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Horticulture contributes to Oconto County diversity

Oconto County sales of Christmas trees, fruit, sod and other horticultural products from nurseries and greenhouses total \$6.4 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$246,000 to economy

More and more Oconto County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 76 farms generating \$246,000 in local food sales.

Farmers are stewards of 30% of the county's land

Oconto County farmers own and manage 189,389 acres, or about 30 percent, of the county's land. This includes cropland, rangeland, pasture, tree farms and farm forests. As stewards of the land, farmers use conservation practices, such as crop rotation, nutrient management and integrated pest management, to protect environmental resources and provide habitat for wildlife.



University of Wisconsin-Extension

University of Wisconsin-Extension is part of the local and statewide network of organizations and agencies that support Wisconsin's \$88.3 billion agriculture industry. A recent statewide survey of nearly 1,000 agricultural service providers from throughout Wisconsin found that UW-Extension helps enhance economic impact by improving agribusiness services to farmers, increasing agribusiness or farm profitability, expanding agribusiness networks, and helping to reduce agribusiness or farm environmental impacts.

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AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Oconto County Agriculture:

Value & Economic Impact

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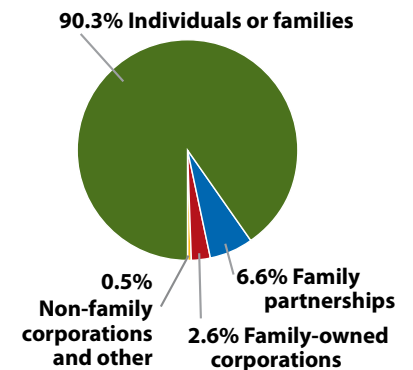
Agriculture works hard for Oconto County every day. Family-owned farms, food processors and agriculture-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Oconto County's eastern edge nestles along the bay of Green Bay in northern Wisconsin. The county spans more than 70 miles, creating unique agricultural diversity. Vegetables, horticulture, maple syrup, fruits, Christmas trees, crops, forestry, livestock and dairy production contribute to the breadth of agricultural products. Oconto County is home to 929 operating farms of which 154 are dairy farms. The area's dairy farms are very progressive, ranking in the top 100 counties in the United States for milk production.

How important is agriculture?

- Agriculture provides **jobs for 4,193** Oconto County residents.
- Agriculture accounts for **\$1.3 billion in economic activity**.
- Agriculture contributes **\$264 million** to the county's total income.
- Agriculture pays **\$11.6 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 31% of Oconto County's jobs

Oconto County **agriculture provides 4,193 jobs**, or 30.5 percent, of the county's workforce of 13,749. Production jobs include farm owners and managers and farm employees. Agricultural service jobs include veterinarians, crop and livestock consultants, feed, fuel and other crop input suppliers, farm machinery dealers, barn builders and agricultural lenders, to name a few. Processing jobs include those employed in food processing and other value-added industries that support food processors. Every job in agriculture generates an additional 0.69 jobs in the county.

Agriculture contributes \$264 million to county income

Oconto County **agriculture accounts for \$263.8 million**, or 30.3 percent, of the county's total income. This includes wages, salaries, benefits and profits of farmers and workers in agriculture-related businesses. Every dollar of agricultural income generates an additional \$0.93 of county income.

Agriculture pumps \$1.3 billion into local economy

Oconto County **agriculture generates \$1.3 billion in economic activity**, about 54 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.30 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$1.0 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$259.1 million in economic activity. For example, this includes business-to-business purchases of fuel, seed, fertilizer, feed and farm machinery, as well as veterinary services, crop and livestock consultants and equipment leasing.
- This business-to-business activity then generates another \$41.2 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$11.6 million in taxes

Economic activity associated with Oconto County farms and agriculture-related businesses **generates \$11.6 million** in local and state taxes. This figure does not include all property taxes paid to support local schools. If it did, the number would increase dramatically.

Table 1. Taxes paid by agriculture

| | |
|--------------|-----------------------|
| Sales tax | \$2.4 million |
| Income tax | \$3.5 million |
| Property tax | \$3.2 million |
| Other | \$2.5 million |
| Total | \$11.6 million |

Table 2. Oconto County's top commodities (sales by dollar value, 2012)

| | |
|----------------------|----------------|
| 1. Milk | \$79.6 million |
| 2. Grain | \$54.9 million |
| 3. Cattle & calves | \$20.4 million |
| 4. Vegetables | \$4.4 million |
| 5. Other crops & hay | \$3.7 million |



Dairy is a key Oconto County industry

Dairy farming is the major agricultural industry in Oconto County. On-farm production and milk sales account for \$97.3 million. Processing milk into dairy products generates another \$1.06 billion.

- Three plants process dairy products in Oconto County.
- On-farm milk production accounts for 568 jobs, and dairy processing accounts for 2,126 jobs.
- At the county level, each dairy cow generates \$4,274 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.



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