

Where does your food dollar go?

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.

Source: USDA-ERS

Did you know? Wisconsin's farms and agricultural businesses generate \$59.16 billion in economic activity and provide jobs for 353,991 people? Agriculture contributed \$20.2 billion to total income of Wisconsin.

Source: University of Wisconsin Extension—2009 study

Wisconsin's Top Ag Exports—2010

1. Unmilled cereals, such as wheat, rye, oats and corn: \$516 million
2. Dairy, Eggs, Honey, Etc: \$213 million
3. Miscellaneous edible preparations such as yeasts, processed food ingredients, and mustards: \$200 million
4. Bakery Related: prepared cereals, flours, starches, and milks (not dairy products; this category includes products such as malted milk): \$179 million
5. Miscellaneous Grains, Seeds and Fruit, such as soybeans, flaxseed and ginseng: \$158 million
6. Raw hides, raw skins, and leather (no fur-skins): \$140 million
7. Preserved Food (such as canned and frozen vegetables): \$130 million
8. Beverages: \$101 million
9. Prepared Meat, Fish, Etc: \$99 million
10. Meat: \$91 million

Source: DATCP Export Information and Assistance May 2011

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 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
 Acres of land operated: 15,200,000

Number of farms by sales and size

(gross sales value)	(# of farms)	(avg.acres)
\$1,000–\$9,999	38,800	62
\$10,000–\$99,999	20,500	156
\$100,000–\$249,999	9,400	287
\$250,000–\$499,999	5,500	509
\$500,000 and over	3,800	1,079

Source: Wisconsin 2010 Ag Statistics

Agriculture Provides Jobs

- 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

Source: University of Wisconsin Extension– 2009 study



Wisconsin's Agriculture Rankings

First

- Snap beans for processing: 353,000 tons
- Cheese: 2.6 billion pounds
- Cranberries: 3.9 million barrels
- Ginseng: Gross income up to \$20 million
- Mink pelts: 886,000
- Dry, whey for humans: 294 million pounds
- Milk goats: 46,000 head
- American Cheese: 848 million pounds
- Muenster Cheese: 46 million pounds
- Italian cheese: 1.2 billion pounds
- Corn for silage: 13.6 million tons
- Oats: 13.2 million bushels

Second

- Milk: 25.2 billion pounds
- Milk cows: 1.26 million
- Mozzarella cheese: 863 million pounds
- Forage (dry equivalent, all): 8.7 million tons
- Carrots for processing: 86,000 tons

Third

- Green peas for processing: 92,000 tons
- Potatoes: 28.9 million cwt.
- Sweet corn for processing: 667,000 tons

Fourth

- Maple syrup: 200,000 gallons

Fifth

- Tart Cherries: 10.9 million pounds
- Cucumbers for pickles: 37,000 tons

Source: Wisconsin 2010 Ag Statistics, WDATCP (ginseng)

Wisconsin's Top Commodities

(By cash receipts-dollar value)

1. Milk: \$3.2 billion
2. Corn: \$1.0 billion
3. Cattle & calves: \$726 million
4. Soybeans: \$530 million
5. Greenhouse & nursery: \$255 million
6. Potatoes: \$248 million
7. Cranberries: \$200 million
8. Wheat: \$100 million
9. Hogs: \$93 million
10. Broilers: \$87 million

Source: Wisconsin 2010 Ag Statistics

Wisconsin Farmers Use Technology

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

Source: Wisconsin 2010 Ag Statistics

Wisconsin Organic Farms

- Wisconsin organic sales totaled \$132.8 million including \$30.1 million in crop sales and \$102.6 million in sales of livestock, poultry and their products.
- The 2008 Organic Production Survey counted 1,222 organic farms and ranches in Wisconsin, comprising 195,603 acres of land.

Source: Wisconsin 2010 Ag Statistics