



Horticulture contributes to Fond du Lac County diversity

Fond du Lac County sales of Christmas trees, fruit, sod and other horticultural products from nurseries and greenhouses total \$2.8 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$442,000 to economy

More and more Fond du Lac County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 76 farms generating \$442,000 in local food sales.

Farmers are stewards of 69% of the county's land

Fond du Lac County farmers own and manage 315,553 acres, or about 69 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:

Fond du Lac County UW-Extension
Room 227 Administration/Extension Bldg.
400 University Drive, Fond du Lac, WI 54935-2998
920-929-3170 • <http://fonddulac.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

Fond du Lac County Agriculture:

Value & Economic Impact



Mike Rankin

Agriculture works hard for Fond du Lac 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.

Fond du Lac County agriculture encompasses a mix of family farms, food processors, equipment manufacturers, retail and service providers. Dairy farms of all sizes dominate the rural landscape, ranging from fewer than 100 cows to more than 8,000. Fond du Lac County's 55,000 dairy cows on nearly 300 farms rank in the top three Wisconsin counties in milk production and falls in the top 25 U.S. dairy-producing counties.

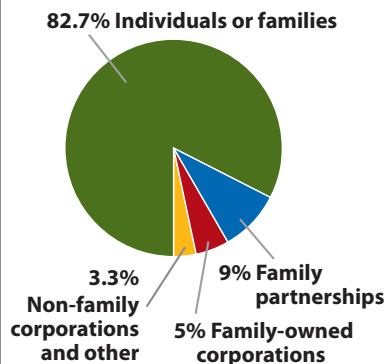
Fond du Lac County's productive soils make it a leading producer of corn for grain and silage; soybeans; winter wheat; commercial vegetables; and alfalfa. An increasing number of farms are selling products directly to consumers through farmers' markets, farm-based retail stores, and community supported agriculture arrangements.



How important is agriculture?

- Agriculture provides **jobs for 7,790** Fond du Lac County residents.
- Agriculture accounts for **\$2.2 billion in economic activity**.
- Agriculture contributes **\$591 million** to the county's total income.
- Agriculture pays **\$29.4 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 14% of Fond du Lac County's jobs

Fond du Lac County **agriculture provides 7,790 jobs**, or 13.6 percent, of the county's workforce of 57,293. 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 0.73 jobs in the county.

Agriculture contributes \$591 million to county income

Fond du Lac County **agriculture accounts for \$591.3 million**, or 13.3 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 \$0.79 of county income.

Agriculture pumps \$2.2 billion into local economy

Fond du Lac County **agriculture generates \$2.2 billion in economic activity**, about 21 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.27 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$1.75 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$316.7 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 \$157.3 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$29.4 million in taxes

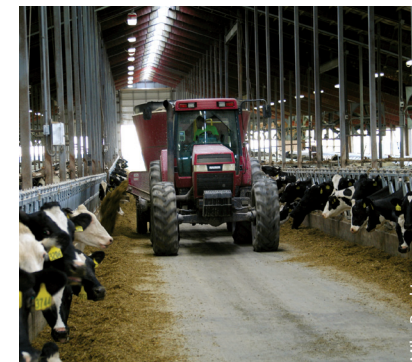
Economic activity associated with Fond du Lac County farms and agriculture-related businesses **generates \$29.4 million** in local and state taxes. This figure does not include all property taxes paid to support local schools. If it did, the number would increase dramatically.

Table 1. Taxes paid by agriculture

| | |
|--------------|-----------------------|
| Sales tax | \$6.5 million |
| Income tax | \$8.7 million |
| Property tax | \$8.8 million |
| Other | \$5.4 million |
| Total | \$29.4 million |

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

| | |
|----------------------|-----------------|
| 1. Milk | \$255.0 million |
| 2. Grain | \$91.7 million |
| 3. Cattle & calves | \$43.5 million |
| 4. Vegetables | \$11.7 million |
| 5. Other crops & hay | \$4.2 million |



Dairy is a key Fond du Lac County industry

Dairy farming is the major agricultural industry in Fond du Lac County. On-farm production and milk sales account for \$239.6 million. Processing milk into dairy products generates another \$1.02 billion.

- Eleven plants process dairy products in Fond du Lac County.
- On-farm milk production accounts for 1,119 jobs, and dairy processing accounts for 2,164 jobs.
- At the county level, each dairy cow generates \$3,645 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

