



## Horticulture contributes to Shawano County diversity

Shawano County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$1.8 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$312,000 to economy

More and more Shawano County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 95 farms generating \$312,000 in local food sales.

## Farmers are stewards of 46% of the county's land

Shawano County farmers own and manage 261,141 acres, or 45.7 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.



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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:  
Shawano County UW-Extension  
Room 101, Courthouse  
311 N Main Street, Shawano, WI 54166-2198  
715-526-6136 • <http://shawano.uwex.edu/>

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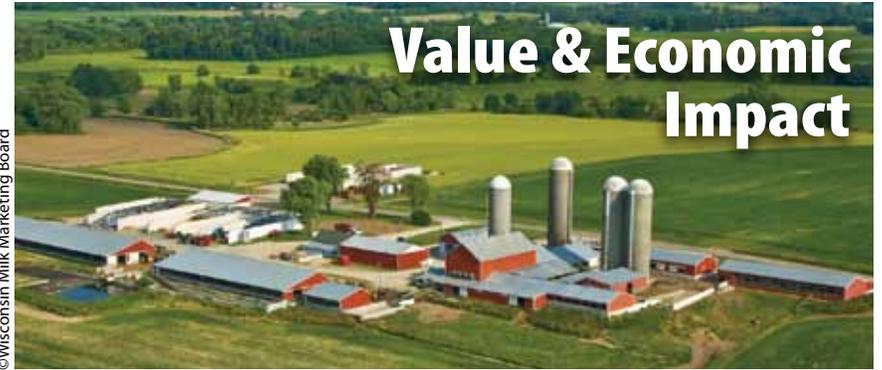
2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

# Shawano County Agriculture:

## Value & Economic Impact

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**Agriculture works hard for Shawano 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.**

Shawano County is home to a diverse and robust agricultural industry. Dairy is the county's primary agricultural commodity, with Shawano County ranking in the top ten counties in the state for both cow and goat milk sales. Additionally, Shawano County ranks in the top ten Wisconsin counties for the production of cut Christmas trees, maple syrup, forages, oats for grain, pheasants, and goats and the top quarter of counties for the production of cattle and calves, laying hens, and corn for silage.

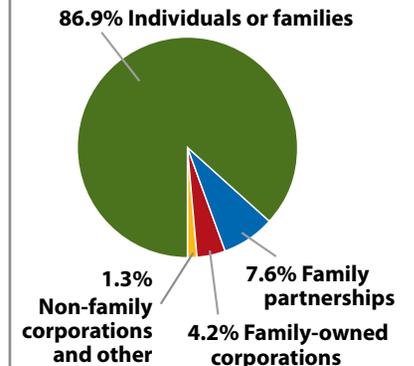
Corn, soybean and small grain production are experiencing increased growth and complement the vibrant local exotic and domestic livestock industry. Many regional and international agricultural businesses, serving the local market and beyond, call Shawano County home.



## How important is agriculture?

- Agriculture provides **jobs for 4,080** Shawano County residents.
- Agriculture accounts for **\$566 million in economic activity**.
- Agriculture contributes **\$229 million** to the county's total income.
- Agriculture pays **\$9.0 million in taxes**. This figure does not include all property taxes paid to local schools.

## Who owns the farms?



## Agriculture provides 21% of Shawano County's jobs

Shawano County **agriculture provides 4,080 jobs**, or 21.2 percent, of the county's workforce of 19,272. 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 0.52 jobs in the county.

## Agriculture contributes \$229 million to county income

Shawano County **agriculture accounts for \$229.5 million**, or 20 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 \$0.60 of county income.

## Agriculture pumps \$566 million into local economy

Shawano County **agriculture generates \$566 billion in economic activity**, 23.6 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.40 of economic activity in other parts of the county's economy.

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

- The direct effect of agriculture equals \$405.1 million and includes the sale of farm products and value-added products.
- Purchases of inputs, services and equipment for the agriculture and food-processing industries add another \$108.1 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 \$52.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays \$9 million in taxes

Economic activity associated with Shawano County farms and agriculture-related businesses **generates \$9.0 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	\$1.6 million
Income tax	\$3.3 million
Property tax	\$2.1 million
Other	\$2.0 million
<b>Total</b>	<b>\$9.0 million</b>

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

1. Milk	\$149.9 million
2. Grain	\$58.3 million
3. Cattle & calves	\$34.1 million
4. Other crops & hay	\$6.0 million
5. Sheep & goats	\$1.7 million



## Dairy is a key Shawano County industry

Dairy farming is the major agricultural industry in Shawano County. On-farm production and milk sales account for \$189.5 million. Processing milk into dairy products generates another \$103.5 million.

- Six plants process dairy products in Shawano County.
- On-farm milk production accounts for 1,135 jobs, and dairy processing accounts for 291 jobs.
- At the county level, each dairy cow generates \$4,123 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

