

Where does your food dollar go?



Source: USDA-ERS— AFBF Farm Facts

Farmers receive 19-cents of each retail dollar spent on food that is eaten at home and away from home.

The remaining **off-farm costs** (marketing expenses associated with processing, wholesaling, distributing and retailing of food products) **account for 81-cents** of every retail dollar spent on food.

38.5¢	Off farm labor
8¢	Packaging
4¢	Transportation
3.5¢	Energy
4.5¢	Profit
4¢	Advertising
3.5¢	Depreciation
4.5¢	Rent
2.5¢	Interest
1.5¢	Repairs
3.5¢	Business Taxes
3¢	Other costs include property taxes and insurance, accounting and professional services; promotion; bad debts; and many misc. items.

Did you know? Wisconsin's farms and agricultural businesses generate **\$59.16 billion** in economic activity and provide **jobs for 353,991 people**? The direct economic effect of agriculture is **\$38.8 billion**.

Source: University of Wisconsin Extension— 2009 study

Wisconsin Trivia— Did you know

- Wisconsin agriculture provides almost 353,991 jobs or 10% of the workforce
- The average annual precipitation for Wisconsin is 32.63 inches
- Wisconsin ginseng farmers account for 95% of the total cultivated ginseng production in the United States
- The average dairy cow generates more than \$17,000 a year in economic activity, which circulates throughout local communities
- The Wisconsin dairy industry counts for nearly 40% of all Wisconsin agricultural jobs, employing 160,000 people
- Dairy contributes more to Wisconsin (\$20.6 billion) than citrus to Florida (\$9 billion) or potatoes to Idaho (\$2.5 billion) economies

Sources: University of Wisconsin Extension—2009 Study, Florida Dept. of Citrus; Idaho Potato Commission, Wisconsin Milk Marketing Board, Ginseng Board of Wisconsin, WI 2009 Ag Statistics



This is a project of the Wisconsin Ag in the Classroom Program. Ag in the Classroom Program provides resources to teachers to help K-12 grade students understand the importance of agriculture. Resources available include: teacher lesson plans, resource guides, volunteer training, children's books, hands-on activities, grant programs, and teacher training. Learn more at www.wisagclassroom.org

The program is coordinated by the Wisconsin Farm Bureau Federation with funding from the Wisconsin Farm Bureau Foundation, other agricultural groups, and a grant from the Wisconsin Department of Agriculture, Trade, and Consumer Protection.



Wisconsin Farm Facts

Information about Wisconsin Agriculture!

Wisconsin Farm Bureau Ag in the Classroom

Updated—January 2010
Front panel barn painting by Betty Engel

Wisconsin Agriculture

What is a farm? A farm is defined as “any establishment from which \$1,000 or more of agricultural products were produced or sold, or would normally have been sold, during the year.”

Wisconsin Farm Data

Number of farms 78,000
 Average size of farms 195 acres
 Wisconsin farmers operate 15,200,000 acres of land.

Number of farms by sales and size

(gross sales value)	(# of farms)	(avg.acres)
\$1,000—\$9,999	39,000	69
\$10,000—\$99,999	20,500	161
\$100,000—\$249,999	9,300	290
\$250,000—\$499,999	5,200	500
\$500,000 and over	4,000	975

Source: Wisconsin 2009 Ag Statistics

Agriculture Provides Jobs!

Source: University of Wisconsin Extension— 2009 study

- Contributed 353,991 jobs to Wisconsin economy or 10% of total employment
- On-farm production contributed 132,000 jobs
- Agricultural processing contributed 251,800 jobs
- Horticulture contributes 16,700 jobs
- Forestry and logging contributes 7,600 jobs



Wisconsin's Agricultural Rankings

Source: Wisconsin 2009 Ag Statistics, WDATCP (ginseng)

First

Snap beans for processing: 327,000 tons
 Cheese: 2.5 billion pounds
 Cranberries: 4.4 million barrels
 Ginseng: Gross income up to \$20 million
 Mink pelts: 910,000
 Dry, whey for humans: 304 million pounds
 Milk goats: 40,000 head
 American Cheese: 822 million pounds
 Muenster Cheese: 47 million pounds
 Corn for silage: 15.3 million tons

Second

Butter: 361 million pounds
 Milk: 24.4 billion pounds
 Milk cows: 1.25 million
 Mozzarella cheese: 825 million pounds
 Italian cheese: 1.1 billion pounds
 Carrots for processing: 77.3 tons
 Oats: 11.7 million bushels
 Sweet corn for processing: 652,000 cwt.

Third

Green peas for processing: 76,000 tons
 Potatoes: 25.7 million cwt.
 Forage (dry equivalent, all): 9.6 million tons

Fourth

Cucumbers for pickles: 39,000 tons
 Maple syrup: 130,000 gallons

Fifth

Mint for oil: 208,000 pounds



Wisconsin's Top Commodities

(By dollar value) Source: Wisconsin 2009 Ag Statistics

1. Milk: \$4.5 billion
2. Corn: \$1.6 billion
3. Cattle & calves: \$820 million
4. Soybeans: \$412 million
5. Potatoes: \$284 million
6. Greenhouse & nursery: \$255 million
7. Cranberries: \$247 million
8. Wheat: \$163 million
9. Hogs: \$112.8 million
10. Hay: \$112.4 million

Wisconsin Farmers Using Technology

Source: Wisconsin 2009 Ag Statistics



73 % of farms have computer access
 41% of farms use computers for farm business
 67% of farms have Internet access

Agriculture's effect

Source: University of Wisconsin Extension— 2009 Study

- Every job in agriculture supports an additional 0.89 job elsewhere in Wisconsin's economy
- Every new dollar of agricultural income generates another \$1.24 in state income.
- About 9% of Wisconsin's total income, or \$20.2 billion, comes from agriculture.