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Horticulture contributes to Waupaca County diversity

Waupaca County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$4.0 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$907,000 to economy

More and more Waupaca County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 94 farms generating \$907,000 in local food sales.

Farmers are stewards of about half the county's land

Waupaca County farmers own and manage 215,330 acres, or 45 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.

Produced in 2014 by:

University of Wisconsin-Extension
Wisconsin Milk Marketing Board
Wisconsin Department of Agriculture,
Trade, and Consumer Protection

Economic data (2012) provided by:

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Other economic data from:

USDA 2012 Census of Agriculture

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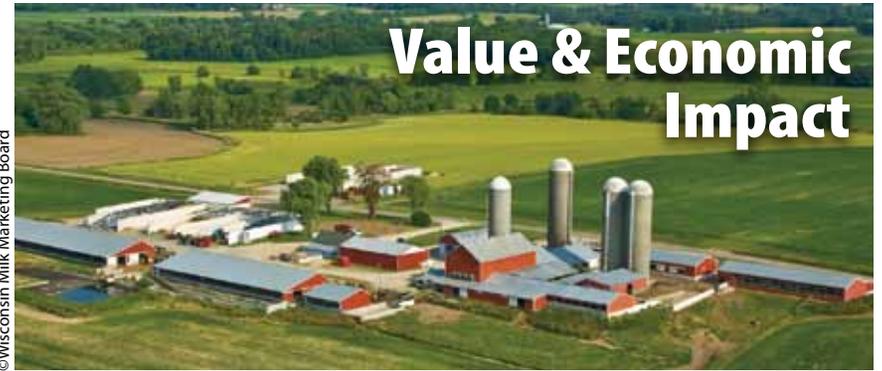
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Waupaca County Agriculture:

Value & Economic Impact

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Agriculture works hard for Waupaca 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.

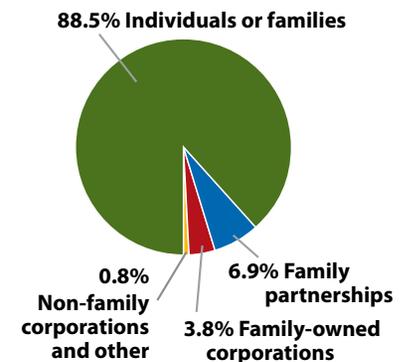
While Waupaca is known for abundant natural resources, tourism and manufacturing, agriculture continues growing as a key economic leader in the county. Dairy, beef, alfalfa, corn and soybeans still account for the vast majority of full-time farms and farm-product sales.

Today, 50 percent of the 1,145 farms in Waupaca County identify farming as their primary occupation; 26 percent have a payroll, and 10 percent have women as the principal operator.

How important is agriculture?

- Agriculture provides **jobs for 5,415** Waupaca County residents.
- Agriculture accounts for **\$1.35 billion in economic activity**.
- Agriculture contributes **\$355 million** to the county's total income.
- Agriculture pays **\$16.4 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 20% of Waupaca County's jobs

Waupaca County **agriculture provides 5,415 jobs**, or 20.3 percent, of the county's workforce of 26,617. 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 0.82 jobs in the county.

Agriculture contributes \$355 million to county income

Waupaca County **agriculture accounts for \$354.8 million**, or 21.4 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 \$0.94 of county income.

Agriculture pumps \$1.35 billion into local economy

Waupaca County **agriculture generates \$1.35 billion in economic activity**, 31.6 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.39 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$973.7 million (72% of total) and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$306.9 million (23% of total) 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 \$71.4 million (5% of total) in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$16 million in taxes

Economic activity associated with Waupaca County farms and agriculture-related businesses **generates \$16.4 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	\$3.4 million
Income tax	\$5.0 million
Property tax	\$4.6 million
Other	\$3.4 million
Total	\$16.4 million

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

1. Milk	\$90.0 million
2. Grain	\$42.7 million
3. Cattle & calves	\$18.3 million
4. Other crops & hay	\$3.9 million
5. Vegetables	\$3.4 million



Dairy is a key Waupaca County industry

Dairy farming is the major agricultural industry in Waupaca County. On-farm production and milk sales account for \$126 million. Processing milk into dairy products generates another \$701.9 million.

- Six plants process dairy products in Waupaca County.
- On-farm milk production accounts for 784 jobs, and dairy processing accounts for 1,807 jobs.
- At the county level, each dairy cow generates \$4,506 in on-farm sales to producers in milk, calf, and cull cow sales.
- At the state level, each dairy cow generates over \$34,000 in total on-farm and processing sales.



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