



## Horticulture contributes to Dane County diversity

Dane County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products add up to \$19 million. Landscape, grounds maintenance and tree-care businesses create additional full-time jobs and many seasonal jobs.

## Direct-marketing sales add \$2.7 million to economy

More and more Dane County farmers sell directly to consumers through roadside stands, farmers' markets, auctions, pick-your-own operations and community supported agriculture (CSA). In all, 246 farms generate \$2,684,000 in direct-marketing sales.

## Farmers are stewards of 70% of the county's land

Dane County farmers own and manage 535,756 acres, 70 percent of the county's land. This includes cropland, pasture, tree farms, farm forests and wetlands. 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.



### Produced in 2011 by:

University of Wisconsin-Extension,  
Cooperative Extension

### Economic data (2008) provided by:

Steven C. Deller, professor of agricultural and applied economics, College of Agricultural and Life Sciences, University of Wisconsin-Madison; and community development specialist, University of Wisconsin-Extension, Cooperative Extension.

### Other economic data from:

USDA 2007 Census of Agriculture

### For more information, contact:

Dane County – UW Extension  
1 Fen Oak Court, Suite 138  
Madison, WI 53718-8812  
608-224-3700

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2011

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# Dane County Agriculture: Value & Economic Impact

**Agriculture works hard for Dane 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.**

In the center of southern Wisconsin, Dane County is among the state's most productive counties, ranking first in total value of agricultural products sold. The county ranks 32nd nationally in net cash farm income. It is the No. 3 dairy-producing county in the state and No. 23 in the nation. Although total cow numbers have held steady, herd size has grown as family farms have consolidated and expanded.

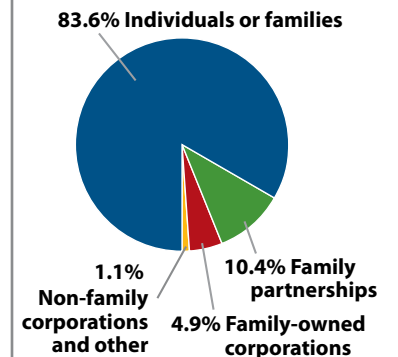
Dane County is among the top three in corn for grain, soybeans, corn for silage, cattle and calves, and tobacco. The county hosts the nation's premier dairy event, the World Dairy Expo, and is home to the country's largest producer-only farmers' market, the Dane County Farmers' Market. The local green industry, catering to Madison-area growth, has flourished, as has agri-tourism and direct marketing in response to a strong local-foods movement.



## How important is agriculture?

- Agriculture provides **16,767 jobs** in Dane County.
- Agriculture accounts for **\$3.45 billion in business sales**.
- Agriculture contributes **\$1.2 billion** to county income.
- Agriculture pays **\$117 million in taxes**.

## Who owns the farms?



## Agriculture provides 4% of county's jobs

Dane County **agriculture provides 16,767 jobs**, 4.4 percent of the county's workforce of 385,426. Jobs include farm owners and managers, farm employees, veterinarians, crop and livestock consultants, feed, fuel and other crop input suppliers, farm machinery dealers, barn builders, agricultural lenders and other professionals, to name a few. It also includes those employed in food processing and other value-added industries. Every job in agriculture generates an additional 0.92 jobs in the county.

## Agriculture pumps \$3.45 billion into economy

Dane County **agriculture generates \$3.45 billion**, about 7 percent, of the county's total business sales. Every dollar of sales from agricultural products generates an additional \$0.48 of business sales in other parts of the county's economy.

Here's how agriculture stimulates business activity:

- The direct effect of agriculture equals \$2.3 billion and includes the sale of farm products, processed and other value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$714.9 million in business sales. 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 financial services.
- This business-to-business activity then generates another \$406.3 million in business sales when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture contributes \$1.2 billion to income

Dane County agriculture **accounts for \$1.21 billion**, 4.2 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 \$1.12 of county income.

## Agriculture pays \$117 million in taxes

Economic activity associated with Dane County farms and agriculture-related businesses **generates more than \$117 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 be much higher.

**Table 1. Taxes generated by agriculture**

Sales tax	\$27.5 million
Property tax	\$36.3 million
Income tax	\$17.3 million
Other	\$36.1 million
<b>Total</b>	<b>\$117.2 million</b>

**Table 2. Dane County's top commodities (sales by dollar value, 2007)**

1. Milk	\$206.2 million
2. Grain	\$109.4 million
3. Cattle & calves	\$46.4 million
4. Nursery & greenhouse	\$13.5 million
5. Hogs & pigs	\$5.0 million



## Dairy is a key Dane County industry

Dairy farming is the major agricultural industry in Dane County. On-farm milk production generates \$217.6 million in business sales. Processing milk into dairy products accounts for another \$334.1 million.

- 14 plants process dairy products in Dane County.
- On-farm milk production accounts for 1,746 jobs, and dairy processing accounts for 1,098 jobs.
- At the county level, each dairy cow generates \$3,300 in on-farm sales to producers.
- At the state level, each dairy cow generates about \$21,000 in total sales.

