MOLLIE ARONOWITZ, AFM

Associate Director of Land Management

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Mollie Aronowitz assists in leading a high-performing team dedicated to delivering exceptional land management services that align with Peoples Company's mission of building strong, resilient farmland assets. She fosters a culture of collaboration, innovation, and accountability, ensuring team members have the tools, training, and support necessary to succeed. Her leadership emphasizes a commitment to sustainable land stewardship practices that meet the Leading Harvest Sustainability Standard.

With over a decade of experience managing farmland, pasture, CRP, and recreational properties, Mollie combines practical agricultural knowledge with strategic conservation planning. As the fifth generation of a century-old Iowa farm, she understands the balance between maximizing productivity and preserving environmentally sensitive areas to support long-term land value.

In recognition of her leadership and excellence in land management and client service, Mollie was honored as the 2025 ASFMRA Farm Manager of the Year, one of the industry's most prestigious awards. She is an active member of the American Society of Farm Managers and Rural Appraisers, teaching accreditation courses with experience serving on various committees.

Education

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

Land Management Experience

- Develop and maintain comprehensive production histories for each managed farm, including yields, operator inputs, fertility, drainage, and financial performance.
- Establish baseline benchmarks for newly acquired properties and implement multi-year management plans aligned with tenant objectives.
- Mitigate erosion and improve drainage through strategic use of tiling, waterways, terracing, and cover crops.
- Coordinate routine soil testing to validate fertilizer reporting and assess nutrient availability.
- Collaborate with landowners to understand and support both short- and long-term goals for each farm.
- Negotiate and administer cash rent, crop share, and custom farming lease agreements.
- Ensure compliance with local USDA requirements while pursuing state and federal cost-share opportunities.
- Evaluate and implement alternative income strategies to optimize overall farm revenue.

Affiliations, Accreditations & Awards

2018 American Society of Farm Managers and Rural Appraisers, Accredited Farm Manager (AFM)
2020-2025 National American Society of Farm Managers and Rural Appraisers, Management Education Committee 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
2025 ASFMRA Farm Manager of the Year

Licenses

Iowa #S62375000
Minnesota #40454042