



UW-Extension



Horticulture contributes to Juneau County diversity

Juneau County ranks fourth in the state for cranberry production. With some 2,300 acres planted to the fruit, the industry accounts for about \$27.1 million. Altogether, Juneau County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$39.6 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$211,000 to economy

More and more Juneau County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 39 farms generating \$211,000 in local food sales.

Farmers are stewards of 37% of the county's land

Juneau County farmers own and manage 180,039 acres, or 36.7 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.



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.

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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:
Juneau County UW-Extension
Juneau County Office Building
211 Hickory Street, Room 302, Mauston, WI 53948
608-847-9329 • <http://juneau.uwex.edu/>

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2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Juneau County Agriculture:

Value & Economic Impact



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Agriculture works hard for Juneau 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.

Juneau County is located along Interstate 90/94 in central Wisconsin. Although dairy most notably generates the highest annual income of all agricultural commodities, Juneau County has about 800 farms and is very diversified. Dairy, beef, sheep, bison, goat and emu farms complement forage and grain production. The county also boasts a number of specialty crops, such as cranberries, potatoes, grapes, blueberries, apples and Christmas trees.

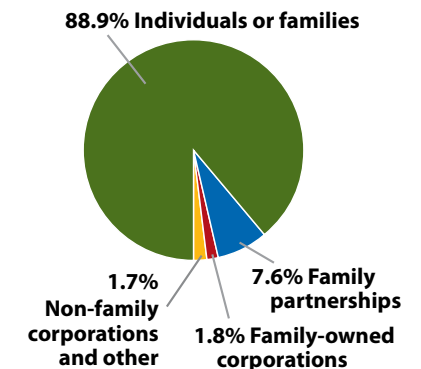
Today's consumers want to know where their food comes from. In Juneau County this has led to increased interest in sustainable food production, more locally grown food and more food produced organically.



How important is agriculture?

- Agriculture provides **jobs for 1,713** Juneau County residents.
- Agriculture accounts for **\$348 million in economic activity**.
- Agriculture contributes **\$97 million** to the county's total income.
- Agriculture pays **\$4.4 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 14% of Juneau County's jobs

Juneau County agriculture provides **1,713 jobs**, or 14.1 percent, of the county's workforce of 12,134. 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 0.41 jobs in the county.

Agriculture contributes \$97 million to county income

Juneau County agriculture accounts for **\$96.6 million**, or 11.7 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 \$0.57 of county income.

Agriculture pumps over \$348 million into local economy

Juneau County agriculture generates **\$348.6 billion in economic activity**, 19.2 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.23 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$283.8 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$41.1 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 \$23.7 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$4.4 million in taxes

Economic activity associated with Juneau County farms and agriculture-related businesses generates **\$4.4 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 | \$0.96 million |
| Income tax | \$1.4 million |
| Property tax | \$1.3 million |
| Other | \$0.75 million |
| Total | \$4.4 million |

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

| | |
|---------------------|----------------|
| 1. Grain | \$38.3 million |
| 2. Milk | \$35.9 million |
| 3. Fruits & berries | \$27.0 million |
| 4. Cattle & calves | \$9.8 million |
| 5. Vegetables | \$8.2 million |



Food processing and grain production are key Juneau County industries

Grain production is the largest part of Juneau County's agriculture in terms of on-farm value. In 2012, the market value of corn, soybeans and other grain crops, was \$38.3 million, or 31 percent of the total market value of all agricultural products sold in the county. There are over 40,300 acres of corn grown for grain and over 26,300 acres of soybeans raised in Juneau County.

Juneau County agricultural processors contribute \$197.2 million to the county's economy. The processing of milk into dairy products accounts for \$92.1 million. Cheese and milk products, potatoes, cranberries, and vegetables are the main products.

- Six plants process dairy products in Juneau County.
- Every dollar of sales of processed products generates an additional \$0.17 of economic activity in other parts of the economy.
- Processing accounts for \$29.1 million of income in the county.
- Juneau County's agricultural processing accounts for 386 jobs.

