



The Farmer Mac *Forward* communicates important upcoming events and announcements to agricultural lenders. You can learn more about Farmer Mac by visiting the Farmer Mac website (www.farmermac.com), calling 800-879-3276 or emailing opportunities@farmermac.com.

Upcoming Events and News Updates

Conferences and Events:

Nov. 9-12: [American Bankers Association](#) National Ag Bankers Conference; Omaha, NE

Dec. 2: [Louisiana Bankers Association](#) Agricultural Meeting; Baton Rouge, LA

Dec. 3-4: [AGRIFinancial Services](#) Diversified Services Conference; Memphis, TN

Dec. 4: [Indiana Bankers Association](#) 2014 Ag Clinic; West Lafayette, IN

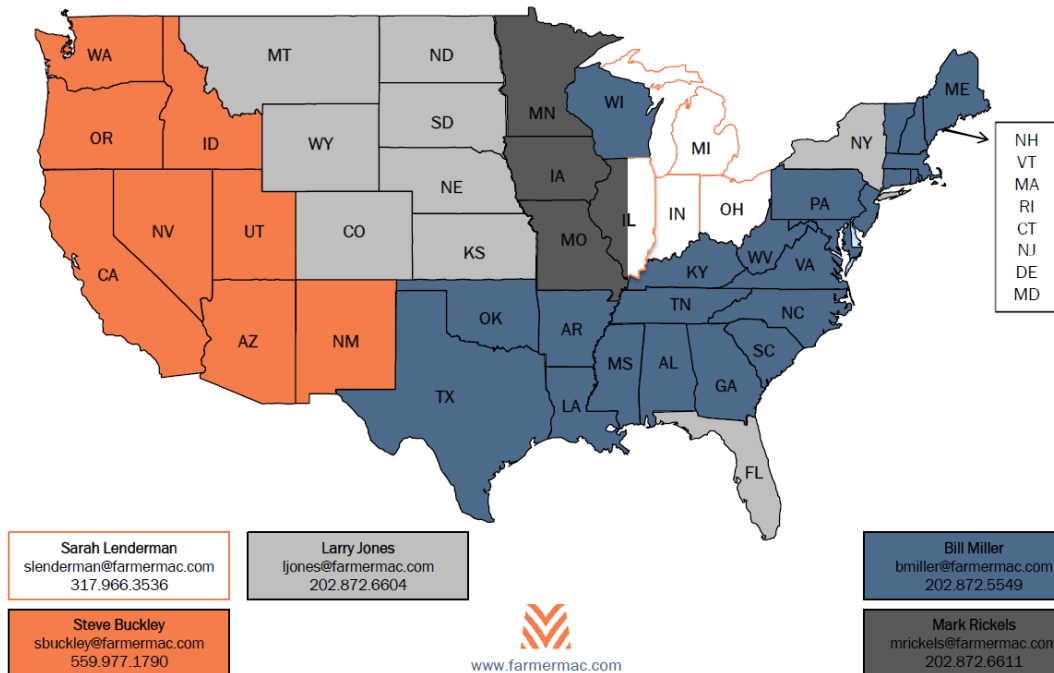
New Map Outlines Territories for Farmer Mac Relationship Managers

Farmer Mac Relationship Managers interact with current and prospective customers, both Farm & Ranch and Farmer Mac USDA Guaranteed Loan Program, to facilitate and synchronize marketing communications, customer service and technical support for assigned territories. Territorial assignments, as seen on the map below, have recently changed following the addition of Sarah Lenderman to the Farmer Mac marketing team and the upcoming year-end retirement of Mary Maloney.

Contact information for each Relationship Manager is listed below:

Steve Buckley	559-977-1790	sbuckley@farmermac.com
Larry Jones	202-872-6604	ljones@farmermac.com
Sarah Lenderman	317-966-3536	slenderman@farmermac.com
Bill Miller	202-872-5549	bmiller@farmermac.com
Mark Rickels	515-520-9072	mrickels@farmermac.com

Other Farmer Mac Marketing Team members are Patrick Kerrigan, Director of Business Development, and Betsy Urso, Marketing Coordinator.



A Customizable “Borrower Brochure” Is Available for Farmer Mac Sellers

A customizable brochure explaining Farmer Mac benefits to a lender’s farm customers is getting a lot of attention. This new item was introduced to lenders attending the Farmer Mac Road Shows and is now available to all Farmer Mac Sellers.

The brochure is available in two different covers. The inside message highlights the benefits of long-term fixed rates, briefly outlines how Farmer Mac works and leaves room for you to print your company name, logo and contact information.

Please email Betsy Urso (burso@farmermac.com) if you would like to receive an electronic file to take to your local printer.

More information on all of Farmer Mac’s new communication tools can be obtained by listening to the October 8 Farmer Mac Refresh webinar, which was recorded and posted on the Farmer Mac website: “Exploring the New Look at Farmer Mac: Bold, Bright and Beyond!” at www.farmermac.com, then click on Webinars.

Farmer Mac Announces Formation of Contour Valuation Services, an Appraisal Company

The continued challenges in finding land appraisers, coupled with frequent appraisal delays due to work load, voiced by many agricultural lenders prompted Farmer Mac to form an appraisal company in October 2014. The new company, Contour Valuation Services, LLC (Contour), will soon roll out its services to ag lenders, with an initial focus on those parts of the country with greatest need.

Contour will operate under the direction of Conterra Asset Management, Farmer Mac's partner in the venture. Alan Schuiteman, Contour's new president, is an appraiser with a long history of agricultural appraisal and management.

Whether it's due to the retirement of many long-time certified general ag appraisers or appraisers becoming captive to specific ag lenders, timely valuations are often a challenge for Farmer Mac's nationwide Seller network wanting to deliver loans to Farmer Mac in an efficient manner. Contour's appraisers, located throughout the country, will be employees of Contour, which will be based in Des Moines, IA. Sellers can come to rely on Contour's services to help them be as competitive as possible in their markets.

More information about Contour will be available in the January issue of *Forward* and from Contour itself as it rolls out its website and establishes its communication strategies.

Farmer Mac to Play a Major Role at the American Bankers Association (ABA) National Agricultural Bankers Conference

Celebrating its tenth year as a Gold Level sponsor of the ABA Agricultural Bankers Conference through its alliance with the ABA, Farmer Mac will be a featured presenter at two events at the 2014 conference taking place in Omaha from November 9-12:

- Pre-Conference Seminar "Turbulent Times Require Better Data," with speakers from Farmer Mac, FINPACK and Dr. David Kohl
- Tuesday Workshop "Farmer Mac: A Vital Part of Your Bank's Equation after Big Data Analysis." This session, moderated by Farmer Mac's Patrick Kerrigan, will include three banker panelists:
 - Mark A Litton, EVP/Chief Credit Officer at BankWest, Inc, Pierre, SD
 - Rodger Dean, EVP at First National Bank of Omaha, Columbus, NE
 - Caleb Hopkins, Loan Officer, Westside State Bank, Westside, IA

Dave's GPS

Keep Up with Dr. David Kohl through Farmer Mac

In his article this month, titled "***Hot Seat Perspectives: Questions and Answers***," Dr. Kohl simulates ESPN's Hot Seat by putting himself in the "hot seat" answering questions posed by commercial ag lenders during a recent webcast. Questions addressed thought-provoking topics such as the top factors currently impacting credit risk, what constitutes reasonable family living costs and trends in farm record-keeping.

Along with Dave's GPS, see Dr. Kohl's bi-monthly "Dashboard" (Lender and Business Dashboard Economic Indicator Assessment). The red, yellow and green signals Dr. Kohl assigns to Dashboard's ten key economic indicators provide an easy format to help readers reach their own conclusions about the strength and future of the U.S. economy. With two of the indicators improving this month (unemployment rate and oil price), read about Dr. Kohl's insights into both global and domestic economics and what he sees on the road ahead.

Dr. Kohl is professor emeritus in the Department of Agricultural and Applied Economics at Virginia Tech University in Blacksburg, VA, where he served for 25 years as Professor of Agricultural Finance and Small Business Management and Entrepreneurship.

Dr. Kohl is one of the most well-known and respected leaders in the world of ag finance and business management. A highly energetic and engaging speaker, Dr. Kohl has received numerous major teaching awards over his career; his opinions and perspectives are sought out by a variety of ag groups.

Farmer Mac will host Dr. Kohl for another live video on January 12, 2015.

View Online: [Dave's GPS and Dashboard](#)

Knowledge Center

Farmer Mac 2014 Road Shows: Another Successful Year

Over 700 lenders attended the Road Shows conducted by Farmer Mac staff in September across 15 states at 20 locations. The four-hour sessions included presentations by Farmer Mac staff featuring various topics on the Farm & Ranch program, including underwriting criteria, submission process and products and pricing. An overview of Farmer Mac II and testimonial video messages from experienced Farmer Mac Sellers rounded out the day. Feedback from this year's 700-plus participants will guide Farmer Mac staff as they begin developing plans for next year at these ever-growing popular events.

“The New Farm Bill and Farm Program Decisions: Talking to Your Ag Producer”

Kent Thiesse, Farm Management Analyst and Vice President at Minnstar Bank, was the featured guest speaker for the October 8 Farmer Mac Refresh. The popular session provided insight to ag lenders as they help farm customers evaluate the new farm program options addressed by the new Farm Bill. The recorded webinar is posted at www.farmermac.com, select Webinars.

Farm & Ranch Loans/Credit Corner

Farmer Mac Seller/Service Guide Updated

The following updates to the Farmer Mac Seller/Service Guide are effective immediately:

Chapter 205.4.3 (Part 2-32 – Credit Standards and Guidelines – Specific Requirements for Facility Loans with Contract – Poultry): Words have been added to state that the maximum loan term for poultry loans is 15 years, fully amortized for newly constructed facilities. (The maximum loan term for existing facilities is 10 years, fully amortized.)

Chapter 209.1 (Part 2-56 – Credit Standards and Guidelines – AgEquity Revolving Line of Credit – Product Description): The maximum field servicing fee for the AgEquity Revolving Line of Credit is 100 basis points, as announced in Farmer Mac Forward, Volume 43, published on September 8, 2014. Formerly, the maximum field servicing fee was 75 basis points.

Financial News

Update from Farmer Mac's Capital Markets Team - Interest Rates . . . Where Have They Been and Where Are They Going?

Fears of recession in Europe and an economic impact due to fears of the spread of the Ebola virus, along with geopolitical instability, pushed long-term bond yields to the lowest levels of the year on October 15, with the 10-year touching 1.86% intraday. However, with the possibility of reopening quantitative easing (“QE”) mentioned by a non-voting member of the Federal Reserve, the markets rapidly recovered. As of October 31, the 10-year Treasury yield was back up to 2.34%, about 0.01% higher than August, but down 0.69% for 2014. Treasury yields on the

shorter end of the yield curve were relatively unchanged since August 29 with the 2-year closing at 0.49%, and the 3- and 5-year terms at 0.92% and 1.61%, respectively. The Federal Reserve ("Fed") announced this month that it completed this QE cycle and will no longer purchase mortgages and treasuries, just reinvest maturities and prepayments.

The market is now focused on when the Fed will raise short term rates and by how much. Most economists believe that rate hikes will begin in late 2015, around September or October.