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Horticulture contributes to Wood County diversity

Wood County ranks first in state cranberry production. With some 5,412 acres planted to the fruit, the industry accounts for about \$49.4 million. Altogether, Wood County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$51.9 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$1,040,000 to economy

More and more Wood County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 99 farms generating \$1,040,000 in local food sales.

Farmers are stewards of 44% of the county's land

Wood County farmers own and manage 222,730 acres, or 43.9 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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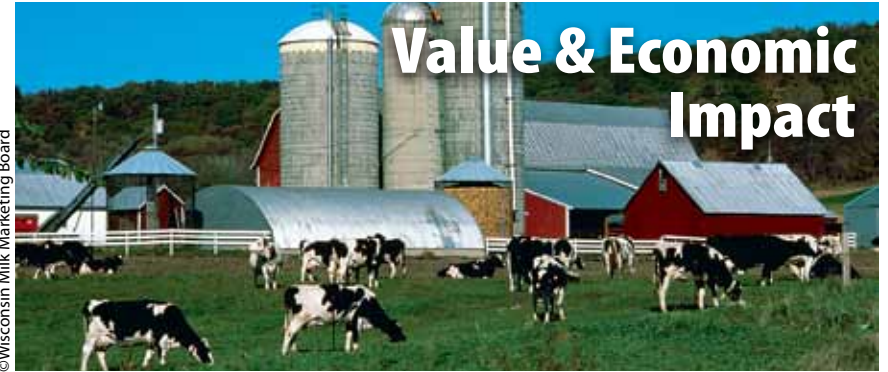
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Wood County Agriculture:

Value & Economic Impact

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Agriculture works hard for Wood 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.

Located in the center of the state, Wood County agriculture is a vital mix of several sectors important to the state's economy. Dairy is predominant in northern Wood County and is the largest source of agricultural income.

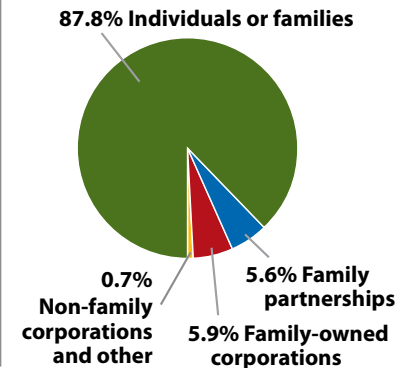
Wisconsin's leading cranberry county, Wood County contributes to making Wisconsin first in the nation for the tart red berry. First in Wisconsin for the value of its fruit production, the county has significant agriculture processing infrastructure. Five cheese production plants, three cheese processors, three cranberry receiving stations and several cranberry processors add to the value of agriculture.



How important is agriculture?

- Agriculture provides **jobs for 4,078** Wood County residents.
- Agriculture accounts for **984 million in economic activity**.
- Agriculture contributes **\$293 million** to the county's total income.
- Agriculture pays **\$13.4 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 8% of Wood County's jobs

Wood County **agriculture provides 4,078 jobs**, or 8.1 percent, of the county's workforce of 50,188. 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 1.05 jobs in the county.

Agriculture contributes \$293 million to county income

Wood County **agriculture accounts for \$292.9 million**, or 6.8 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 \$1.19 of county income.

Agriculture pumps \$984 million into local economy

Wood County **agriculture generates \$984.6 million in economic activity**, 11.6 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.48 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$666.9 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$237 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 \$80.6 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$13.3 million in taxes

Economic activity associated with Wood County farms and agriculture-related businesses **generates \$13.3 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	\$2.7 million
Income tax	\$4.7 million
Property tax	\$3.6 million
Other	\$2.3 million
Total	\$13.3 million

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

1. Milk	\$62.0 million
2. Fruits & berries	\$49.4 million
3. Grain	\$30.4 million
4. Cattle & calves	\$11.9 million
5. Other crops & hay	\$2.9 million



Dairy is a key Wood County industry

Dairy farming is the major agricultural industry in Wood County. On-farm production and milk sales account for \$95.1 million. Processing milk into dairy products generates another \$537.6 million.

- Fifteen plants process dairy products in Wood County.
- On-farm milk production accounts for 563 jobs, and dairy processing accounts for 1,434 jobs.
- At the county level, each dairy cow generates \$4,004 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.



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