



## Horticulture contributes to Waushara County diversity

Waushara County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$70.3 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$628,000 to economy

More and more Waushara County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 52 farms generating \$628,000 in local food sales.

## Farmers are stewards of 36% of the county's land

Waushara County farmers own and manage 145,210 acres, or about 36 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.



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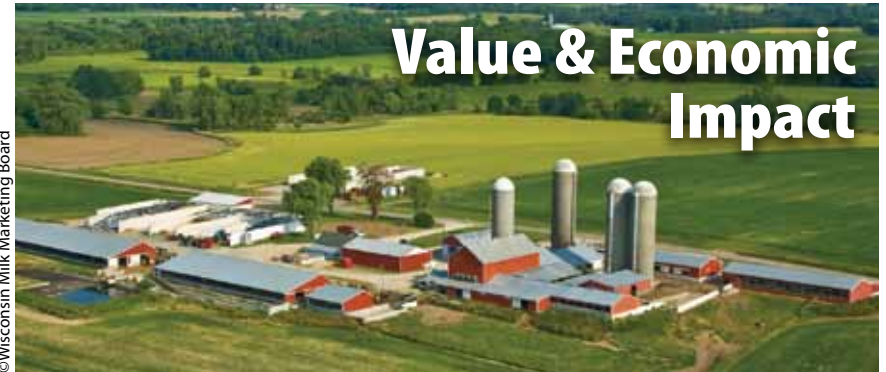
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

## Waushara County Agriculture:

# Value & Economic Impact

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**Agriculture works hard for Waushara 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.**

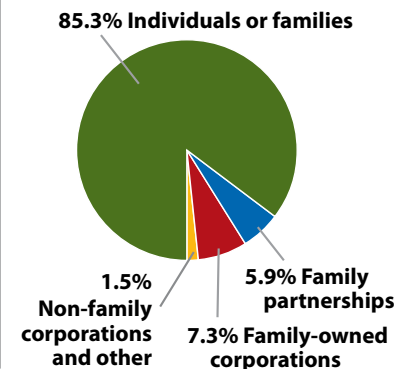
The diversity of agriculture of Waushara County reflects the diversity of the soil in the county. The eastern end of the county, with its richer and heavier soils, is primarily where farms focusing on dairy and cash crops are found. The center of the county, with hills and poorer soils, is home of many of the county's Christmas tree producers. The western end of the county, with its sandy soil and flat surface, is well known for its irrigated vegetable crop production; for both commercial processing and farm market sales. The Hancock Agricultural Research Station has assisted local producers by cooperatively conducting and sharing research for potatoes, cucumbers and snap beans production and harvest.



### How important is agriculture?

- Agriculture provides **jobs for 1,785** Waushara County residents.
- Agriculture accounts for **\$323 million in economic activity**.
- Agriculture contributes **\$120 million** to the county's total income.
- Agriculture pays **\$6.7 million in taxes**. This figure does not include all property taxes paid to local schools.

### Who owns the farms?



## Agriculture provides 20% of Waushara County's jobs

Waushara County **agriculture provides 1,785 jobs**, or 19.5 percent, of the county's workforce of 9,153. 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 0.57 jobs in the county.

## Agriculture contributes \$120 million to county income

Waushara County **agriculture accounts for \$119.5 million**, or 20.6 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 \$0.64 of county income.

## Agriculture pumps \$323 million into local economy

Waushara County **agriculture generates \$322.6 million in economic activity**, about 27 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.37 of economic activity in other parts of the county's economy.

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

- The direct effect of agriculture equals \$236.2 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$50.5 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 \$35.9 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays almost \$7 million in taxes

Economic activity associated with Waushara County farms and agriculture-related businesses **generates \$6.7 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	\$1.5 million
Income tax	\$2.3 million
Property tax	\$2.0 million
Other	\$0.86 million
<b>Total</b>	<b>\$6.7 million</b>

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

1. Vegetables	\$67.1 million
2. Grain	\$29.8 million
3. Milk	\$18.5 million
4. Cattle & calves	\$5.6 million
5. Other crops & hay	\$3.0 million



Ken Schroeder

## Vegetable production and agricultural processing impacts in Waushara County

Vegetable production is the largest part of Waushara County's agriculture. In 2012, the market value of vegetable crops was \$67.1 million, or 50 percent of the total market value of all agricultural products sold in the county. There are 8,372 acres of potatoes, 7,547 acres of sweetcorn, 7,030 acres of snapbeans, and 2,682 acres of peas raised in Waushara County.

Agricultural processing is also an important part of Waushara County's agriculture. Waushara County agricultural processors contribute \$132.5 million to the county's economy. Potatoes, snapbeans, sweetcorn, and peas are the main products that are processed.

- Every dollar of sales of processed products generates an additional \$0.30 of economic activity in other parts of the economy.
- Processing accounts for \$25.0 million of income in the county.
- Waushara County's agricultural processing accounts for 340 jobs.



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