

# MOLLIE ARONOWITZ, AFM

Associate Director of Land Management

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Mollie Aronowitz is the Associate Director of Land Management at Peoples Company, with over a decade of experience managing farmland, pasture, CRP, and recreational properties.

She leads the company's sustainability initiatives, coordinating conservation efforts across the Land Management Division and collaborating with partners focused on improving soil health, water quality, and long-term land value. In 2021, Mollie led Peoples Company through the Leading Harvest Farmland Management Sustainability Standard certification process - making it the first private farm management firm in the U.S. to be verified by a third-party auditor for meeting these rigorous environmental and stewardship metrics. She continues to oversee the ongoing compliance and annual auditing process.

In her land management role, Mollie brings a deep-rooted passion for agriculture as the fifth generation of a century-old Iowa farm. Her firsthand knowledge of farming operations and regional best practices allows her to design tailored management plans that reflect each landowner's personal and financial goals. She focuses on maximizing productivity on high-performing acres while preserving environmentally sensitive areas through strategic conservation planning.

Mollie also supports Peoples Company's internal operations by managing special projects, onboarding new team members, and building out efficient systems and processes. She is actively involved in professional development and industry advancement through her work on committees with the American Society of Farm Managers and Rural Appraisers (ASFMRRA®).

She is a licensed REALTOR® in Iowa, Minnesota, and Maryland and holds the Accredited Farm Manager (AFM) designation through ASFMRRA.

## Education

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

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## 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

Iowa: #S62375000

Minnesota: #40454042