



Horticulture contributes to Jackson County diversity

Jackson County leads the state in the production of cut Christmas trees. Jackson County ranks third in the state for cranberry production. With some 3,100 acres planted to the fruit, the industry accounts for about \$27.4 million. Altogether, Jackson County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$31.6 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$295,000 to economy

More and more Jackson County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 45 farms generating \$295,000 in local food sales.

Farmers are stewards of 38% of the county's land

Jackson County farmers own and manage 239,936 acres, or 38 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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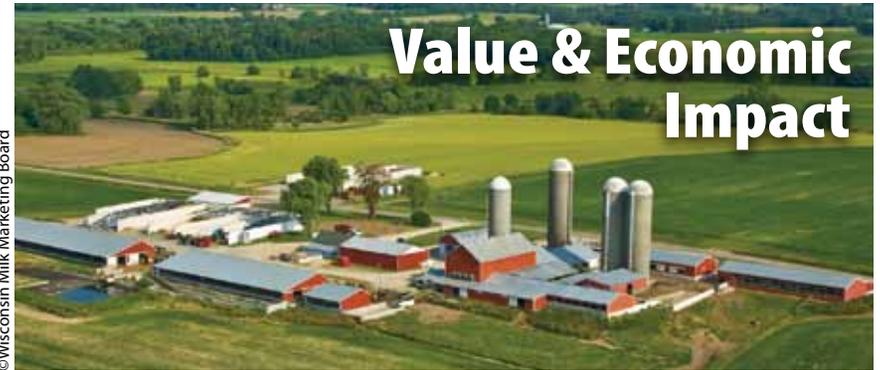
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Jackson County Agriculture:

Value & Economic Impact

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Agriculture works hard for Jackson 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.

In west-central Wisconsin, Jackson County's farms represent a wide diversity of agricultural businesses, large and small, including livestock, poultry, grains, forages, berry crops, Christmas trees and sphagnum moss. In fact, Jackson County leads Wisconsin in Christmas tree and woody ornamental crops, and is in the top ten in fruit, hogs and pigs, and broilers.

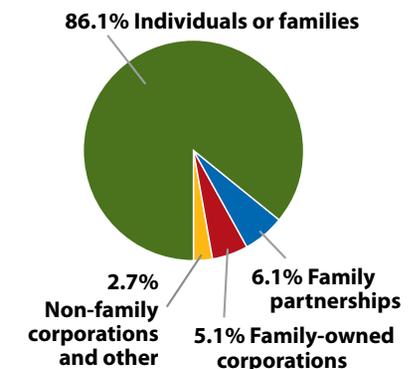
The county has about 860 mostly small to mid-size farms. Dairy herds average about 90 cows. Production of vegetables and fruits, particularly blueberries, apples, and strawberries, has grown, as farmers capitalize on demand for local products.



How important is agriculture?

- Agriculture provides **jobs for 2,295** Jackson County residents.
- Agriculture accounts for **\$376 million in economic activity**.
- Agriculture contributes **\$137 million** to the county's total income.
- Agriculture pays **\$5.7 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 18% of Jackson County's jobs

Jackson County **agriculture provides 2,295 jobs**, or 17.8 percent, of the county's workforce of 12,924. 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 0.59 jobs in the county.

Agriculture contributes \$137 million to county income

Jackson County **agriculture accounts for \$137.1 million**, or 16.9 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 \$0.76 of county income.

Agriculture pumps \$376 million into local economy

Jackson County **agriculture generates \$375.7 million in economic activity**, about 22 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.41 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$266.6 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$74.8 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 \$34.4 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$5.7 million in taxes

Economic activity associated with Jackson County farms and agriculture-related businesses **generates \$5.7 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	\$0.95 million
Income tax	\$2.3 million
Property tax	\$1.3 million
Other	\$1.1 million
Total	\$5.7 million

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

1. Milk	\$52.4 million
2. Grain	\$46.0 million
3. Fruits & berries	\$27.4 million
4. Cattle & calves	\$20.0 million
5. Hogs & pigs	\$4.0 million



Dairy is a key Jackson County industry

Dairy farming is the major agricultural industry in Jackson County. On-farm production and milk sales account for \$71.7 million. Processing milk into dairy products generates another \$117.5 million.

- One plant in 2012 processed dairy products in Jackson County.
- On-farm milk production accounts for 391 jobs, and dairy processing accounts for 303 jobs.
- At the county level, each dairy cow generates \$4,484 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

