

NewsWatch

Stay up-to-date with Web access via mobile phone

By WILLIE VOGT

THE new Farm Progress Web sites offer you access to local news and a wide range of content you can customize for your farm. However, you're not always sitting in the office browsing the Web. When you need access to local news or information, you can visit the mobile version of your local Web site.

Web-enabled phones that go to www.KansasFarmer.com or www.FarmProgress.com will be sent to the mobile version of our sites. You'll find local news and national ag news, as well as commodity prices.

The rise in the use of mobile phones with Web capability makes it important for most sites to have the mobile option, and it's a growing industry trend.

For agriculture, Farm Progress is setting a new standard. If you have a Web-enabled phone — like a Blackberry, iPhone or some other device capable of browsing the Internet — just go to the mobile version of our site.

You can go there by entering www.KansasFarmer.com or by visiting mobile.www.KansasFarmer.com. Use the quick menu to check headlines, weather (with animated radar) and the markets.

Setting up the markets

The first time you visit the mobile site and check the markets, you'll only see corn market prices. However, you can customize this display on your phone to include anything for grain (and livestock) — from corn to cotton and from lean hogs to live cattle. Away from the

Key Points

- You can access our new Web site by mobile phone.
- The system allows you to set up custom price listings.
- You can also register for text alerts to be warned of market moves.

computer for a while? You can always know what's happening in the market.

To set up this feature, visit the site and go to "Quotes"; then select "Grain Quotes" or "Livestock Quotes." On either of those "pages" you will find a choice called "Commodity Preferences." Go there and type in contract favorites.

Next time you visit the site, you'll see the new prices added. These are not real-time — there's usually a 10- to 15-minute delay. But you can have market prices at your fingertips, and in today's market that can be important information when you need it.

Besides the industry-leading local and national Web news, you'll find livestock news; "Technology Update" with new product information; and "Your Markets Today," Arlan Suderman's daily afternoon market update. And we'll be adding more features to the mobile site version in the future.

3G and your phone

High-speed Internet is moving to the country, whether by satellite, phone line or other means. One area that's getting a lot of attention is the 3G version of cell phone service. That 3G designation essentially means "third generation,"

and it's the fastest form of cell phone data transfer. If your carrier is offering phones with 3G capability (and you have coverage), they can make browsing the mobile Web even easier.

Just check with your provider and you can do more than get e-mail on your phone. You can keep up with the news, markets and weather of the day all from your tractor cab, or in the coffee shop.

Register for updates

Another feature we offer through the main Web site is the ability to set up text alerts. Want to get a text message if a key crop contract passes a specific price? You can set that up in the system. You do need to register for the site (a simple and free process), to use the service.

The registration process is important if you want to take full advantage of our Web sites. You can use plenty of features (even localized weather) without registering, but if you want to get text alerts on market moves, or engage in our new online community, you need to register.

Everyone who registers by Dec. 31 is entered into a drawing for a \$1,000 cash prize and has the opportunity to subscribe to *Farm Futures Daily* for free. Visit www.FarmProgress.com to learn more.



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All hybrids containing Herculex® also contain the LibertyLink® gene, most also are available with the Roundup Ready® Corn 2 gene.



HTF Ethanol Hybrids



MARKET CHOICES: Grain harvested from products that bear this mark is fully approved for food and feed use in the United States and Japan, but is not approved in the European Union. You must find a market for this crop that will not ship this grain or its processed products to Europe. Appropriate markets for this grain include: domestic feed use or grain handlers that specifically agree to accept this grain and handle it appropriately. For more information on your grain market options, go to the American Seed Trade Association's website at www.amseed.org or call your seed supplier. MARKET CHOICES is a certification mark used under license from ASTA. Know Before You Grow™, an information service provided by National Corn Growers Association at www.ncga.com.



To protect the usefulness and availability of these technologies for the future, growers must implement an Insect Resistance Management (IRM) program as specified in product use guides for the following traits available in Pioneer corn hybrids: Herculex® I, Herculex RW, Herculex XTRA and YieldGard® Corn Borer.

For detailed IRM requirements for hybrids with in-plant insect resistance, refer to the appropriate product use guide, available from your Pioneer sales professional or on the web at www.pioneer.com/IRM.



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More than farm value drives land prices

By P.J. GRIEKSPoor

Soaring farmland prices are being driven by more than just high commodity prices and producers' desire to put more acres into production, say real estate professionals who sell farmland.

Don Hazlett, Farm and Ranch Realty in Colby, says he sees an upward trend driven by urban sprawl pushing land prices in the proximity of major metropolitan areas exponentially higher than land used for farming.

And he sees more and more well-to-do buyers looking for their own private, rural playgrounds.

"I've sold three farms to one buyer in Colorado, and he isn't even renting the ground on two of them," Hazlett says. "He just took it out of production and made it a place for the deer and the antelope to play. He comes around and shoots a turkey maybe once a year. He doesn't care about making money on it. He says the serenity and peace and quiet is worth more to him



than money."

Favorable tax laws are also encouraging farmers who find their farms being swallowed by urban development to sell out and use the profits to move farther away from town and spend the money on farmland 30 or 40 miles away.

If farmers use the money from selling land to urban developers to buy more production land, they can avoid paying capital gains tax on the profits of the sale.

Don Burford with Jeff Lange Realty in Conway Springs says he has seen that happen over and over.

"He sells his land for housing parcels, and he can afford to go out and pay

\$200 above the going price for replacement farm ground," Burford says. "We've seen a lot of that. I think we'll see more."

Burford says the strictly recreational buyers may be trending down somewhat as the prices go higher.

But Raymond Bott at Raymond Bott Realty and Auction says he still sees a significant amount of interest from people who want private hunting, fishing and four-wheeling spots.

"All of the bidders at one of my most recent sales were looking for recreation land," he says. "But they have expressed interest in renting the ground out. And that's a good thing."

Hazlett agrees. When absentee owners use the land infrequently and let it lie idle, it hurts the local economy, he says.

"Those people aren't buying seed or fertilizer or groceries or anything," he says. "They aren't sending kids to school or supporting local churches and charities. And the tax base drops when the land goes out of production."