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## Horticulture contributes to Iowa County diversity

Iowa County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$54.1 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$603,000 to economy

More and more Iowa County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 105 farms generating \$603,000 in local food sales.

## Farmers are stewards of 72% of the county's land

Iowa County farmers own and manage 350,813 acres, or 72 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 no-till, cover crops, crop rotation, nutrient management and integrated pest management, to protect and improve 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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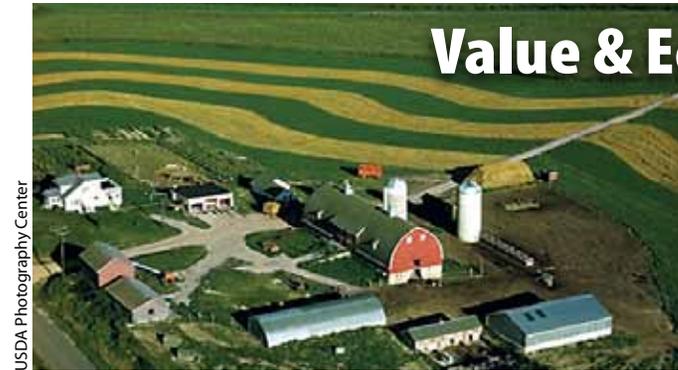
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2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Iowa County Agriculture:

## Value & Economic Impact



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**Agriculture works hard for Iowa 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.**

Iowa County played a key role in the origins of the state and the start of Wisconsin's commercial farming industry, which took root in southwest Wisconsin as a way to provide food to early mining communities. With nearly 1,600 farms tucked among its hills and valleys, Iowa County has an abundance of agricultural diversity. Dairy, beef, alfalfa, pasture and grain dominate. Other commodities include poultry, sheep, hogs, goats, fruits, vegetables, forestry products and aquaculture. Iowa County is home to one of the state's first wind farms.

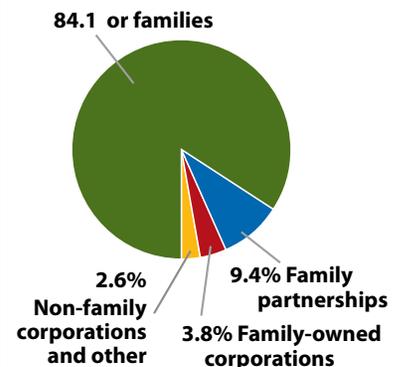
A growing number of Iowa County farmers use organic farming, community supported agriculture and direct marketing, in addition to traditional channels, to identify markets and sell products.



### How important is agriculture?

- Agriculture provides **jobs for 3,200** Iowa County residents.
- Agriculture accounts for **\$475 million in economic activity**.
- Agriculture contributes **\$166 million** to the county's total income.
- Agriculture pays **\$7.3 million in taxes**. This figure does not include all property taxes paid to local schools.

### Who owns the farms?



## Agriculture provides 20% of Iowa County's jobs

Iowa County **agriculture provides 3,200 jobs**, or 20 percent, of the county's workforce of 16,103. 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 0.44 jobs in the county.

## Agriculture contributes \$166 million to county income

Iowa County **agriculture accounts for \$166.2 million**, or 15 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 \$0.71 of county income.

## Agriculture pumps \$475 million into local economy

Iowa County **agriculture generates \$475 million in economic activity**, about 24 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 \$342.2 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$99 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 \$33.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays over \$7 million in taxes

Economic activity associated with Iowa County farms and agriculture-related businesses **generates \$7.3 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	\$1.5 million
Income tax	\$2.4 million
Property tax	\$1.98 million
Other	\$1.5 million
<b>Total</b>	<b>\$7.3 million</b>

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

1. Milk	\$77.6 million
2. Cattle & calves	\$53.2 million
3. Grain	\$49.0 million
4. Other crops & hay	\$3.9 million
5. Sheep, goats, and their products	\$1.1 million



## Dairy is a key Iowa County industry

Dairy farming is the major agricultural industry in Iowa County. On-farm production and milk sales account for \$126.1 million. Processing milk into dairy products generates another \$128.8 million.

- Six plants process dairy products in Iowa County.
- On-farm milk production accounts for 778 jobs, and dairy processing accounts for 355 jobs.
- At the county level, each dairy cow generates \$4,432 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

