B-3 Commercial and located in the industrial park on the south edge of the City of Rochelle. **\$21,500 per acre**



**Rooster Ag'**  
1100 S. County Line Rd.  
PO BOX 297  
Maple Park, IL 60151



**~Normal for the Month~**

<b>January 1 to 7</b>	<b>January 8 to 14</b>	<b>January 15 to 21</b>	<b>January 22 to 28</b>	<b>Jan 29 to Feb 4</b>
<b>Avg. High.....29</b>	<b>Avg. High.....29</b>	<b>Avg. High.....29</b>	<b>Avg. High.....30</b>	<b>Avg. High.....31</b>
<b>Avg. Low..... 11</b>	<b>Avg. Low.....10</b>	<b>Avg. Low..... 10</b>	<b>Avg. Low..... 10</b>	<b>Avg. Low..... 12</b>
<b>Sunshine 46%</b>	<b>Sunshine 47%</b>	<b>Sunshine 52%</b>	<b>Sunshine 52%</b>	<b>Sunshine 54%</b>
<b>Daylight Hours</b>	<b>Daylight Hours</b>	<b>Daylight Hours</b>	<b>Daylight Hours</b>	<b>Daylight Hours</b>
<b>Precipitation 0.42</b>	<b>Precipitation 0.35</b>	<b>Precipitation 0.35</b>	<b>Precipitation 0.35</b>	<b>Precipitation 0.39</b>

Denotes Sales by Rooster Ag' Realty

**RECENT COMPARABLE FARMLAND SALES/CLOSED**

Date	County	Twtnshp	Acres	Price/Acre	Date	County	Twtnshp	Acres	Price/Acre
10/2022	DeKalb	Sandwich	356.00	\$14,711	10/2022	LaSalle	Adams	52.00	\$13,000
10/2022	Kane	Burlington	40.00	\$10,345	09/2022	LaSalle	Northville	236.00	\$15,000
10/2022	Kane	Kaneville	73.00	\$12,914	08/2022	LaSalle	Eagle	60.00	\$14,600
10/2022	Kane	Kaneville	94.00	\$12,952	11/2022	Lee	Alto	188.00	\$11,190
10/2022	Kendall	Big Grove	51.00	\$13,384	10/2022	McHenry	Hebron	80.00	\$10,900

*The sales reported are randomly chosen from the most recent issue of the Illinois Land Sales Bulletin, a bi-monthly report on farmland sales of 20 acres or greater.*

*This data is obtained from the transfer declarations recorded at 90+ courthouses around the state. Subscriptions are available by visiting*

*www.landsalesbulletin.com or calling 608-329-4210.*

**View our listings as well as more information at Rooster Ag' online at:**

**www.roosterag.com**



**ROOSTER AG' DIRECTORY**



<b>Kelly Ludwig</b>	<b>Designated Managing Broker, Owner</b>	<b>(630) 546-8267</b>
<b>Stason Ludwig</b>	<b>CEO</b>	<b>(815) 762-2136</b>
<b>Jillian Smith</b>	<b>Farm Management Coordinator</b>	<b>(815) 901-5074</b>
<b>Dalton Jahntz</b>	<b>Appraisal Manager</b>	<b>(630) 525-1431</b>
<b>Kristi Dummer</b>	<b>Marketing Specialist</b>	<b>(224) 723-9399</b>
<b>Karl Viskne</b>	<b>Crop Insurance Agent/Appraisal Services</b>	<b>(630) 770-8708</b>
<b>Jeff Dickey</b>	<b>Crop Insurance Agent</b>	<b>(815) 757-3788</b>
<b>Kathy Eller</b>	<b>Accounting Manager</b>	<b>(847) 217-9274</b>
<b>Megan Rossler</b>	<b>Real Estate Paralegal</b>	<b>(920) 621-9940</b>
<b>Nicole Speizio-De Paz</b>	<b>Trainee Appraiser</b>	<b>(631) 905-2074</b>
<b>Steve Edwards</b>	<b>Real Estate Broker/ Farm Manager</b>	<b>(630) 774-7470</b>
<b>Samantha Vazzano</b>	<b>Real Estate Broker/Auction Manager</b>	<b>(815) 321-2282</b>
<b>Tyler Creath</b>	<b>Real Estate Broker</b>	<b>(815) 451-1152</b>
<b>Joe Ludwig</b>	<b>COB, Real Estate Broker, Owner</b>	<b>(630) 774-5887</b>