



©USDA NRCS

## Horticulture contributes to Chippewa County diversity

Chippewa County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$4.1 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$896,000 to economy

More and more Chippewa County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 106 farms generating \$896,000 in local food sales.

## Farmers are stewards of 60% of the county's land

Chippewa County farmers own and manage 384,621 acres, or 59.6 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:

Steven C. Deller, Professor, Department of Agriculture and Applied Economics, University of Wisconsin-Madison, and Community Development Specialist, University of Wisconsin-Extension.

### Other economic data from:

USDA 2012 Census of Agriculture

For more information, contact:

Chippewa County UW-Extension  
Rm 13 Courthouse  
711 N. Bridge St., Chippewa Falls WI 54729 -1876  
715-726-7950 • <http://chippewa.uwex.edu/>

An EEO/AA employer, the University of Wisconsin-Extension, Cooperative Extension provides equal opportunities in employment and programming, including Title IX and Americans with Disabilities (ADA) requirements.

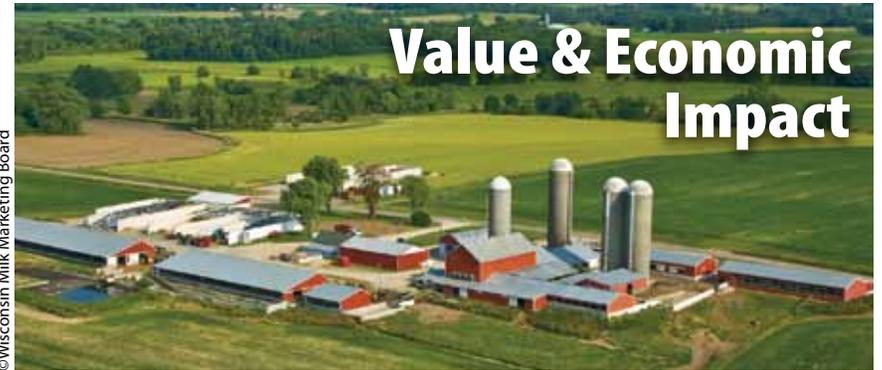
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Chippewa County Agriculture:

# Value & Economic Impact

©Wisconsin Milk Marketing Board



**Agriculture works hard for Chippewa 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.**

Chippewa County is situated in the heart of west central Wisconsin. Chippewa County is home to diverse agriculture with the dairy industry the most prominent. The county is ranked in the top ten in the number dairy herds and milk cows in the state. It is in the top two percent in the nation in market value of dairy production with a large cheese manufacturer located in the county.

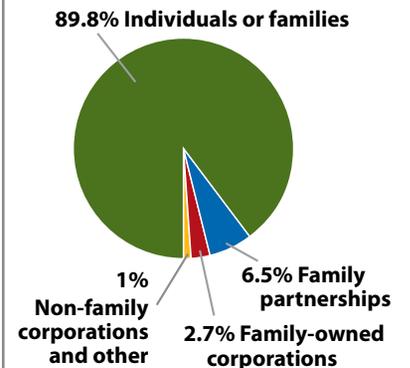
Chippewa County ranks in the top five Wisconsin counties in forage and hay production. Corn and corn silage production is also prominent to compliment the dairy and livestock industry. Other important commodities grown include cattle and calves, sheep and goats, maple syrup, Christmas trees, fruits and vegetables, turkeys and poultry and nursery and greenhouse products.



## How important is agriculture?

- Agriculture provides **jobs for 3,387** Chippewa County residents.
- Agriculture accounts for **\$618 million in economic activity**.
- Agriculture contributes **\$205 million** to the county's total income.
- Agriculture pays **\$7.8 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides 10% of Chippewa County's jobs

Chippewa County **agriculture provides 3,387 jobs**, or 10 percent, of the county's workforce of 33,729. 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 0.56 jobs in the county.

## Agriculture contributes \$205 million to county income

Chippewa County **agriculture accounts for \$205.3 million**, or 9.2 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 \$0.73 of county income.

## Agriculture pumps almost \$618 million into local economy

Chippewa County **agriculture generates \$617.8 billion in economic activity**, 12 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.37 of economic activity in other parts of the county's economy.

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

- The direct effect of agriculture equals \$449.8 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$124.1 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 \$43.9 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays \$7.8 million in taxes

Economic activity associated with Chippewa County farms and agriculture-related businesses **generates \$7.8 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	\$1.4 million
Income tax	\$2.7 million
Property tax	\$1.9 million
Other	\$1.8 million
<b>Total</b>	<b>\$7.8 million</b>

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

1. Milk	\$105.6 million
2. Grain	\$86.2 million
3. Poultry & eggs	\$24.4 million
4. Cattle & calves	\$24.1 million
5. Other crops & hay	\$6.2 million



## Dairy is a key Chippewa County industry

Dairy farming is the major agricultural industry in Chippewa County. On-farm production and milk sales account for \$164.8 million. Processing milk into dairy products generates another \$238.2 million.

- Five plants process dairy products in Chippewa County.
- On-farm milk production accounts for 979 jobs, and dairy processing accounts for 672 jobs.
- At the county level, each dairy cow generates \$4,562 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

