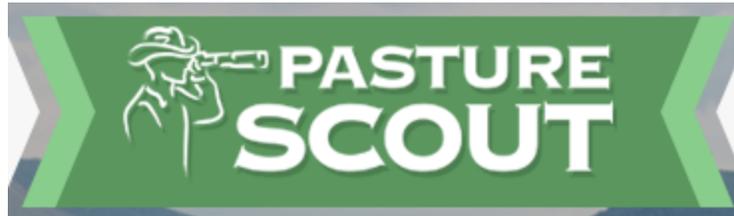


## New Website Aims to Help Cattlemen Find Leases



PastureScout.com is a new website where people who own and use our nation's pasture and forage resources can list, find, and secure leases. With lifelong experience in agriculture and the cattle industry, the PastureScout founders think it is time to challenge the status quo of leasing land. Currently, leasing pasture and finding alternative forage sources is time-consuming and harder than it should be. Available leases are generally advertised locally, if at all. This means everyone who could be interested in a lease is probably not aware it exists. This lack of information and exposure leads to an inefficient market for leases and many situations where landowners do not get the true market value for their lease. Additionally, plenty of land that could be used for grazing, whether that be rangeland or cropland, sits unused because the landowner doesn't realize how much demand there is for property, or because he or she is not sure how to identify qualified lessees. PastureScout aims to change this.

PastureScout.com members can easily search for pasture or forage (hay or silage) by state, size, and livestock type. Members who list property or forage get the benefit of being exposed to a large number of potential lessees or forage purchasers. A lease can be uploaded to any listing, so that seekers can understand lease expectations. Owners can choose to list their property for a set price or open it up for competitive bidding. PastureScout's auction technology allows pasture or forage owners to set the minimum bid and auction length, then accept bids from interested seekers. Owners choose which bidder wins, which may not necessarily be the highest bidder due to other important factors including references and past experience. Additionally, PastureScout has a messaging service that allows landowners and pasture seekers the ability to communicate with each other in a way that maintains privacy but also allows both parties to be confident they have secured the right lease, with the right person, at the right price.

It is free to become a PastureScout member, so visit [www.PastureScout.com](http://www.PastureScout.com) today to become part of this innovative and growing network. Encourage other producers and landowners you know to do the same; the effectiveness of PastureScout is directly related to the number of people who use the site.