

Peoples Company Hires Sustainability Director to Aid Land Owners in Maximizing Production and Appreciation

Published on Aug 1, 2019 by Mollie Aronowitz, AFM

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(CLIVE, Iowa) – Peoples Company, a leading provider of land brokerage, management, investment and appraisal services in 21 states, today announced the hiring of Mollie Aronowitz, AFM, as its Sustainability Director. Aronowitz, an Iowa native who will also continue serving as a land manager for Peoples Company, will work with landowners to determine how to harness the power of sustainable farming and land management in order to maximize production, profitability and appreciation of the land's value.

“Mollie's new role as our Director of Sustainability will offer landowners the scientific and technological resources to not only identify areas of their land that is a drain of profit and production, but she'll also work with them to subsequently implement a plan to harness their land's full potential,” said Peoples Company President Steve Bruere. “Farmers and landowners always strive to be good stewards of their land. Now, Peoples Company will use our expertise to help align current and future sustainability efforts with profitability, production potential and land appreciation.”

Peoples Company's hire of a Sustainability Director is yet another step in the company's efforts to offer its clients unmatched expertise and service related to sustainable agriculture. Previously, Peoples Company and Stine Seed announced the offering of a paid-in-full cover crop management program for new land management clients. [More on the program is available here.](#)

Anywhere from three to fifteen percent of all farm fields in Iowa are not profitable. These less-profitable areas are often the same places where environmental issues occur, like soil erosion and nutrient loss. Led by Aronowitz, Peoples Company's Sustainability Assessment aims to address these issues, which will increase yields that ultimately increases rents and land values.

“Sustainability and profitability are often viewed as being in opposition to one another. The truth is that financial and environmental performance are directly linked,” said Aronowitz. “Advancing technology has afforded Peoples Company the opportunity to change our perspective on how we manage farms for the long-term. Instead of focusing solely on maximizing yield, Peoples Company is layering data to find opportunities to maximize profitability for both the landowner and farm operator.”

Peoples Company is dedicated to bringing tools and services to the marketplace that addresses both annual return and long-term sustainability. A comprehensive Peoples Company Sustainability Assessment and after-action report will provide the landowner with a soil loss report and profitability land mapping to pinpoint areas that need attention. Following the assessment, Peoples Company provides the landowner with recommendations and counsel to improve sustainability, which will increase the land's production, profitability and appreciation.

Mollie earned her Bachelor of Science degree in Horticulture from Iowa State University. She is a past board member of Sustainable Iowa Land Trust and a member of the Iowa Chapter of the American Society of Farm Managers and Rural Appraisers (ASFMRA). She is one of eight female accredited managers in the

country, and currently the only accredited manager working in Iowa. A photo of Aronowitz [can be found here](#).

For more information on Peoples Company's Sustainability Assessment, landowners can contact Mollie Aronowitz at Mollie@PeoplesCompany.com or 855.800.LAND(5263). An informational brochure is available here: <https://peoples-company.s3.amazonaws.com/pages/Land-Management-Sustainability-and-Appreciation-Link.pdf>.