



California Chapter
ASF MRA
Western Ag Professionals



The California Chapter of the American Society of Farm Managers and Rural Appraisers, Inc.

OUTLOOK 2026 Agribusiness Conference

The Everchanging Agricultural Landscape in California

California's Premiere Agribusiness Conference &
Trends® in Agricultural Land & Lease Values

March 24 - 26, 2026

DoubleTree by Hilton Hotel / Centre Plaza • Modesto, CA

NEW!!! The Outlook Conference and education seminars are being offered in a hybrid format with both in-person and virtual registration options available.



Photos courtesy of Roy Martin.

The California Chapter, ASF MRA is proud to bring the Outlook Agribusiness Conference back to The DoubleTree by Hilton Hotel / Centre Plaza in Modesto for 2026! As California's Premiere Agribusiness Conference, Outlook 2026 promises an exceptional three days of education, networking and unmatched opportunities for today's agribusiness professional. We hope that you will plan to join us this year's program!

Outlook Schedule at a Glance...

Tuesday, March 24

8:00 am – 5:00 pm	California Land Conservation Appraisal Seminar
9:00 am – 5:00 pm	Financial Modeling of Agricultural Investments II Seminar
5:30 – 7:30 pm	Welcome Reception / Young Professionals Network (YPN) Event

Wednesday, March 25

7:30 am – 4:30 pm	2026 Spring Ag Tour
5:30 pm – 9:30 pm	California Classic BBQ & Foundation Scholarship Auction

Thursday, March 26

7:00 am – 4:00 pm	Outlook 2026 Agribusiness Conference and Release of Trends® Report
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Hotel Information

DoubleTree by Hilton Modesto - 1150 9th Street, Modesto, CA 95354

Reservations: 209-526-6000

Group Code: Outlook 2026 Agribusiness Conference or 911

Book Online: [Click here](#)

Group Rate: \$172.00 *Plus taxes. Discounted Parking - \$6 day.*

Book early! The Group Rate will expire on 3/13/26.



Tuesday, March 24

Financial Modeling for Agricultural Investments II Seminar

9:00 am–5:00 pm

(8 Hours CE pending with ASFMRA and BREA)

This course is an addition to the Financial Modeling of Agricultural Investments course offered in October 2025. It has been expanded to include an appraisal component and will present an opportunity to complete in-depth examples of cash flow modeling using different return measures. Attendees will come away with a detailed practice creating cash flow models measuring Net Present Value, Internal Rate of Return and other return measurements, as well as an understanding of how financial model information is used by appraisers in determining a property's market value. Attendees should bring their laptop with access to Microsoft Excel or a similar spreadsheet application. Throughout the seminar attendees will have the opportunity to ask questions and deepen their understanding of financial modeling.

Presenters: Scott Bozzo, AFM; Jeff Hillberg, AFM; Ben Jertberg, AFM; Vincent Sorena; JoAnn Wall, ARA

Registration Fees: \$275 Members / \$350 Non-Members

California Land Conservation Appraisal Seminar / 8:00 am – 5:00 pm

(8 Hours CE approved with ASFMRA and BREA)

Conservation land and easement appraisal assignments present significant opportunities and responsibilities for California appraisers. However, relatively few professionals actively pursue these important assignments. This one-day seminar features two of the most experienced conservation appraisers in California. The class is designed for appraisers who wish to deepen their knowledge and broaden their competency, as well as seasoned conservation appraisers interested in sharing and refining their expertise. Land trust staff and public agency appraisal reviewers are also encouraged to attend and contribute their valuable perspectives.

Instructors: Todd Murphy, ARA, MAI; Tony Toso, ARA

Registration Fees:

\$275 Members / \$350 Non-Members

Course registration fees include lunch; refreshments; and completion certificate.



Welcome Reception & Young

Professionals Network Event

5:30 – 7:30 pm

Join your peers for the conference Welcome Reception! A great opportunity to meet up with old friends and make new ones... College students majoring in the various agriculture and real estate fields are invited to meet with members of the California Chapter, ASFMRA to learn about careers in rural appraisal, farm management and agricultural consulting. The registration fee included a complimentary beverage ticket and hors d'oeuvres.

Registration Fee: \$45 per person

Sponsored by: LIA Administrators & Insurance Services • Correia-Xavier, Inc.

Wednesday, March 25

2026 Spring Ag Tour

7:30 am – 4:30 pm

(8 Hours pending with ASFMRA and BREA)

The Spring Ag Tour will depart from the DoubleTree Hotel via charter bus. Seating is limited on the Ag Tour and early registration is encouraged.

Stop #1 - Oakdale Irrigation District

Oakdale Irrigation District (OID) was formed on November 1, 1909 as an irrigation district of the State of California for the purpose of delivering irrigation water to the agricultural lands within its boundaries. This in-depth tour will start at the OID offices and provide an overview of the district's 10-Year out-of-district Program, GSP implementation status, and the Paulsell Expansion Projects. A tour of the OID Paulsell Project will be included weather permitting.

Stop #2 - Duarte Nursery

Join John Duarte and Duarte Nursery at two game-changing field trials with the self-fertile almond varieties and high-vigor pistachio rootstocks that have revolutionized plant genetics. Don't miss this opportunity to see the Yorizane almond variety and the VigorClone pistachio rootstocks and get the full picture on the orchard genetics driving significant yield increases and maximized investor returns. The visit will include a data-driven presentation, discussion of industry factors and farming systems, and a walk through both trials to see the results of high-quality genetic selections. The tour will continue at the nursery itself with lunch and an opportunity to see this part of the Duarte operation.

Travaille & Phippen, Inc.

Travaille and Phippen (TAP) is a 4th generation family business; growers, packers and shippers of California almonds while also providing hulling and shelling services. The company exports around 85% of its handle to international markets where the brand is sought after for its quality in places such as Dubai, and Japan. Join Nick Gatzman, Junior Partner and Farm Manager, for a tour of the TAP operation that will explore the ins and outs of

processing and handling approximately 50 million pounds per year, and hulling and shelling 35-40 million pounds. In addition to the processing aspect, Nick will discuss the aspects of farming approximately 3,000 acres amongst its 4 partners while also bringing in almonds from other growers within a 75-mile radius of the facility.

Registration Fees:

\$275 Members / \$350 Non-Members

Tour registration fee includes continental breakfast; bus transportation; lunch; tours; and completion certificate.

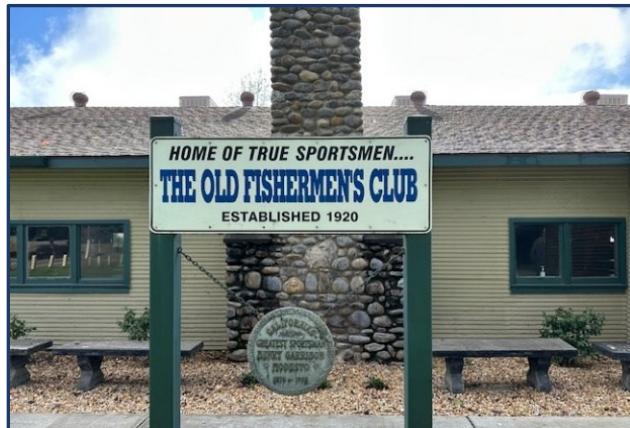
Lunch Sponsor - Manulife Investment Management.

California Classic BBQ & Foundation Scholarship Auction | 5:30 – 9:30 pm

The Old Fishermen's Club

10800 Maze Blvd., Modesto 95358

Fees: \$80 per person (\$10 from the ticket price is donated directly to the CA Chapter Foundation)



The annual California Classic BBQ & Foundation Auction is always a lively evening that provides a great networking opportunity for conference attendees. This year's event will be held at the historic Old Fishermen's Club, a cherished sanctuary for fishing enthusiasts and families alike, nested in the heart of Modesto. Enjoy the cocktail hour where the evening's auction items will be on display. A delicious dinner catered by Copper Spur BBQ will be served followed by the Foundation Auction where all proceeds raised will benefit the Chapter's Internship and Scholarship Program. To donate an auction item, please contact Scholarship & Internship Committee Chair, Curtis Buono, ARA at curtis@peoplescompany.com.

BBQ Sponsors:

Arable Advisory Group • Edwards, Lien & Toso, Inc.
LIA Administrators & Insurance Services • Grattan Park • Merriman Hurst & Associates • Farmer Mac

Thursday, March 26

Outlook 2026 Agribusiness Conference

7:00 am – 4:00 pm

(7 Hours pending with ASFMRA and BREA).

Fees: \$275 Members / \$350 Non-Members /
\$150 Retired Members / \$90 Students

7:00 – 7:45 am

Networking Continental Breakfast

Sponsored by Alliance Ag

8:00 – 8:15 am

Welcome/Opening Remarks

Matt Pennebaker, ARA – CA Chapter President / Advanced Ag Realty & Appraisal

Sara Lockhart – Conference Chair / Lockhart Appraisal



8:15 – 8:30 am

ASFMRA Comments

Amanda De Jong – ASFMRA EVP/CEO



8:30 – 8:45 am

2026 Ag Land Trends® Overview

Todd Combs, ARA - The Vinery

Josh Mendrin – The Mendrin Group

Scott Bozzo, AFM – Macotera Ag Group



9:00 - 10:00 am

Trends® Breakout Sessions

- Coastal / Vineyard Regions & Nevada
- Sacramento / San Joaquin Valleys & Intermountain Region

10:00 – 10:30 am
Networking Break
Sponsored by: Gatzman Appraisal

10:45 am – 11:30 pm
Tree Nut Overview
Jim Zion – Meridian Growers



11:30 am – 12:00 pm
Economic & Social Challenges of Ranching with Wolves
Tracy Schohr – University of California Agriculture & Natural Resources



12:00 – 12:30 pm
2026 Industry Awards

- Distinguished California Agriculturalist
- Agricultural Stewardship Award
- Agricultural Appraiser of the Year
- Farm Manager of the Year

12:30 – 1:15 pm
Networking Lunch
Sponsored by: Farm Credit

Outlook 2026 Cancellation Policy

Cancellations received more than 10 working days prior to the Conference will receive full refund, less a \$50 administrative fee. Those received 5 - 10 working days prior will receive a full refund less \$75. Fees are forfeited if registrant cancels within 5 days of event or does not appear. Registrants may send someone to take their place, with notification to the California Chapter without penalty.

1:30 – 2:15 pm
California Ag Outlook: Same Song, Different Verse
Roland Fumasi – RaboResearch Food & Agribusiness / Rabobank



2:15 – 3:00 pm
State of the Wine Grape Industry
Kyle Collins – Allied Grape Growers



3:00 - 3:45 pm
SGMA Updates and More on Water
Stacie Ann Silva – Altum Aqua Logic, LLC



3:45 – 4:00
Closing Comments
Sara Lockhart – Lockhart Appraisal

Outlook Conference Supporting Sponsors:
ParcelQuest • Macotera Ag Group • PGIM Real Estate • UBS Farmland Investors LLC • Rabobank • Gatzman Appraisal • LIA Administrators & Insurance Services • The Mendrin Group • Correia-Xavier, Inc. • Advanced Ag Realty & Appraisal

For more information, contact:
California Chapter, ASFMRA
(209) 368-3672
info@calasfmra.com
www.calasfmra.com

2026 SPONSORS

(Listed as of 1/31/26)



AgWest Farm Credit | American AgCredit
CoBank | Fresno Madera Farm Credit
Yosemite Farm Credit



PARCEL QUEST



FARMER MAC

Accelerating Rural Opportunities



GRATTAN PARK



Rabobank



OUTLOOK 2026 AGRIBUSINESS CONFERENCE REGISTRATION

New Hybrid registration available! Please pay careful attention when registering as there are both in-person and virtual options for attending.

Name _____

Guest(s) Names(s) _____

Preferred First Name (s) for Badge _____

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

ASFMR Member: Yes No

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) _____

State License # (if applicable) _____

REGISTRATION FEES:	Members	#	Non-Members	#	Total \$
Financial Modeling of Agricultural Investments II Seminar (In-Person)	\$275	x _____	\$350	x _____	_____
Financial Modeling of Agricultural Investments II Seminar (Virtual)	\$275	x _____	\$350	x _____	_____
California Land Conservation Appraisal Seminar (In-Person)	\$275	x _____	\$350	x _____	_____
California Land Conservation Appraisal Seminar (Virtual)	\$275	x _____	\$350	x _____	_____
Welcome Reception / YPN Event (In-Person)	\$ 45	x _____	\$ 45	x _____	_____
Spring Ag Tour (In-Person Only)	\$275	x _____	\$350	x _____	_____
California Classic BBQ & Scholarship Auction (In-Person Only)	\$ 80	x _____	\$ 80	x _____	_____
Outlook Agribusiness Conference (In-Person)	\$275	x _____	\$350	x _____	_____
Outlook Agribusiness Conference (Virtual)	\$275	x _____	\$350	x _____	_____
Outlook Conference/Retired – Members Only (In-Person)	\$150	x _____	n/a		_____
Outlook Conference/Retired – Members Only (Virtual)	\$150	x _____	n/a		_____

Registration, continued...

Outlook Conference/Student
(In-Person) \$ 90 x ____ \$ 90 x ____

Outlook Conference/Student –
(Virtual) \$ 90 x _____ \$ 90 x _____

Donation to CA Chapter Scholarship Foundation (Tax Deductible) – *Please indicate amount* _____

Late Fee (\$50 Late Fee will be applied to registrations received after 3/13/26). _____

**Member pricing includes ASFMRA, Friends of the Chapter and Spouses.*

Total Fees = \$ _____

PAYMENT INFORMATION:

Payment by: Check # _____

ACH / Account Number _____ Routing Number _____
 Business Checking Business Savings Individual Checking Individual Savings

Credit Card: Visa MasterCard AmEx Discover

Card Number: _____ Exp. _____

Name on Card: _____ Security Code _____

Billing Address (if different than above) _____

Signature

Please note that a 3.5% Credit Card Fee will be applied to all card transactions.

Take advantage of registration fee savings by becoming a member and start enjoying the benefits of membership today!! To learn more, click on the links below:

Membership in ASFMR

Membership as a Friend of the California Chapter

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