



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

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Greetings Farmers and Land Owners,

As you work on negotiating your rental rates here is a short summary of cash rental rates for Juneau County, the Agricultural District that Juneau County is in, and the State averages. These rates are the averages for 2021 according to the United States Department of Agriculture (USDA) - National Agricultural Statistics Service (NASS) Quick Stats. You can find more details on their website here: <https://quickstats.nass.usda.gov/>. These rents are measured in \$/acre for the 2021 averages. See the table below for the rental rates.

Cash rent is measured in \$/acre for the 2021 statistics			
Type of Rent	County Average	Central Agriculture District Average	State Average
Cash, Cropland, Non-Irrigated	\$85.00	\$88.50*	\$133.00
Cash, Cropland, Irrigated	\$285.00****	\$260.00**	\$237.00
Cash, Pastureland	\$42.00	\$32.00***	\$37.00

- * **Central Agriculture District from 2020** includes Adams, Green Lake, Juneau, Marquette, Portage, Waupaca, Waushara, and Wood Counties.
- ** **Central Agriculture District from 2020** includes Adams, Green Lake, Juneau, Marquette, Other (combined) counties, Portage Waupaca, Waushara
- *** **Central Agriculture District from 2020** includes Adams, Green Lake, Juneau, Marquette, Other (combined counties), Portage, Waupaca, Waushara, and Wood Counties.
- **** **Averages are from 2019** – an updated number was not available at this time

Here are a few additional resources to utilize when negotiating your rental rates.

- Ag Lease 101 has documents that breakdown lease agreements and has examples of lease agreements: <https://aglease101.org/>.
- Lease and/or Rent Value Information from UW-Madison Division of Extension Farm Management: <https://farms.extension.wisc.edu/article-topic/pricing-and-contracts/>.
- Wisconsin Custom Rate Guide 2020: [https://www.nass.usda.gov/Statistics by State/Wisconsin/Publications/WI-CRate20.pdf](https://www.nass.usda.gov/Statistics_by_State/Wisconsin/Publications/WI-CRate20.pdf).

If you have, any additional questions or concerns feel free to contact Alana Voss, Agricultural Educator at alana.voss@wisc.edu or 608-847-9329.