

## Food Buying Trends



U.S. consumers spend an average of 10% of their disposable income on food each year. That compares with Brazil (16%), China (22%), Mexico (23%), India (30%) and Kenya (53%).

### Many Americans celebrate holidays with food:

Independence Day (cookouts) - \$6.9 billion  
 Halloween (candy) - \$2.6 billion  
 Valentine's Day (chocolate and candy) - \$1.8 billion  
 Memorial Day (cookouts) - \$1.5 billion  
 Thanksgiving (turkeys) - \$1.0 billion

Source: 2019 AFBFA Food and Farm Facts

## How much can grow on one acre?

An acre is about the size of a football field.

### STRAWBERRIES 50,000 pounds

Strawberries are grown in every state in the United States and every province of Canada.

### INDUSTRIAL HEMP 5,300 pounds of straw

5,300 pounds of straw yields 1,300 pounds of fiber that can be used to produce rope, clothing, shoes, paper and building materials.

### WHEAT 2,784 pounds (46.4 bushels)

One bushel of wheat produces about 42 pounds of flour which can make 42 loaves of bread or 42 pounds of traditional pasta.

### COTTON 840 pounds

A bale of cotton weighs 480 pounds. One bale can be used to make 215 pairs of jeans or 313,600 \$1 bills.

Sources: 2019 AFBFA Food and Farm Facts, University of Illinois Extension

## Wisconsin's Top Commodities (cash receipts)

### 1 Dairy Products, Milk \$5.7 billion



### 2 Cattle and Calves \$1.7 billion



### 3 Corn \$1.4 billion



### 4 Soybeans \$661 million



### 5 Miscellaneous Crops \$414 million



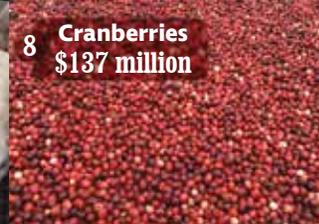
### 6 Potatoes \$295 million



### 7 Hogs \$150 million



### 8 Cranberries \$137 million



### 9 Hay \$133 million



### 10 Chicken Eggs \$113 million



Source: Wisconsin 2020 Agricultural Statistics; ERS Update Feb. 2021



One farmer feeds 166 people.

Source: 2019 AFBFA Food and Farm Facts

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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.

Find more resources for the 2021 Wisconsin Farm Facts at [wisagclassroom.org/wisconsin-ag-facts](http://wisagclassroom.org/wisconsin-ag-facts)

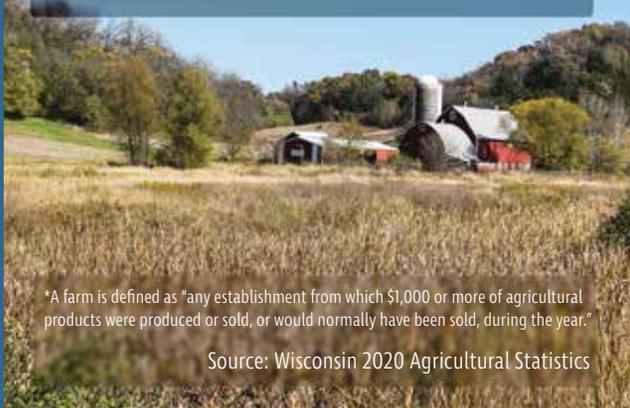
## Wisconsin Farms

Agriculture provides **\$104.8 billion** to our economy.

Number of farms: **64,900**

Average size of farms: **220 acres**

Acres of land operated: **14.3 million acres**



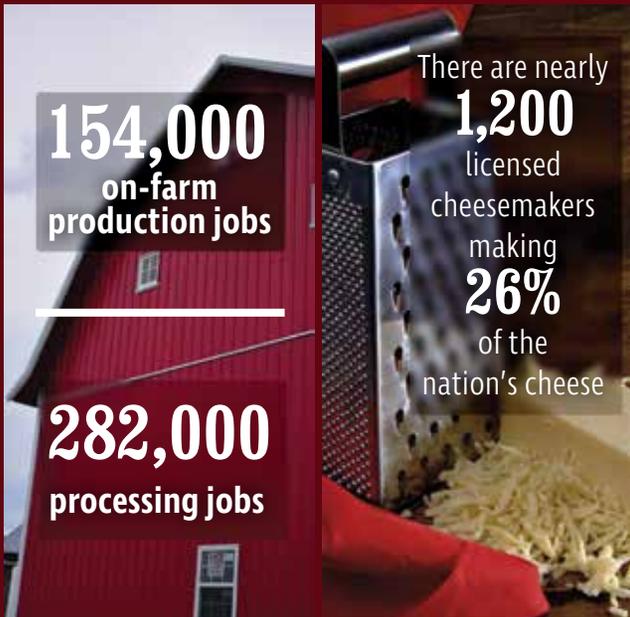
\*A farm is defined as "any establishment from which \$1,000 or more of agricultural products were produced or sold, or would normally have been sold, during the year."

Source: Wisconsin 2020 Agricultural Statistics

## Agriculture Provides Jobs

Agriculture contributes **435,700 jobs** to Wisconsin's economy or **11.8%** of total employment.

Source: May 7, 2020 DATCP WI Ag Statistics



**154,000**  
on-farm  
production jobs

There are nearly  
**1,200**  
licensed  
cheesemakers  
making  
**26%**  
of the  
nation's cheese

**282,000**  
processing jobs

## Wisconsin Ranks...

### FIRST

#### Cheese

**3.4 billion pounds**

#### Cranberries

**4.7 million barrels**

#### Milk Goats

**82,000 goats**

#### Mink Pelts

**1.0 million pelts**

#### Corn for Silage

**18.2 million tons**

#### Snap Beans

**622 million pounds**

#### Dry Whey for Humans

**286 million pounds**

### SECOND

#### Milk Production

**30.6 billion pounds**

#### Milk Cows

**1.3 million cows**

#### Oats

**6.5 million bushels**

### THIRD

#### Potatoes

**2.8 billion pounds**

#### Sweet Corn

**865 million pounds**

#### Carrots

**160 million pounds**

#### Green Peas

**109 million pounds**

### FOURTH

#### Maple Syrup

**270,000 gallons**

#### Tart Cherries

**9.1 million pounds**

## Wisconsin Sweetness

### Honey

- Honeybees need to tap 2 million flowers to produce one pound of honey.
- Due to its antibacterial properties, honey is great to use on cuts and scrapes to aid in healing.
- Honeybees are essential for pollinating many Wisconsin crops. These include cranberries, apples, cherries, clover and alfalfa.
- There are 300 flavors and varieties of honey in the United States and more than 3,000 worldwide.
- A Queen bee can live between 2-3 years and is quickly replaced when she dies.
- Honey is an ingredient in many lotions because it retains moisture which, keeping skin hydrated.
- There are three types of bees in the hive: drones, worker bees and the Queen. Each bee has a specific job.
- Honey is the only food that never spoils.
- A Queen bee can lay up to 2,000 eggs a day in the peak of Summer.
- Wisconsin ranks 16<sup>th</sup> in honey production as of 2020.

Source: 2021 Wisconsin Honey Queen

### Maple Syrup

- A ¼ cup of maple syrup has more potassium than a banana.
- 40 gallons of sap makes one gallon of maple syrup.
- In Wisconsin, Maple Month from March 15 to April 15.
- Native Americans were the first to recognize pure maple syrup as a source of nutrition and energy.
- Wisconsin is 4<sup>th</sup> in the nation in maple production.
- Maple syrup contains an abundant amount of naturally occurring minerals such as calcium, manganese, potassium and magnesium.
- Maple syrup is a natural source of beneficial antioxidants.
- Antioxidants have been shown to help prevent cancer, support the immune system, lower blood pressure and slow the effects of aging.
- Maple syrup is more nutritious than all other common sweeteners, contains one of the lowest calorie levels and has been shown to have healthy glycemic qualities.

Source: Wisconsin Maple Syrup Producers

Source: Wisconsin 2020 Agricultural Statistics