



## Horticulture contributes to Price County diversity

Price County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$2.8 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$88,000 to economy

More and more Price County farmers sell directly to consumers from roadside stands, farmers' markets, farm to school and pick-your-own operations, with 36 farms generating \$88,000 in local food sales.

## Farmers are stewards of about 12% of the county's land

Price County farmers own and manage 92,295 acres, or 11.5 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 no-till, cover crops, crop rotation, nutrient management and integrated pest management, to protect and improve 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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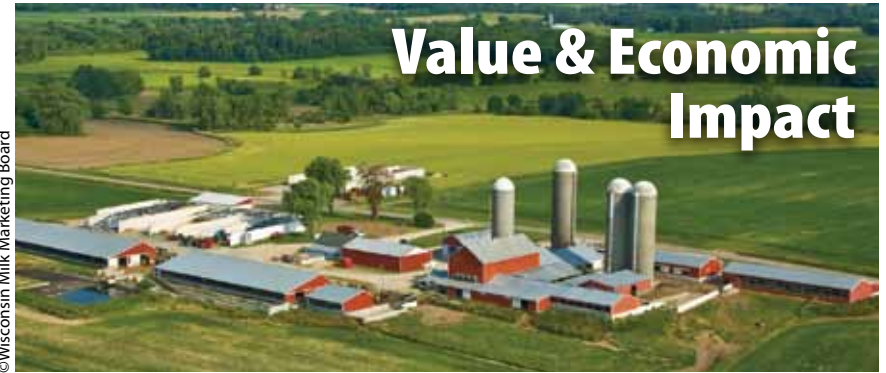
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Price County Agriculture:

# Value & Economic Impact

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**Agriculture works hard for Price 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.**

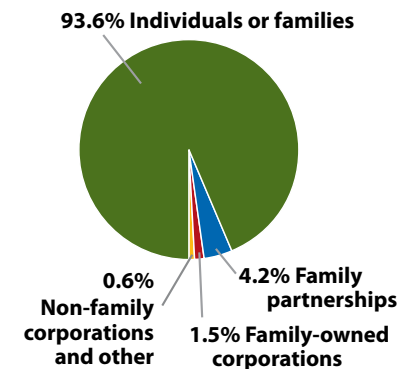
Price County is situated in the heart of north central Wisconsin. Although perhaps better known for its woods, waters, and industry, Price County's agriculture is significant. With about 500 farms, a diverse range of agriculture is practiced here. Dairy, beef, sheep, fish, and goat farms complement forage and grain crop production along with specialty crops like cranberries, vegetables, and flowers. Christmas trees, Christmas wreaths, maple syrup, and timber production and processing add value to Price County's extensive forestry resource.



## How important is agriculture?

- Agriculture provides **jobs for 919** Price County residents.
- Agriculture accounts for **\$40 million in economic activity**.
- Agriculture contributes **\$13 million** to the county's total income.
- Agriculture pays **\$0.58 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides 12% of Price County's jobs

Price County agriculture provides 919 jobs, or 11.6 percent, of the county's workforce of 7,926. 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 0.35 jobs in the county.

## Agriculture contributes almost \$13 million to county income

Price County agriculture accounts for \$12.8 million, or 2.3 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 \$0.58 of county income.

## Agriculture pumps over \$40 million into local economy

Price County agriculture generates \$40.3 million in economic activity, 2.8 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.42 of economic activity in other parts of the county's economy.

### Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$28.4 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$8.7 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 \$3.1 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays almost \$0.58 million in taxes

Economic activity associated with Price County farms and agriculture-related businesses generates \$575,108 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	\$0.12 million
Income tax	\$0.2 million
Property tax	\$0.16 million
Other	\$0.1 million
<b>Total</b>	<b>\$0.58 million</b>

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

1. Milk	\$18.4 million
2. Cattle & calves	\$5.3 million
3. Grain	\$2.2 million
4. Other crops & hay	\$2.2 million
5. Sheep, goats, and their products	\$0.37 million



## Dairy is a key Price County industry

Dairy farming is the major agricultural industry in Price County. On-farm production and milk sales account for \$18.1 million.

- On-farm milk production accounts for 293 jobs.
- At the county level, each dairy cow generates \$3,306 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

