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Horticulture contributes to Dane County diversity

Dane County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$15.9 million.

Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$2.9 million to economy

More and more Dane County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 256 farms generating \$2,939,000 in local food sales.

Farmers are stewards of 66% of the county's land

Dane County farmers own and manage 504,420 acres, or 65.8 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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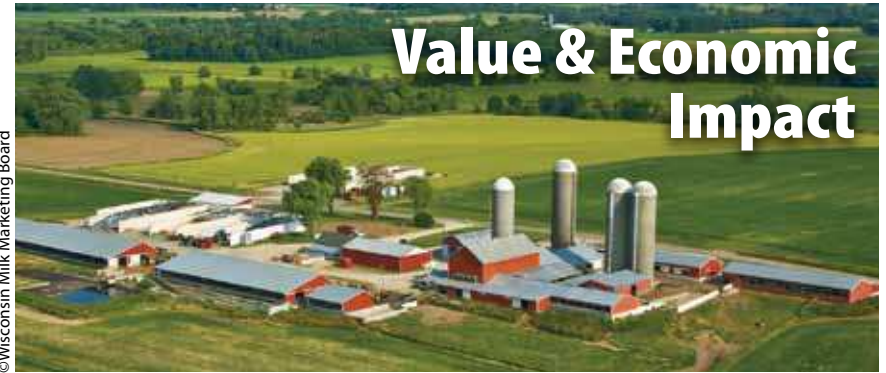
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Dane County Agriculture:

Value & Economic Impact

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Agriculture works hard for Dane 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.

In the center of southern Wisconsin, Dane County is among the state's most productive counties, ranking first in total value of agricultural products sold. It is the No. 5 dairy-producing county in the state and No. 27 in the nation. Although total cow numbers have held steady, herd size has grown as family farms have consolidated and expanded.

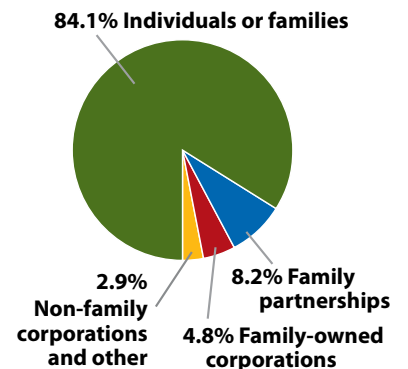
Dane County is among the top three in corn for grain, soybeans, corn for silage, cattle and calves, and tobacco. The county hosts the nation's premier dairy event, the World Dairy Expo, and is home to the country's largest producer-only farmers' market, the Dane County Farmers' Market. The local green industry, catering to Madison-area growth, has flourished, as has agri-tourism and direct marketing in response to a strong local-foods movement.



How important is agriculture?

- Agriculture provides **jobs for 17,294** Dane County residents.
- Agriculture accounts for **\$3.4 billion in economic activity**.
- Agriculture contributes **\$1.3 billion** to the county's total income.
- Agriculture pays **\$80.6 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 4% of Dane County's jobs

Dane County **agriculture provides 17,294 jobs**, or 4.4 percent, of the county's workforce of 392,069. 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 0.97 jobs in the county.

Agriculture contributes \$1.29 billion to county income

Dane County **agriculture accounts for \$1.29 billion**, or 3.7 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 \$1.26 of county income.

Agriculture pumps \$3.4 billion into local economy

Dane County **agriculture generates \$3.4 billion in economic activity**, 6.0 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.55 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$2.2 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$754.4 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 \$457.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$80.6 million in taxes

Economic activity associated with Dane County farms and agriculture-related businesses **generates \$80.6 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	\$18.9 million
Income tax	\$23.2 million
Property tax	\$25.4 million
Other	\$13.1 million
Total	\$80.6 million

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

1. Milk	\$205.2 million
2. Grain	\$162.0 million
3. Cattle & calves	\$60.0 million
4. Other animals & products	\$10.9 million
5. Nursery & greenhouse	\$10.2 million

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Agricultural processing is a key Dane County industry

Agricultural processing is the major agricultural industry in Dane County. Dane County agricultural processors contribute \$2.5 billion to the county's economy. The processing of milk into dairy products accounts for \$416 million. The main products are meats, milk and cheese, beverages, and bakery products.

- Seventeen plants process dairy products in Dane County.
- Every dollar of sales of processed products generates an additional \$0.56 of economic activity in other parts of the economy.
- Processing accounts for \$807.9 million of income in the county.
- Dane County's agricultural processing accounts for 9,264 jobs.



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