



Horticulture contributes to Monroe County diversity

Monroe County ranks second in state cranberry production. With some 3,700 acres planted to the fruit, the industry accounts for about \$44.6 million. The county also has a growing fresh-market fruit and vegetable sector. Altogether, Monroe County sales of Christmas trees, fruits and vegetables, nursery and floriculture products total \$46.0 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$563,000 to economy

More and more Monroe County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 147 farms generating \$563,000 in local food sales.

Farmers are stewards of 59% of the county's land

Monroe County farmers own and manage 337,895 acres, or about 59 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.



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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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AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Monroe County Agriculture:

Value & Economic Impact

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Agriculture works hard for Monroe 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.

Monroe County agriculture is as diverse as its soil. Cranberry marshes cover the low-lying sandy soils in the northeast. Dairy and beef operations dot the silt and clay loam soils in the ridges and valleys of the county's central and southern areas. And cash grain and diversified farms can be found throughout.

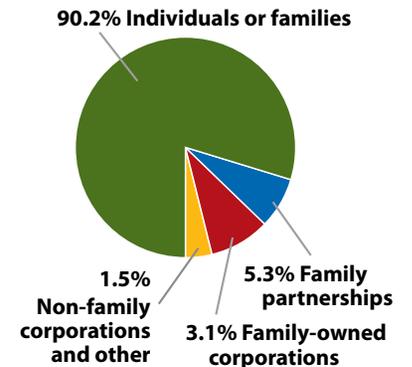
Located in west-central Wisconsin, Monroe County is home to about 1,926 farms, with an average size of 175 acres. Dairy, cranberries, beef, and cash grain are the counties top revenue producers. Monroe County ranks second in the state in cranberry production and in the top 20 in dairy, beef and forage production. It is home to many fresh-market fruit, vegetable and nursery growers as well as a number of organic farms.



How important is agriculture?

- Agriculture provides **jobs for 4,662** Monroe County residents.
- Agriculture accounts for **\$1.05 billion in economic activity**.
- Agriculture contributes **\$279 million** to the county's total income.
- Agriculture pays **\$11.6 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 19% of Monroe County's jobs

Monroe County **agriculture provides 4,662 jobs**, or 18.7 percent, of the county's workforce of 24,954. 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 0.53 jobs in the county.

Agriculture contributes \$279 million to county income

Monroe County **agriculture accounts for \$279.1 million**, or 15.6 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 \$0.69 of county income.

Agriculture pumps \$1.05 billion into local economy

Monroe County **agriculture generates \$1.05 billion in economic activity**, about 28 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.28 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$824.2 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$171.0 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 \$57.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$11.6 million in taxes

Economic activity associated with Monroe County farms and agriculture-related businesses **generates \$11.6 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	\$2.2 million
Income tax	\$4.2 million
Property tax	\$2.9 million
Other	\$2.3 million
Total	\$11.6 million

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

1. Milk	\$87.1 million
2. Fruits & berries	\$44.8 million
3. Grain	\$41.6 million
4. Cattle & calves	\$21.4 million
5. Other crops & hay	\$34.0 million



Dairy is a key Monroe County industry

Dairy farming is the major agricultural industry in Monroe County. On-farm production and milk sales account for \$123.8 million. Processing milk into dairy products generates another \$510.8 million.

- Seven plants process dairy products in Monroe County.
- On-farm milk production accounts for 934 jobs, and dairy processing accounts for 1,144 jobs.
- At the county level, each dairy cow generates \$4,165 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

