



©USDA NRCS

Horticulture contributes to Portage County diversity

Portage County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$177.3 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales add \$652,000 to economy

More and more Portage County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 112 farms generating \$652,000 in local food sales.

Farmers are stewards of about half the county's land

Portage County farmers own and manage 278,673 acres, or 54.4 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:
Portage County UW-Extension
Courthouse Annex Building
1462 Strongs Avenue, Stevens Point, WI 54481-2947
715-346-1316 • <http://portage.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.

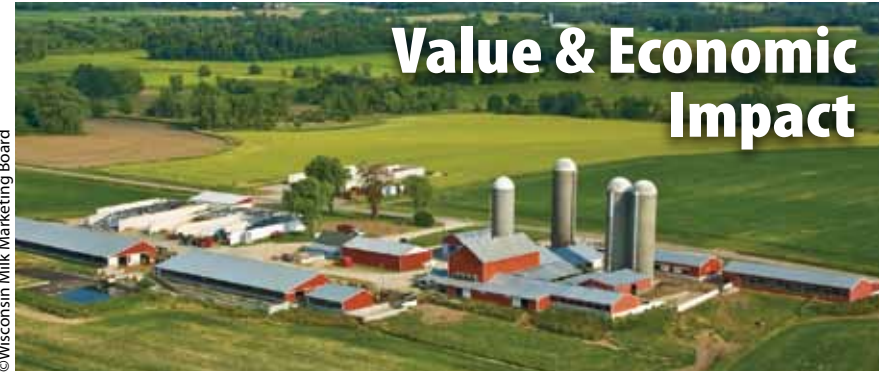
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Portage County Agriculture:

Value & Economic Impact

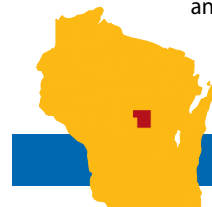
©Wisconsin Milk Marketing Board



Agriculture works hard for Portage 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.

Portage County is located in the heart of the Central Sands region of Wisconsin. With over 50 percent of the harvested cropland under irrigation, high value vegetable crops dominate the landscape. Portage County ranks first in the production of potatoes, processed snap beans and sweet corn and leads the state for market value of agricultural crops sold.

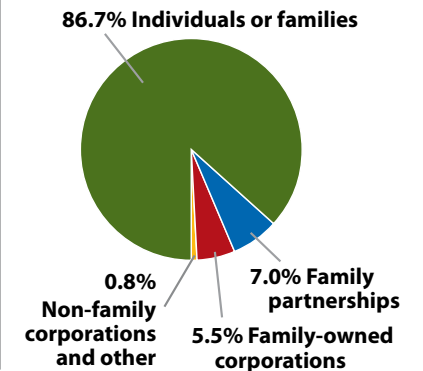
Non-irrigated land supports the production of cash grains and forages which feed the thriving dairy and livestock industries. Vegetable and dairy processing plants support a broad range of farms and provide significant employment in the County.



How important is agriculture?

- Agriculture provides **jobs for 5,448** Portage County residents.
- Agriculture accounts for **\$1.1 billion in economic activity**.
- Agriculture contributes **\$386 million** to the county's total income.
- Agriculture pays **\$22.0 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 12% of Portage County's jobs

Portage County **agriculture provides 5,448 jobs**, or 12.5 percent, of the county's workforce of 43,535. 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 0.78 jobs in the county.

Agriculture contributes \$386 million to county income

Portage County **agriculture accounts for \$386.5 million**, or 10.9 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 \$0.77 of county income.

Agriculture pumps \$1.1 billion into local economy

Portage County **agriculture generates \$1.17 billion in economic activity**, about 17 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.36 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$795.6 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$150.0 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 \$134.5 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$22.1 million in taxes

Economic activity associated with Portage County farms and agriculture-related businesses **generates \$22.1 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	\$4.8 million
Income tax	\$7.6 million
Property tax	\$6.5 million
Other	\$3.1 million
Total	\$22.1 million

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

1. Vegetables	\$167.7 million
2. Milk	\$47.7 million
3. Grain	\$31.4 million
4. Cattle & calves	\$31.0 million
5. Fruits, tree nuts & berries	\$7.7 million



Agricultural processing is a key Portage County industry

Agricultural processing is the major agricultural industry in Portage County. Portage County agricultural processors contribute \$669.2 million to the county's economy. The processing of vegetables accounts for \$606.6 million. The processing of milk into dairy products accounts for another \$62.6 million. Every dollar of sales of processed products generates an additional \$0.30 of economic activity in other parts of the economy.

Vegetable production is a very important part of Portage County's agriculture. In 2012, the market value of vegetable crops was \$167.7 million, or 57 percent of the total market value of all agricultural products sold in the county. There are over 72,000 acres of vegetables, including potatoes, sweet corn, snap beans, and peas, raised in Portage County.

- Processing accounts for \$174.8 million of income in the county.
- Portage County's agricultural processing accounts for 2,611 jobs. Vegetable processing accounts for 2,442 jobs and dairy processing accounts for another 169 jobs.

