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## Horticulture contributes to La Crosse County diversity

La Crosse County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$1.17 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$228,000 to economy

More and more La Crosse County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 53 farms generating \$228,000 in local food sales.

## Farmers are stewards of 55% of the county's land

La Crosse County farmers own and manage 158,718 acres, or 55 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 no-till, cover crops, crop rotation, nutrient management and integrated pest management, to protect and improve 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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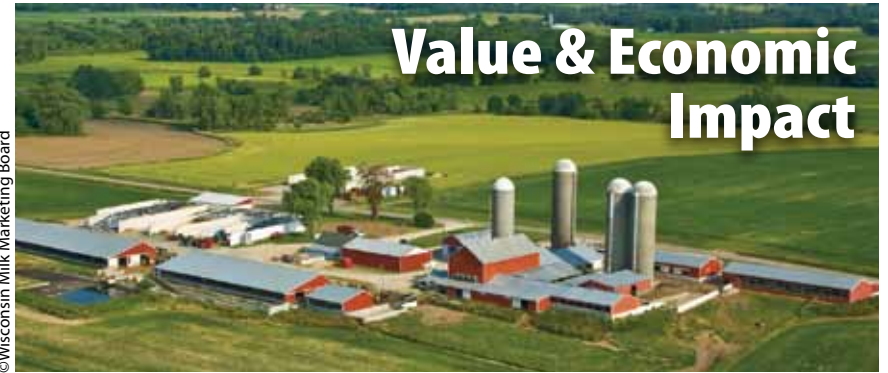
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## La Crosse County Agriculture:

# Value & Economic Impact

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**Agriculture works hard for La Crosse 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 southwestern Wisconsin, in the heart of the Upper Mississippi River Valley, La Crosse County combines urban opportunities with rural tranquility. County agriculture includes dairy, meat animals, crops, small scale fruit and vegetable production, horticulture, Christmas trees and timber. The county continues to see a rise in farmers' markets driven by growing demand for fresh, local products.

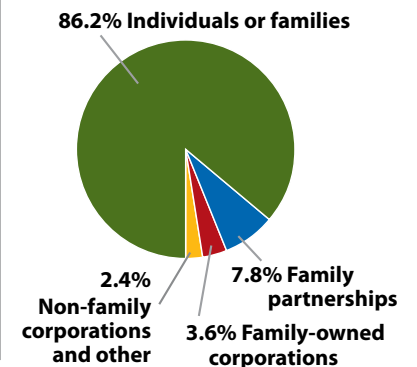
Several dairy and wood processors make their home in La Crosse County, drawn to the area's character and transportation advantages, including the Mississippi River, which serves as a base for a major grain collection and distribution system.



## How important is agriculture?

- Agriculture provides **jobs for 3,756** La Crosse County residents.
- Agriculture accounts for **\$977 million in economic activity**.
- Agriculture contributes **\$218 million** to the county's total income.
- Agriculture pays **\$11.7 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides over 4% of La Crosse County's jobs

La Crosse County **agriculture provides 3,756 jobs**, or 4.5 percent, of the county's workforce of 83,768. 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 0.67 jobs in the county.

## Agriculture contributes \$218 million to county income

La Crosse County **agriculture accounts for \$218.4 million**, 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 \$0.90 of county income.

## Agriculture pumps about \$977 million into local economy

La Crosse County **agriculture generates \$976.9 billion in economic activity**, 8.9 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.28 of economic activity in other parts of the county's economy.

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

- The direct effect of agriculture equals \$765.4 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$159.9 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 \$51.6 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays almost \$12 million in taxes

Economic activity associated with La Crosse County farms and agriculture-related businesses **generates \$11.7 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	\$2.9 million
Income tax	\$3.0 million
Property tax	\$3.8 million
Other	\$2.0 million
<b>Total</b>	<b>\$11.7 million</b>

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

1. Grain	\$35.7 million
2. Milk	\$34.6 million
3. Cattle & calves	\$8.6 million
4. Hogs & pigs	\$3.3 million
5. Other crops & hay	\$1.8 million



## Dairy is a key La Crosse County industry

Dairy farming is the major agricultural industry in La Crosse County. On-farm production and milk sales account for \$44.6 million. Processing milk into dairy products generates another \$680.8 million.

- Five plants process dairy products in La Crosse County.
- On-farm milk production accounts for 292 jobs, and dairy processing accounts for 1,428 jobs.
- At the county level, each dairy cow generates \$4,159 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

