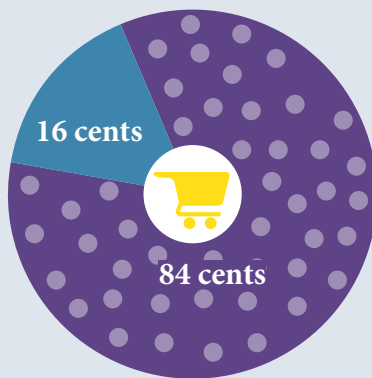


# Where does YOUR food dollar go?

Farmers receive an average of **16 cents** of every retail dollar spent on food in grocery stores and restaurants in America. The other **84 cents** goes to marketing expenses associated with processing, wholesaling, distributing and retailing of food products. In 1980, American farmers received 31 cents of every dollar spent on food.



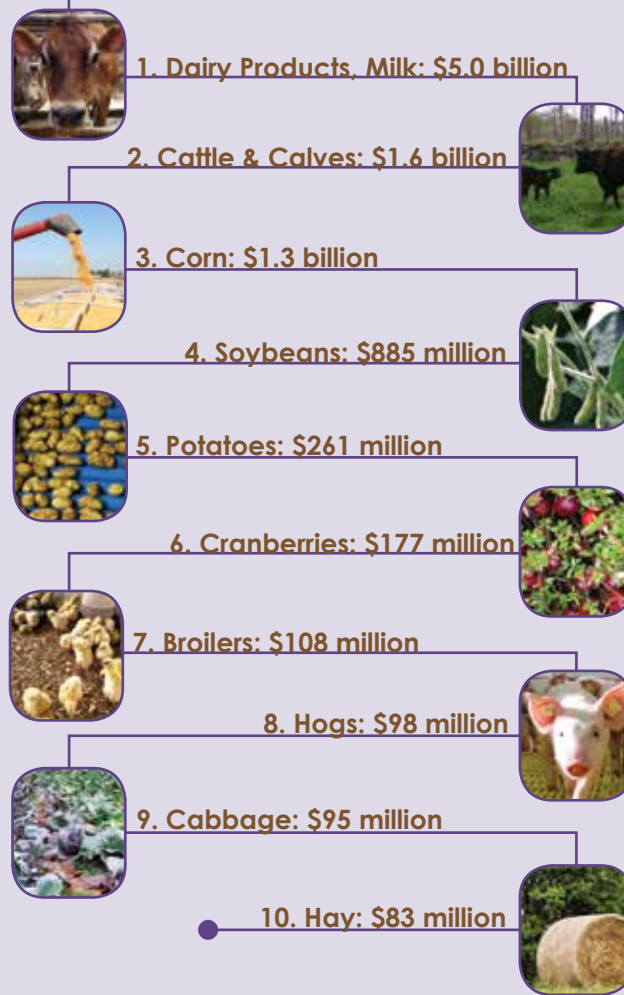
Source: 2017 AFBF Food Farm Facts

## Did YOU Know?



Source: 2017 AFBF Food Farm Facts

# Wisconsin's Top Commodities (cash receipts)



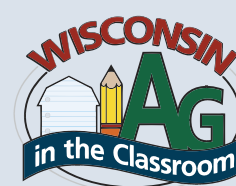
Source: Wisconsin 2017 Ag Statistics

### Make this brochure come to life with HP Reveal!

(formerly Aurasma) ▲  
What do you need to do?

1. Download the HP Reveal app (it's free!)
2. Open the app and tap on the arrow on the bottom (middle) which brings you to the menu.
3. Tap the magnifying glass to search.
4. Search "WIAITC."
5. Tap WIAITC Public Auras and tap "follow."
6. With the HP Reveal app open, place your device over the photo with a symbol next to it and learn even more!

March 2018



The Wisconsin Ag in the Classroom program is coordinated by the Wisconsin Farm Bureau Foundation with funding from other agricultural groups and a grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection. **Learn more at [wisagclassroom.org](http://wisagclassroom.org).**

# Wisconsin Farms

Agriculture provides \$88.3 billion to our economy.  
 Number of farms: 68,700  
 Average size of farms: 210 acres  
 Acres of land operated: 14.4 million acres

*\*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."*

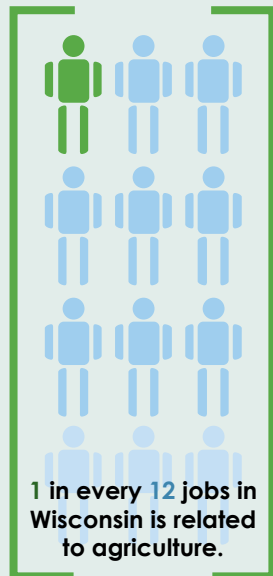
Source: Wisconsin 2017 Agricultural Statistics



# Agriculture Provides Jobs

Agriculture contributes 413,500 jobs to Wisconsin's economy or 12% of total employment.

Source: DATCP Wisconsin Ag Statistics 2017



Every job in agriculture supports another **1.46 jobs** elsewhere in Wisconsin.



Video courtesy of Wisconsin Technical Colleges

# Wisconsin Ranks...

**FIRST**

- Cheese**  
3.2 billion pounds
- Cranberries**  
6.1 million barrels
- Milk Goats**  
44,000 goats
- Mink Pelts**  
1.1 million pelts
- Corn for Silage**  
16.5 million tons
- Snap Beans**  
727.9 million pounds
- Dry Whey for Humans**  
313 million pounds



**SECOND**

- Milk Production**  
30 billion pounds
- Milk Cows**  
1.2 million cows
- Forage (dry)**  
17.2 billion pounds
- Cabbage**  
399 million pounds



**THIRD**

- Potatoes**  
2.8 billion pounds
- Sweet Corn**  
1.1 billion pounds
- Carrots**  
214 million pounds
- Green Peas**  
142 million pounds



**FOURTH**

- Maple Syrup**  
235,000 gallons
- Oats**  
6.6 million bushels
- Tart Cherries**  
13.6 million pounds



Sources: Wisconsin 2017 Agricultural Statistics

# It's all about the cheese!

Wisconsin cheese production has set a new record each year since 2002.

## U.S. Cheese Production in 2016

1. Wisconsin 3.17 billion pounds
2. California 2.51 billion pounds
3. Idaho .95 billion pounds
4. New York .82 billion pounds
5. New Mexico .77 billion pounds

## World Cheese Production in 2015 was 42.225 Billion Pounds

1. United States 11.84 billion pounds
2. Germany 4.57 billion pounds
3. France 4.54 billion pounds
4. Italy 2.75 billion pounds

*If Wisconsin were a country, it would rank fourth in world cheese production!*



Specialty cheese accounts for **23.5%** of Wisconsin's total cheese production.

Wisconsin is the only state that offers advanced education in cheesemaking. We have **1,200 licensed cheesemakers** with 70 who have earned the title of 'Master Cheesemaker.'

About **90%** of Wisconsin milk is turned into cheese and **90%** of Wisconsin cheese is sold out of state.

Source: 2017 Dairy Data, Wisconsin Milk Marketing Board

