

Author Bio-

Amy Peterson

Founder of FarmsFull | Accredited Land Manager (ASFMRA) | Negotiation Advocate

Amy Peterson is stepping into her next chapter as the founder of FarmsFull, a consultancy built to ensure everyone in agriculture flourishes—the land, the tenant, and the landlord. Through practical support, personalized consulting, and storytelling, FarmsFull helps people create systems that work, relationships that last, and legacies that matter.

After years of navigating the emotional, financial, and relational complexities of farmland leases and agribusiness management, Amy saw the need for something different—something more human. With deep experience as a Professional Accredited Land Manager (ALM) and a lifetime of lived ag realities, she brings clarity to chaos and language to the often-unspoken tensions in agriculture.

FarmsFull isn't just a business—it's a movement rooted in truth-telling, stewardship, and connection. And Amy's just getting started. She shares insights about the realities of agriculture, business, and negotiation through her social media platforms, where she connects with others facing similar challenges in the industry.

Follow Amy:

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Amy's journey is one of resilience, problem-solving, and adaptability—qualities that continue to shape her approach to land management and business.