Horticulture contributes to Douglas County diversity
Douglas County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total $123,000. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for $120,000 to economy
More and more Douglas County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 43 farms generating $120,000 in local food sales.

Farmers are stewards of 8.5% of the county’s land
Douglas County farmers own and manage 70,578 acres, or 8.5 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.

How important is agriculture?
- Agriculture provides jobs for 696 Douglas County residents.
- Agriculture accounts for $98 million in economic activity.
- Agriculture contributes $38 million to the county's total income.
- Agriculture pays $1.9 million in taxes. This figure does not include all property taxes paid to local schools.

Who owns the farms?
- 90.4% Individuals or families
- 4.7% Family partnerships
- 3.8% Family-owned corporations
- 1.1% Non-family corporations and other

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:
Douglas County UW-Extension
Courthouse, Room 107
1313 Belknap Street, Superior, WI 54880-2781
715-395-1363 • http://douglas.uwex.edu/

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Jane Anklam
Value & Economic Impact
Agriculture provides 3% of Douglas County’s jobs

Douglas County agriculture provides 696 jobs, or 3.3 percent, of the county’s workforce of 20,970. 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 0.41 jobs in the county.

Agriculture contributes almost $38 million to county income

Douglas County agriculture accounts for $37.9 million, or 2.2 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 $0.67 of county income.

Agriculture pumps $98 million into local economy

Douglas County agriculture generates $98.0 million in economic activity, 2.2 percent, of the county’s total economic activity. Every dollar of sales from agricultural products generates an additional $0.35 of economic activity in other parts of the county’s economy.

Here’s how agriculture stimulates economic activity:

- The direct effect of agriculture equals $72.4 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another $14.6 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 $11.0 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays almost $2 million in taxes

Economic activity associated with Douglas County farms and agriculture-related businesses generates $1.9 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales tax</td>
<td>$0.43 million</td>
</tr>
<tr>
<td>Income tax</td>
<td>$0.56 million</td>
</tr>
<tr>
<td>Property tax</td>
<td>$0.58 million</td>
</tr>
<tr>
<td>Other</td>
<td>$0.33 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1.9 million</strong></td>
</tr>
</tbody>
</table>

Table 2. Douglas County’s top commodities (sales by dollar value, 2012)

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cattle &amp; calves</td>
<td>$2.4 million</td>
</tr>
<tr>
<td>2. Grain</td>
<td>$1.0 million</td>
</tr>
<tr>
<td>3. Milk</td>
<td>$0.99 million</td>
</tr>
<tr>
<td>4. Other animals &amp;</td>
<td>$0.10 million</td>
</tr>
<tr>
<td>other products</td>
<td></td>
</tr>
<tr>
<td>5. Fruits, tree nuts, &amp; berries</td>
<td>$0.09 million</td>
</tr>
</tbody>
</table>

Agricultural processing is a key Douglas County industry

Agricultural processing is the major agricultural industry in Douglas County. Douglas County agricultural processors contribute $74.7 million to the county’s economy. Beverages, fish and seafood products, food products, and flour and other grain mill products are the main processed items.

- Every dollar of sales of processed products generates an additional $0.34 of economic activity in other parts of the economy.
- Processing accounts for $26.1 million of income in the county.
- Douglas County’s agricultural processing accounts for 303 jobs.