

# MOLLIE ARONOWITZ, AFM

*SENIOR LAND MANAGER & DIRECTOR OF  
SUSTAINABILITY*

Email: [Mollie@PeoplesCompany.com](mailto:Mollie@PeoplesCompany.com)

Mobile: 319.504.8182

Office: 515.222.1347

Peoples Company - Clive  
12119 Stratford Drive, Suite B  
Clive, IA 50325



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Mollie Aronowitz is a Peoples Company Senior Land Manager with over ten years of experience managing farm, pasture, CRP, and recreation land.

As the fifth generation of a century-old farm operation, Mollie has inherited a strong connection to the agriculture landscape and a deep understanding of farm operators. She is adept at using her knowledge of land stewardship, regional best farming practices, and appreciation of family farm heritage to best serve her clients. Mollie is committed to implementing practical recommendations that consider each landowner's financial and personal goals. She tailors management plans and collects operator production data to increase production on the most productive acres of each farm while allowing conservation of the more sensitive parts of the farm.

In her role as Director of Sustainability, Mollie coordinates the conservation work and initiatives of the Peoples Company Management Division. This includes collaborations with individuals and organizations also focusing on the boots-on-the-ground efforts to build soil health and improve water quality. Mollie led Peoples Company's Leading Harvest Farmland Management Sustainability certification process in 2021 and ongoing annual auditing. Peoples Company is the first private farm management firm in the country qualified by a third-party auditor to meet the rigorous sustainability metric of Leading Harvest.

Mollie serves in a project management role for the Land Management team with onboarding new staff, initiating new projects, and building out processes. She is also active on committees with the American Society of Farm Managers and Rural Appraisers.

Mollie is a licensed REALTOR® in Iowa and Minnesota. She is an Accredited Farm Manager (AFM) with the American Society of Farm Managers and Rural Appraisers® (ASFMRA®)

## Education

Iowa State University, Bachelor of Science College of Agriculture in Horticulture, 2006, Ames, Iowa

## Land Management Experience

- Build a documented history of each farm's actual production, operator inputs, fertility, drainage, and financial performance.
- Identify baseline benchmarks on newly acquired farms and create a multi-year plan where chosen tenant's goals are aligned.
- Address erosion and drainage concerns on farms through tiling, waterways, terracing, and cover crops.
- Schedule regular soil testing to confirm annual fertilizer reporting accuracy as well as nutrient availability and opportunities in fertility prescriptions.
- Listen and facilitate both the short- and long-term landowner goals specific to each farm.
- Execute cash, crop share, and custom farm leases.
- Remain in compliance with local USDA offices and seek out state and federal cost-share assistance.
- Consider alternative income sources to maximize revenue on each farm.

## Affiliations, Accreditations & Awards

- 2018 American Society of Farm Managers and Rural Appraisers, Accredited Farm Manager (AFM)
- 2020-Present National American Society of Farm Managers and Rural Appraisers, Management Education Committee Member
- 2020-Present Iowa Women Land and Legacy State Team, Member
- 2022-Present Board Member, Iowa Agriculture Mitigation
- 2022-Present ASFMRA Instructor for Accredited Farm Manager coursework.
- 2022 ASFMRA Iowa Chapter Early Career Award
- 2023 IDALS Secretary of Agriculture Ag Leader Award
- Partner and Facilitator, Practical Farmers of Iowa

## Licenses