



UW-Extension

## Horticulture contributes to Brown County diversity

Brown County sales of Christmas trees, woody ornamentals, perennials and annual plants, fruits and vegetables, sod, and other horticultural products from nurseries and greenhouses total \$6.3 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$910,000 to economy

More and more Brown County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 87 farms generating \$910,000 in local food sales.



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## Farmers are stewards of about half the county's land

Brown County farmers own and manage 181,197 acres, or 53.4 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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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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### For more information, contact:

Brown County UW-Extension  
Agriculture & Extension Service Center  
1150 Bellevue St., Green Bay, WI 54302 • 920-391-4610  
<http://brown.uwex.edu/> • [www.uwex.edu/ces/ag/wisag/](http://www.uwex.edu/ces/ag/wisag/)

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AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Brown County Agriculture:

# Value & Economic Impact

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**Agriculture works hard for Brown 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.**

Brown County is a richly diverse community with great urban and rural settings. While many know the county to be home of the Green Bay Packers and Tiletown USA, it is also a top-ranking agricultural county. It is in the top 10 Wisconsin counties for total number of dairy cows, total value of agricultural products sold, value of livestock and poultry products, value of cattle and calves, value of milk from cows, and corn for silage. Compared with 3,079 U.S. counties, Brown County is nationally ranked in the top 35 for value of milk from cows and corn for silage.

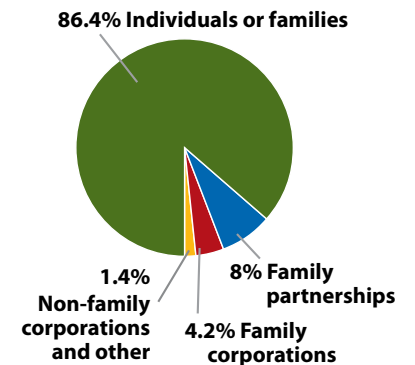
Brown County has over 1,000 farms with an average size of 163 acres.



## How important is agriculture?

- Agriculture provides **jobs for 17,045** Brown County residents.
- Agriculture accounts for **\$4.6 billion in economic activity**.
- Agriculture contributes **\$1.3 billion** to the county's total income.
- Agriculture pays **\$80.8 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides 9% of Brown County's jobs

Brown County **agriculture provides 17,045 jobs**, or 9.3 percent, of the county's workforce of 183,387. 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 1.26 jobs in the county.

## Agriculture contributes \$1.28 billion to county income

Brown County **agriculture accounts for \$1.28 billion**, or 8.5 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 \$1.56 of county income.

## Agriculture pumps \$4.6 billion into local economy

Brown County **agriculture generates \$4.6 billion in economic activity**, 15.3 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.42 of economic activity in other parts of the county's economy.

### Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$3.2 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$943.7 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 \$427.9 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays \$80.8 million in taxes

Economic activity associated with Brown County farms and agriculture-related businesses **generates \$80.8 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	\$21.4 million
Income tax	\$19.2 million
Property tax	\$28.7 million
Other	\$11.5 million
<b>Total</b>	<b>\$80.8 million</b>

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

1. Milk	\$189.5 million
2. Cattle & calves	\$63.5 million
3. Grain	\$41.6 million
4. Nursery & greenhouse	\$5.1 million
5. Other crops & hay	\$4.9 million

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## Agricultural processing is a key Brown County industry

Agricultural processing is the major agricultural industry in Brown County. Brown County agricultural processors contribute \$4.2 billion to the county's economy. The processing of milk into dairy products accounts for \$1.8 billion. The main products are meats, milk and cheese, and bakery products.

- Seventeen plants process dairy products in Brown County.
- Every dollar of sales of processed products generates an additional \$0.43 of economic activity in other parts of the economy.
- Processing accounts for \$1.1 billion of income in the county.
- Brown County's agricultural processing accounts for 14,257 jobs.

