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## Horticulture contributes to Outagamie County diversity

Outagamie County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$12.8 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$1.35 million to economy

More and more Outagamie County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 122 farms generating \$1,346,000 in local food sales.

## Farmers are stewards of 62% of the county's land

Outagamie County farmers own and manage 250,748 acres, or 61.5 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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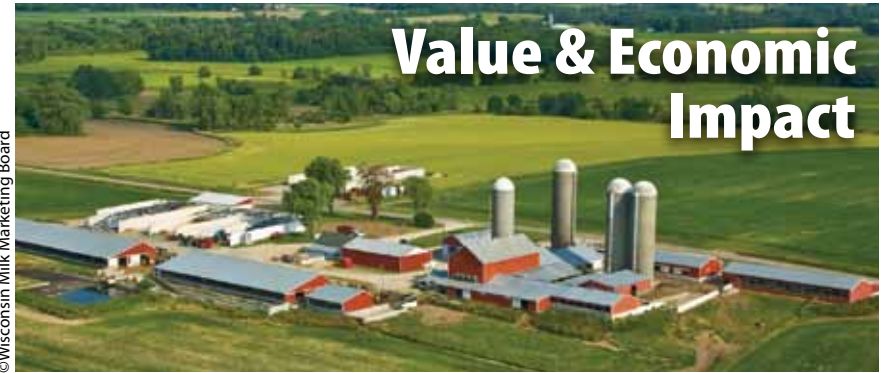
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Outagamie County Agriculture:

# Value & Economic Impact

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**Agriculture works hard for Outagamie 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.**

Outagamie County is among the top 10 dairy producing counties in the state and among the top 40 in the country. The industry features a thriving processing sector, a range of farm sizes – from fewer than 100 cows to more than 6,000 – and a dairy goat niche. A veal processing plant near Seymour rounds out the dairy picture.

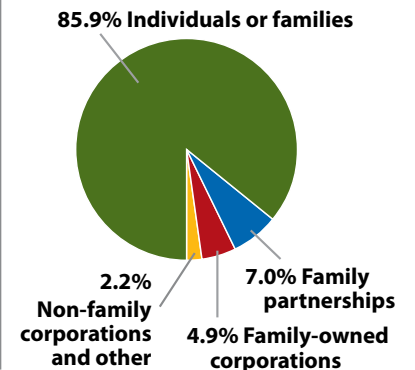
With more than 200,000 tillable crop acres, Outagamie consistently ranks among the top 10 counties in soybean, corn and corn silage production. The county is the largest cabbage producer in Wisconsin and the No. 1 sauerkraut processor in the nation. In addition to dairy, crops and food processing, Outagamie County boasts a robust horticulture industry serving the Fox Cities.



## How important is agriculture?

- Agriculture provides **jobs for 11,253** Outagamie County residents.
- Agriculture accounts for **\$2.9 billion in economic activity**.
- Agriculture contributes **\$833 million** to the county's total income.
- Agriculture pays **\$46.7 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides 9% of Outagamie County's jobs

Outagamie County **agriculture provides 11,253 jobs**, or 8.9 percent, of the county's workforce of 126,243. 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 0.79 jobs in the county.

## Agriculture contributes \$833 million to county income

Outagamie County **agriculture accounts for \$833.2 million**, or 8.3 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 \$0.83 of county income.

## Agriculture pumps \$2.9 billion into local economy

Outagamie County **agriculture generates \$2.9 billion in economic activity**, 14.2 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.28 of economic activity in other parts of the county's economy.

### Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$2.2 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$380.3 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 \$258.5 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays almost \$47 million in taxes

Economic activity associated with Outagamie County farms and agriculture-related businesses **generates \$46.7 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	\$11.1 million
Income tax	\$13.4 million
Property tax	\$14.9 million
Other	\$7.4 million
<b>Total</b>	<b>\$46.7 million</b>

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

1. Milk	\$146.5 million
2. Grain	\$89.1 million
3. Cattle & calves	\$49.3 million
4. Nursery & greenhouse	\$6.6 million
5. Vegetables	\$5.7 million



## Agricultural processing and dairy are key Outagamie County industries

Agricultural processing and dairy farming are the major agricultural industries in Outagamie County. Agricultural processing generates \$2.5 billion. On-farm production and milk sales account for \$196.9 million. Processing milk into dairy products generates another \$939.1 million.

- The main food products are cheese, frozen potatoes, food snacks, and pizza.
- Twelve plants process dairy products in Outagamie County.
- On-farm milk production accounts for 928 jobs, dairy processing accounts for 2,013 jobs, and food processing accounts for 6,207 jobs.
- At the county level, each dairy cow generates \$4,206 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

