



Adam Hady



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Horticulture contributes to Richland County diversity

Richland County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$5.1 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$729,000 to economy

More and more Richland County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 73 farms generating \$729,000 in local food sales.

Farmers are stewards of 61% of the county's land

Richland County farmers own and manage 227,833 acres, or 60.7 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:

Richland County UW-Extension
1000 Hwy 14 West, Richland Center, WI 53581-1398
608-647-6148 • <http://richland.uwex.edu/>

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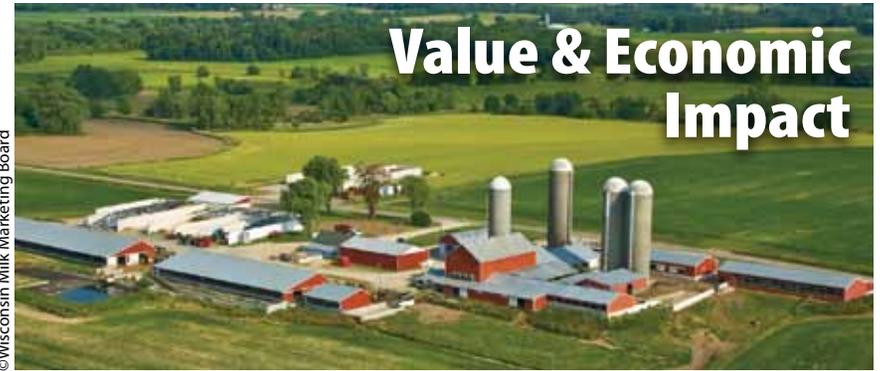
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Richland County Agriculture:

Value & Economic Impact

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Agriculture works hard for Richland 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.

Richland County is nestled in the Driftless Region of southwest Wisconsin. Rolling hills and scenic valleys on the western side of the county attract residents and visitors alike for hunting and recreation. The eastern and southern parts of the county, are well suited to row and commercial vegetable cropping.

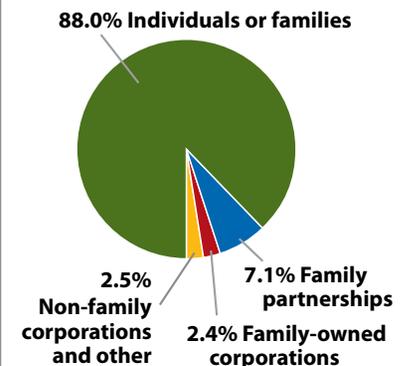
The county has about 1,260 farms that produce a wide variety of agricultural products. The dairy industry with roughly 140 milking herds and three dairy plants remains a strong economic base for the county. Richland County agriculture also includes a strong livestock sector, apple and fruit production, Christmas trees, nurseries and greenhouses, organics, community supported agriculture and timber.



How important is agriculture?

- Agriculture provides **jobs for 4,385** Richland County residents.
- Agriculture accounts for **\$1.2 billion in economic activity**.
- Agriculture contributes **\$260 million** to the county's total income.
- Agriculture pays **\$11.2 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 45% of Richland County's jobs

Richland County **agriculture provides 4,385 jobs**, or 44.5 percent, of the county's workforce of 9,866. 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 \$260 million to county income

Richland County **agriculture accounts for \$259.8 million**, or 44.5 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 \$1.05 of county income.

Agriculture pumps \$1.2 billion into local economy

Richland County **agriculture generates \$1.2 billion in economic activity**, 62.7 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.44 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$858.7 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$332.7 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 \$43.9 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$11 million in taxes

Economic activity associated with Richland County farms and agriculture-related businesses **generates \$11.2 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	\$2.5 million
Income tax	\$2.9 million
Property tax	\$3.3 million
Other	\$2.5 million
Total	\$11.2 million

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

1. Milk	\$53.9 million
2. Grain	\$27.2 million
3. Cattle & calves	\$24.1 million
4. Fruits, tree nuts, & berries	\$0.93 million
5. Vegetables	\$0.55 million



Dairy is a key Richland County industry

Dairy farming is the major agricultural industry in Richland County. On-farm production and milk sales account for \$75.2 million. Processing milk into dairy products generates another \$1.0 billion.

- Six plants process dairy products in Richland County.
- On-farm milk production accounts for 676 jobs, and dairy processing accounts for 2,343 jobs.
- At the county level, each dairy cow generates \$4,344 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

