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Horticulture contributes to Rusk County diversity

Rusk County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$108,000. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$121,000 to economy

More and more Rusk County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 51 farms generating \$121,000 in local food sales.

Farmers are stewards of 23% of the county's land

Rusk County farmers own and manage 133,601 acres, or about 23 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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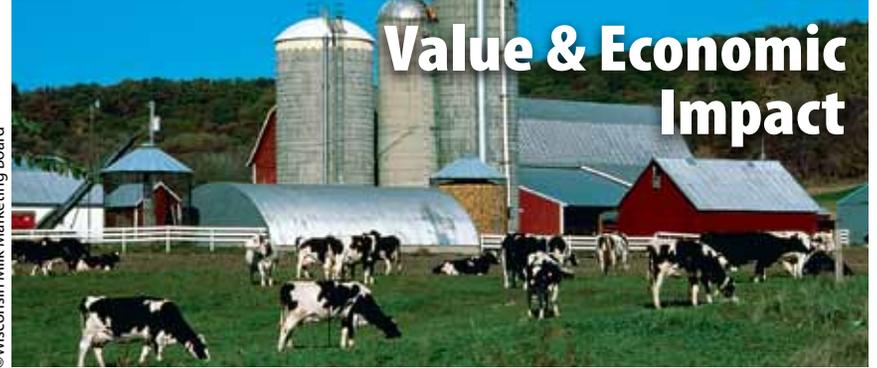
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Rusk County Agriculture:

Value & Economic Impact

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Agriculture works hard for Rusk 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.

Rusk County is known for its beautiful and diverse agricultural landscape with dairy, beef, cash grains, sheep and sheep dairy, poultry, pork, timber harvesting, Christmas trees, cranberries, and vegetable production. There are over 500 farms including about 150 cow dairies.

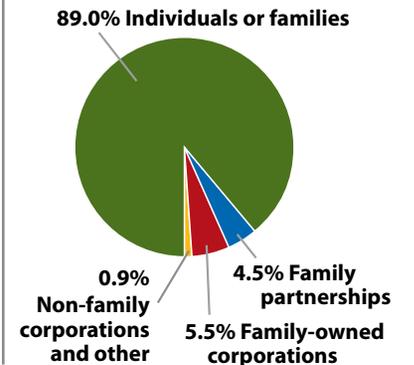
Affordable quality agricultural land provides agricultural entrepreneurs with the opportunities to develop new and innovative agricultural products and markets. These diverse farms combined with the expanding farmer's markets balances nicely with the traditional dairy, forage and grain base. Rusk County's agriculture is experiencing growth and is important to the county's economy.



How important is agriculture?

- Agriculture provides **jobs for 1,052** Rusk County residents.
- Agriculture accounts for **\$134 million in economic activity**.
- Agriculture contributes **\$53 million** to the county's total income.
- Agriculture pays **\$1.5 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 14% of Rusk County's jobs

Rusk County **agriculture provides 1,052 jobs**, or 14.2 percent, of the county's workforce of 7,389. 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 0.30 jobs in the county.

Agriculture contributes \$53 million to county income

Rusk County **agriculture accounts for \$53.2 million**, or 12.4 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 \$0.41 of county income.

Agriculture pumps \$134 million into local economy

Rusk County **agriculture generates \$133.7 million in economic activity**, about 15 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 \$104.5 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$19.8 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 \$9.5 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$1.5 million in taxes

Economic activity associated with Rusk County farms and agriculture-related businesses **generates \$1.5 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	\$0.24 million
Income tax	\$0.51 million
Property tax	\$0.33 million
Other	\$0.45 million
Total	\$1.5 million

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

1. Milk	\$34.4 million
2. Grain	\$14.4 million
3. Cattle & calves	\$8.9 million
4. Other livestock & their products	\$2.6 million



Dairy is a key Rusk County industry

Dairy farming is the major agricultural industry in Rusk County. On-farm production and milk sales account for \$56.3 million.

- On-farm milk production accounts for 370 jobs.
- At the county level, each dairy cow generates \$4,107 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

