



©USDA NRCS

Horticulture contributes to Manitowoc County diversity

Manitowoc County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$8.9 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$624,000 to economy

More and more Manitowoc County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 97 farms generating \$624,000 in local food sales.

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

Manitowoc County farmers own and manage 230,735 acres, or 61 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.

Produced in 2014 by:

University of Wisconsin-Extension
Wisconsin Milk Marketing Board
Wisconsin Department of Agriculture,
Trade, and Consumer Protection

Economic data (2012) provided by:

Steven C. Deller, Professor, Department of Agriculture and Applied Economics, University of Wisconsin-Madison, and Community Development Specialist, University of Wisconsin-Extension.

Other economic data from:

USDA 2012 Census of Agriculture

For more information, contact:

Manitowoc County UW-Extension
Manitowoc County Office Complex
4319 Expo Dr., PO Box 935, Manitowoc, WI 54221-0935
920-683-4168 • <http://manitowoc.uwex.edu/>

An EEO/AA employer, the University of Wisconsin- Extension, Cooperative Extension provides equal opportunities in employment and programming, including Title IX and Americans with Disabilities (ADA) requirements.

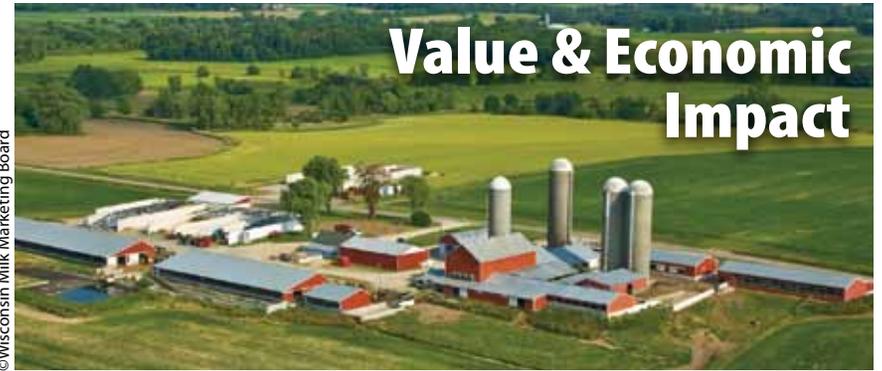
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Manitowoc County Agriculture:

Value & Economic Impact

©Wisconsin Milk Marketing Board



Agriculture works hard for Manitowoc 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.

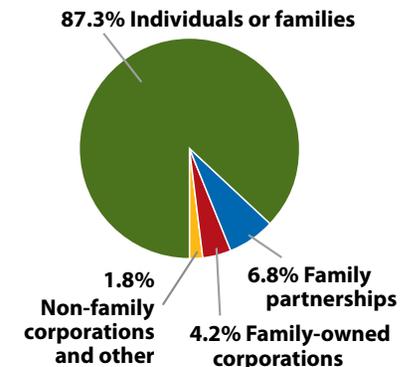
Manitowoc County is an agricultural powerhouse. The county is home to about 110,000 dairy cattle compared to approximately 81,000 people. Dairy farms of all sizes dot the rural landscape. Herd sizes range from fewer than 20 cows to more than 5,000 cows per farm. Located along Lake Michigan, the cool summer temperatures are ideal for milk production. As a leading dairy producer, Manitowoc County routinely ranks in the top five Wisconsin counties and the top 25 U.S. counties in dairy production. It also ranks in the top five Wisconsin counties in corn silage, hay, and winter wheat production.



How important is agriculture?

- Agriculture provides **jobs for 5,105** Manitowoc County residents.
- Agriculture accounts for **\$1.5 billion in economic activity**.
- Agriculture contributes **\$360 million** to the county's total income.
- Agriculture pays **\$16.3 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 12% of Manitowoc County's jobs

Manitowoc County **agriculture provides 5,105 jobs**, or about 11.5 percent, of the county's workforce of 44,370. 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 0.48 jobs in the county.

Agriculture contributes \$360 million to county income

Manitowoc County **agriculture accounts for \$360.4 million**, or 10 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 \$0.49 of county income.

Agriculture pumps \$1.5 billion into local economy

Manitowoc County **agriculture generates \$1.5 billion in economic activity**, about 17 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.16 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$1.3 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$129 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 \$75.6 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays over \$16 million in taxes

Economic activity associated with Manitowoc County farms and agriculture-related businesses **generates \$16.3 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	\$3.2 million
Income tax	\$5.6 million
Property tax	\$4.4 million
Other	\$3.1 million
Total	\$16.3 million

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

1. Milk	\$226.1 million
2. Grain	\$58.4 million
3. Cattle & calves	\$35.1 million
4. Other crops & hay	\$7.5 million
5. Vegetables	\$6.2 million



Dairy is a key Manitowoc County industry

Dairy farming is the major agricultural industry in Manitowoc County. On-farm production and milk sales account for \$223.0 million. Processing milk into dairy products generates another \$692.7 million.

- Six plants process dairy products in Manitowoc County.
- On-farm milk production accounts for 1,118 jobs, and dairy processing accounts for 1,144 jobs.
- At the county level, each dairy cow generates \$3,802 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.



©Aerica Bjurstrom



©Wisconsin Milk Marketing Board



©Jeff Sindelar
©Scott Gunderson



©USDA Tim McCabe