



Horticulture contributes to Winnebago County diversity

Winnebago County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$3.1 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$218,000 to economy

More and more Winnebago County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 57 farms generating \$218,000 in local food sales.

Farmers are stewards of 56% of the county's land

Winnebago County farmers own and manage 155,520 acres, or 56 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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AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Winnebago County Agriculture:

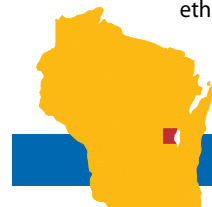
Value & Economic Impact

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Agriculture works hard for Winnebago 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.

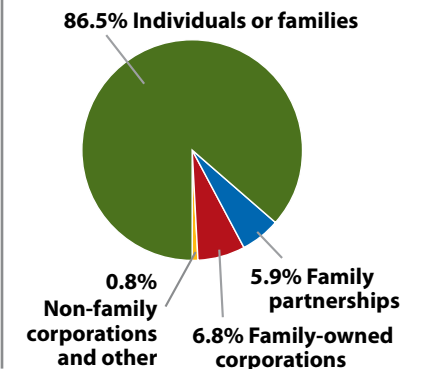
Despite urban development occupying much of the land near Lake Winnebago, nearly 60 percent of the land is used for agriculture production in Winnebago County. As a result, agriculture continues to make valuable contributions to the economy and quality of life in Winnebago County. Dairy producers contribute to over half of the county's agricultural receipts while corn, soybeans, winter wheat and hay are important crops produced by the county's farmers. Winnebago County's diverse agribusiness sector also includes businesses and services such as milk and meat processing, downtown farmer markets, roadside produce stands, ethanol production, stables, nurseries, greenhouses, and landscaping.



How important is agriculture?

- Agriculture provides **jobs for 2,087** Winnebago County residents.
- Agriculture accounts for **\$379 million in economic activity**.
- Agriculture contributes **\$144 million** to the county's total income.
- Agriculture pays **\$5.7 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 2% of Winnebago County's jobs

Winnebago County **agriculture provides 2,087 jobs**, or 1.9 percent, of the county's workforce of 107,184. 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 0.38 jobs in the county.

Agriculture contributes \$144 million to county income

Winnebago County **agriculture accounts for \$144.2 million**, or 1.6 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 \$0.53 of county income.

Agriculture pumps \$379 million into local economy

Winnebago County **agriculture generates \$378.7 million in economic activity**, 1.7 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.27 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$298.8 million and includes the sale of farm products and value-added products
- Purchases of agricultural and food-processing inputs, services and equipment add another \$42.3 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 \$37.6 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$5.7 million in taxes

Economic activity associated with Winnebago County farms and agriculture-related businesses **generates \$5.7 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

Sales tax	\$1.0 million
Income tax	\$2.2 million
Property tax	\$1.4 million
Other	\$1.1 million
Total	\$5.7 million

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

1. Milk	\$60.0 million
2. Grain	\$46.3 million
3. Cattle & calves	\$13.2 million
4. Other crops & hay	\$2.9 million
5. Nursery & greenhouse	\$2.2 million



Dairy is a key Winnebago County industry

Dairy farming is the major agricultural industry in Winnebago County. On-farm production and milk sales account for \$82.6 million. Processing milk into dairy products generates another \$111.0 million.

- Three plants process dairy products in Winnebago County.
- On-farm milk production accounts for 431 jobs, and dairy processing accounts for 234 jobs.
- At the county level, each dairy cow generates \$4,867 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.



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