



# Rooster Ag

Farmland Real Estate · RA Commercial Properties  
Farm Management · FDAV · Federal Crop Insurance  
Gold Standard Farmland Appraisal Services

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

**Family Owned & Operated**

**May 2025**

## THE 80/20 RULE



So, the **80/20 Rule**, what is it and how does it apply to the Ag sector? In business we see that **80%** of business is derived from **20%** of the customers, so one needs to pay close attention to your **20%** and tend to their needs. Another **80/20 Rule** asserts that **80%** of outcomes come from **20%** of efforts, so the goal of the **80/20 Rule** is to identify efforts that are the most productive and make them your priority. Now one other **80/20** factor to consider is that **80%** of Americans live in the eastern half of the country, where the other **20%** lives in the west. As the easterly **80%** benefits from a more temperate climate with abundant rainfall with access to viable water sources like the Great Lakes and Mississippi River, all which support our Agricultural industry and more favorable living environments. The east also offers big cities like New York, Boston and Washington DC, which drive Finance, Health Care and Government. Where the west faces dry, hotter conditions, limited water and harsh winters making large scale settlement more difficult. However, the west provides thriving industries in Tech and abundant Natural Resources such as Gold, Silver, Oil, Natural Gas, Coal, State Parks, Mountains, etc. So when one considers all these factors on top of how our east population advantage also stems from history as early European settlers landed on the east coast, creating a foundation for economic and cultural life that remains dominant, where the west was settled much later and hindered by challenging climates and distance from urbanization and markets creating the obvious reason for the evolution of the east/west **80/20 Rule**.



## NEW GENERATION

We were talking with a seasoned land investor the other day, where we were discussing the land market, how it has remained strong through lower commodity prices, high interest rates and tariff concerns. He said *everything he'd thought he knew about land buying does not apply anymore*. I explained how land has become its own commodity like Gold and Art purchased for its historic appreciation in value not based on a return on investment. He agreed 100% but had the feeling we would see a reset due to tariffs. I explained that we are in a **New Generation** of land buying and selling and he needs to change his thinking from his old model to the new model in order to adapt to this **New Generation** of farm buying and selling and we really believe the tariffs would not effect land prices in the slightest. He did not like the taste of what I was feeding him, but then when we looked back at the farms he has purchased over the last 20 years, how their value had appreciated greatly over that time. He then agreed that there's no better place to store wealth than in land. I told him I drove by one of his farms the other day and it was still there, right where he left it, waiting on his **New Generation**.

## FIELD GOALS

The guys in our office are huge fans of hockey and the ultimate **goal** of the Stanley Cup. In sports and real estate, I find many similarities of reaching **goals**. In the ag industry, we reach our **goals** in the **field**. Our **goals** in the real estate business are to either sell your **field** or help you buy a **field** to achieve your **goals**. The **goal** in hockey is to score a lot of **goals**. **Field goals** are what you score in basketball when you go on a run. Runs are the **goal** in baseball which like us is done on a **field**. **Field goals** are also scored in football when you don't score a touchdown, which is the main **goal**, which again is done on a **field**. So, similarly in our business of agriculture real estate, if we achieve our sales **goals**, we help achieve your **goals** of buying or selling **fields** and that is our **#1 goal**!

## THIS WEEK IN AGRIBUSINESS INTERVIEW

Recently we had an opportunity to discuss Rooster Ag's Buyer's Broker program and how it works for Farmers, Farmland Sellers, and Buyers on an episode of This Week in Agribusiness which was a huge success. We invite you to watch the interview by visiting our website [www.roosterag.com](http://www.roosterag.com). Scroll down to the Featured Video section on our main webpage, then click on the video to play.

# 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 general counties we serve and reflect the average high and low temperatures, plus average amount of sunshine and precipitation experienced 1 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, 20-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**

**May 12th**

**Flower Moon**



## May Weather Outlook

### Summary



Temperatures are favored to average slightly warmer than normal. Precipitation is expected to total above normal. After some sun on May 1, rain is expected on May 2-3 with lingering showers on May 4-5. Expect showers and thunderstorms from May 6-9. Sunny and cooler on May 10-11.

Warmer with a mix of sun, clouds and scattered showers from May 12-15. Prospects improve for showers and thunderstorms from May 16-19. Mostly sunny with only slight chances for precipitation from May 20-24. Showers and thunderstorms developing during the daytime from May 25-28. Mostly sunny with scattered showers, at best, from May 29-31.

### Dates to Remember:

Monday, May 5th Cinco De Mayo

Sunday, May 11th Mother's Day

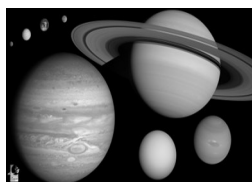
Monday, May 26th Memorial Day



**Evening Planets: Mars, Jupiter**

**Morning Planets: Mercury, Saturn, Neptune**

## May Astronomy ~ It's in the Stars



The planet Mars will offer the best viewing prospects this month. Saturn's viewing in the morning will improve throughout the month. Mercury is low in the eastern horizon just before sunrise and will be lost in the sun's glare. Venus will be low in the eastern sky before sunrise to open the month, with viewing improving throughout the month. Don't confuse Saturn with Venus which will be located to the right of Venus for the first couple weeks of the month. The moon and Venus rise together on Saturday, May 24. Mars is high in the south southwestern sky at sunset much of the month and will be visible into the very early overnight hours. Mars and the waxing crescent moon rise together on Saturday, May 3. Jupiter will be best visible setting in the west the first three weeks of the month just before sunset. The moon and Jupiter set together on Tuesday, May 27. Saturn is low in the eastern sky, rising just before Venus. Viewing prospects will improve as the month wears on. The moon and Saturn rise together on Thursday, May 22.

## Future Weather Outlook

**June expect cooler than normal temperatures with near normal precipitation.**

**Precipitation** is expected to total wetter than normal. Favored dates for heavier precipitation center on June 6, 7, 8, 11, 12, 17, 18, 20, 24, 25, 26, 27, 28, 29, and 30.

**July** outlook favors warmer than normal temperatures and below normal precipitation.

**August** expect near normal temperatures with below normal precipitation.

## ~ May Fun Facts ~

Below are the best days for activities, based on the Moon's sign and phase in May

### Gardening

Above ground crops 1, 2, 29 & 30

Below ground crops 20 & 21

### Fishing

1-12 & 26-31

### More Fun Dates of Note:

May 3rd—Kentucky Derby

May 4th—Star Wars Day

***"In the merry month of May, when green leaves begin to spring, little lambs do skip like fairies, birds do couple, build, and sing."***



## ~Farmland for Sale~

**NEW LISTING! LaSalle County—Osage Twp—21.40 acre Swine Facility.** North Facility—(3) buildings with 4,500 hog spaces, South Facility—(3) buildings with 3,700 hog spaces. (2) 1.4 million gallon slurry-stores. Contracts with the Hanor Company currently generating \$27,000+/month of Facility & Management income. **\$1,400,000**

**UNDER CONTRACT! Kendall County—Na-Au-Say Twp—139.38 acres/125.81 tillable acres** with a Soil PI of 126.7. Annexed into the City of Joliet, formerly under contract w/Newman Homes. Excellent location, with road frontage along Chicago & McKanna Road. **Divisible! \$13,200/acre**

**Kane County—Campton Twp—194.58± acres/130.58± tillable acres currently in production with the potential for additional acres to be brought into production, excellent soils with a PI of 129.8.** Two Fixer-upper houses with multiple barns and two steel buildings 5,000 sq ft and 14,000 sq ft with ample power and a huge well. Excellent location at Beith Rd & Route 47. Excellent income potential. **\$20,600/acre**

**Kane County—Blackberry Twp—46.29± acres/34.61± tillable acres, excellent soils with a PI of 137.7.** Fixer-upper house and buildings. Excellent location off Finley Road & Scott Road just south west of Route 47 & the new I88 interchange. **\$21,400/acre**

## ~Buyer Broker Farms For Sale~

**Winnebago County, Winnebago Township— 395 acres/304 tillable, Soil PI 128.3**

**Winnebago County, Seward Township— 229 acres/228.24 tillable, Soil PI 140.5**

**Ogle County, Leaf River Township— 355 acres/265.72 tillable, Soil PI 112.7**

**Kendall County, Seward Township— 80 acres/70.08 tillable, Soil PI 116.0**

**DeKalb County, Mayfield Township— 124 acres/120 tillable, Soil PI 137.8**

**Champaign County, Sadorus Township— 219 acres/218 tillable, Soil PI 143.7**

**Sangamon County, Lanesville Township—160 acres/159 tillable, Soil PI 140.8**

*Give us a call for additional information and pricing details!*



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**DeKalb County— DeKalb Twp—124.33± acres.** Located on the corner of Route 38 and Peace Road. Zoned for multiple uses including: multi-family housing, commercial and or data center. **\$2.98 per sf**

**DeKalb County—Cortland Twp-57.18 acres/53.50± tillable acres. Located at the SEC of Route 38 & Somonauk Road,** just northeast of the large Industrial development/data center. **\$22,500 per acre**



**Rooster Ag<sup>®</sup>**  
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**~Normal for the Month~**

MAY 4 TO 10	MAY 11 TO 17	MAY 18 TO 24	MAY 25 TO 31	
AVG. HIGH ...68 AVG. LOW... 43 SUNSHINE 57% DAYLIGHT HOURS	AVG. HIGH ...71 AVG. LOW... 45 SUNSHINE 59% DAYLIGHT HOURS	AVG. HIGH...73 AVG. LOW...48 SUNSHINE 61% DAYLIGHT HOURS	AVG. HIGH.....75 AVG. LOW..... 50 SUNSHINE 61% DAYLIGHT HOURS	
<b>Precipitation 0.9</b>	<b>Precipitation 0.84</b>	<b>Precipitation 0.92</b>	<b>Precipitation 0.97</b>	

Denotes Sales by Rooster Ag<sup>®</sup> Realty

**RECENT COMPARABLE FARMLAND SALES/CLOSED**

Date	County	Township	Acres	Price/Acre	Soil PI	Date	County	Township	Acres	Price/Acre	Soil PI
03/25	Boone	Flora	72.00	\$12,000	135.0	01/25	Henderson	Biggsville	80.00	\$15,700	144.0
01/25	Bureau	Mineral	127.00	\$13,500	130.0	03/25	Kendall	Lisbon	158.77	\$17,000	127.3
03/25	DeKalb	Clinton	80.00	\$11,500	142.7	01/25	Lee	Franklin Grove	100.00	\$12,750	119.0
02/25	Carroll	Shannon	78.00	\$13,223	122.0	03/25	Ogle	Buffalo	78.00	\$15,000	132.0
02/25	Carroll	Wysox	238.00	\$12,735	127.0	02/25	Whiteside	Prophetstown	64.00	\$15,106	138.0

*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](http://www.landsalesbulletin.com) or calling 608-329-4210.*

**View our listings as well as more information at Rooster Ag<sup>®</sup> online at:  
[www.roosterag.com](http://www.roosterag.com)**



**FARMLAND INVESTMENT SPECIALIST DIRECTORY**

**LANDMEN:**

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<b>Tyler Creath</b> , Real Estate Broker	<b>(815) 451-1152</b>
<b>Chris Otte</b> , Marketing	<b>(847) 710-1837</b>
<b>Stason Ludwig</b> , CEO	<b>(815) 762-2136</b>
<b>Joe Ludwig</b> , COB, Real Estate Broker/Farm Manager, Owner	<b>(630) 774-5887</b>

**LANDWOMEN:**

<b>Zoe Quinn</b> , Farm Management Coordinator	<b>(815) 824-8270</b>
<b>Nicole Speizio-De Paz</b> , Appraisal Manager	<b>(631) 905-2074</b>
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<b>Nancy Wilkison</b> , Real Estate Administrative Assistant	<b>(815) 762-8337</b>
<b>Kelly Ludwig</b> , Designated Managing Broker, Owner	<b>(630) 546-8267</b>

