Agriculture works hard for Shawano 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.

Shawano County is home to a diverse and robust agricultural industry. Dairy is the county’s primary agricultural commodity, with Shawano County ranking in the top ten counties in the state for both cow and goat milk sales. Additionally, Shawano County ranks in the top ten Wisconsin counties for the production of cut Christmas trees, maple syrup, forages, oats for grain, pheasants, and goats and the top quarter of counties for the production of cattle and calves, laying hens, and corn for silage.

Corn, soybean and small grain production are experiencing increased growth and complement the vibrant local exotic and domestic livestock industry. Many regional and international agricultural businesses, serving the local market and beyond, call Shawano County home.

How important is agriculture?

- Agriculture provides jobs for 4,080 Shawano County residents.
- Agriculture accounts for $566 million in economic activity.
- Agriculture contributes $229 million to the county’s total income.
- Agriculture pays $9.0 million in taxes. This figure does not include all property taxes paid to local schools.

Who owns the farms?

- 86.9% Individuals or families
- 1.3% Non-family corporations and other
- 7.6% Family partnerships
- 4.2% Family-owned corporations

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.

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Agriculture provides 21% of Shawano County’s jobs

Shawano County agriculture provides 4,080 jobs, or 21.2 percent, of the county’s workforce of 19,272. 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 0.52 jobs in the county.

Agriculture contributes $229 million to county income

Shawano County agriculture accounts for $229.5 million, or 20 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 $0.60 of county income.

Agriculture pumps $566 million into local economy

Shawano County agriculture generates $566 million in economic activity, 23.6 percent, of the country’s total economic activity. Every dollar of sales from agricultural products generates an additional $0.40 of economic activity in other parts of the county’s economy.

Here’s how agriculture stimulates economic activity:

- The direct effect of agriculture equals $405.1 million and includes the sale of farm products and value-added products.
- Purchases of inputs, services and equipment for the agriculture and food-processing industries add another $108.1 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 $52.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays $9 million in taxes

Economic activity associated with Shawano County farms and agriculture-related businesses generates $9.0 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

<table>
<thead>
<tr>
<th>Tax Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales tax</td>
<td>$1.6 million</td>
</tr>
<tr>
<td>Income tax</td>
<td>$3.3 million</td>
</tr>
<tr>
<td>Property tax</td>
<td>$2.1 million</td>
</tr>
<tr>
<td>Other</td>
<td>$2.0 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9.0 million</strong></td>
</tr>
</tbody>
</table>

Table 2. Shawano County’s top commodities (sales by dollar value, 2012)

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Sales Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Milk</td>
<td>$149.9 million</td>
</tr>
<tr>
<td>2. Grain</td>
<td>$58.3 million</td>
</tr>
<tr>
<td>3. Cattle &amp; calves</td>
<td>$34.1 million</td>
</tr>
<tr>
<td>4. Other crops &amp; hay</td>
<td>$6.0 million</td>
</tr>
<tr>
<td>5. Sheep &amp; goats</td>
<td>$1.7 million</td>
</tr>
</tbody>
</table>

Dairy is a key Shawano County industry

Dairy farming is the major agricultural industry in Shawano County. On-farm production and milk sales account for $189.5 million. Processing milk into dairy products generates another $103.5 million.

- Six plants process dairy products in Shawano County.
- On-farm milk production accounts for 1,135 jobs, and dairy processing accounts for 291 jobs.
- At the county level, each dairy cow generates $4,123 in on-farm sales to producers.
- At the state level, each dairy cow generates over $34,000 in total sales.