Agriculture works hard for Waushara 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.

The diversity of agriculture of Waushara County reflects the diversity of the soil in the county. The eastern end of the county, with its richer and heavier soils, is primarily where farms focusing on dairy and cash crops are found. The center of the county, with hills and poorer soils, is home of many of the county’s Christmas tree producers. The western end of the county, with its sandy soil and flat surface, is well known for its irrigated vegetable crop production; for both commercial processing and farm market sales. The Hancock Agricultural Research Station has assisted local producers by cooperatively conducting and sharing research for potatoes, cucumbers and snap beans production and harvest.

How important is agriculture?
- Agriculture provides jobs for 1,785 Waushara County residents.
- Agriculture accounts for $323 million in economic activity.
- Agriculture contributes $120 million to the county’s total income.
- Agriculture pays $6.7 million in taxes. This figure does not include all property taxes paid to local schools.

Who owns the farms?
- 85.3% Individuals or families
- 5.9% Family partnerships
- 7.3% Family-owned corporations
- 1.5% Non-family corporations and other

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.

For more information, contact:
Waushara County UW-Extension Courthouse
209 S. St. Marie, PO Box 487, Wautoma, WI 54982-0487
920-787-0416 • http://waushara.uwex.edu/
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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.
Agriculture provides 20% of Waushara County’s jobs
Waushara County agriculture provides 1,785 jobs, or 19.5 percent, of the county’s workforce of 9,153. 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 0.57 jobs in the county.

Agriculture contributes $120 million to county income
Waushara County agriculture accounts for $119.5 million, or 20.6 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 $0.64 of county income.

Agriculture pumps $323 million into local economy
Waushara County agriculture generates $322.6 million in economic activity, about 27 percent, of the county’s total economic activity. Every dollar of sales from agricultural products generates an additional $0.37 of economic activity in other parts of the county’s economy.

Here’s how agriculture stimulates economic activity:

- The direct effect of agriculture equals $236.2 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another $50.5 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 $35.9 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays almost $7 million in taxes
Economic activity associated with Waushara County farms and agriculture-related businesses generates $6.7 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>$1.5 million</td>
</tr>
<tr>
<td>Income tax</td>
<td>$2.3 million</td>
</tr>
<tr>
<td>Property tax</td>
<td>$2.0 million</td>
</tr>
<tr>
<td>Other</td>
<td>$0.86 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6.7 million</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Vegetables</td>
<td>$67.1 million</td>
</tr>
<tr>
<td>2. Grain</td>
<td>$29.8 million</td>
</tr>
<tr>
<td>3. Milk</td>
<td>$18.5 million</td>
</tr>
<tr>
<td>4. Cattle &amp; calves</td>
<td>$5.6 million</td>
</tr>
<tr>
<td>5. Other crops &amp; hay</td>
<td>$3.0 million</td>
</tr>
</tbody>
</table>

Vegetable production and agricultural processing impacts in Waushara County
Vegetable production is the largest part of Waushara County’s agriculture. In 2012, the market value of vegetable crops was $67.1 million, or 50 percent of the total market value of all agricultural products sold in the county. There are 8,372 acres of potatoes, 7,547 acres of sweetcorn, 7,030 acres of snapbeans, and 2,682 acres of peas raised in Waushara County.

Agricultural processing is also an important part of Waushara County’s agriculture. Waushara County agricultural processors contribute $132.5 million to the county’s economy. Potatoes, snapbeans, sweetcorn, and peas are the main products that are processed.

- Every dollar of sales of processed products generates an additional $0.30 of economic activity in other parts of the economy.
- Processing accounts for $25.0 million of income in the county.
- Waushara County’s agricultural processing accounts for 340 jobs.