

Food Buying Trends



U.S. consumers spend an average of **9%** of their disposable income on food each year. That compares with Brazil (**17%**), China (**22%**), Mexico (**28%**), Vietnam (**32%**) and Bangladesh (**54%**).

Many Americans celebrate holidays with food:

Super Bowl Sunday - **\$10.7 billion**

Independence Day (cookouts) - **\$7.5 billion**

Halloween (candy) - **\$2.4 billion**

Valentine's Day (chocolate and candy) - **\$2.0 billion**

Thanksgiving (turkeys) - **\$1.1 billion**

Source: 2021 AFBFA Food and Farm Facts

How much can grow on one acre?

An acre is about the size of a football field.



Strawberries

50,500 pounds

About 90% of strawberries grown in the U.S. originate in California.



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

3,054 pounds (46.4 bushels)

One bushel can be used to produce 70 one-pound loaves of white bread or 90 one-pound loaves of whole wheat bread or 42 pounds of traditional pasta.



Cotton

821 pounds

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

Wisconsin's Top Commodities (cash receipts)



1 Dairy Products, Milk
\$5.8 billion



2 Cattle and Calves
\$1.5 billion



3 Corn
\$1.2 billion



4 Soybeans
\$909 million



5 Miscellaneous Crops
\$396 million



6 Potatoes
\$305 million



7 Cranberries
\$179 million



8 Hogs
\$137 million



9 Chicken Eggs
\$132 million



10 Floriculture
\$132 million

Source: Wisconsin 2021 Agricultural Statistics – page 9

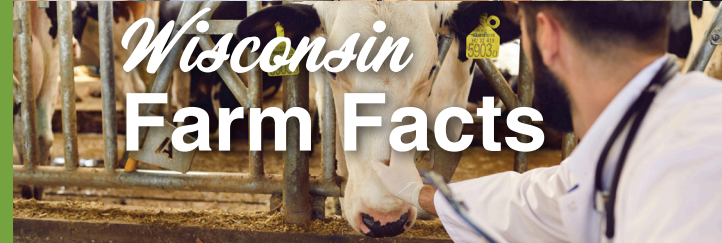


One farmer feeds 166 people.

Source: 2019 AFBFA Food and Farm Facts

Sources: 2021 AFBFA Food and Farm Facts, University of Illinois Extension

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Additional resources for this brochure can be found at wisagclassroom.org/wisconsin-ag-facts

Wisconsin Farms

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

Number of farms: **64,400**

Average size of farms: **222** 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 2021 Agricultural Statistics

Agriculture Provides Jobs

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

Source: Sept. 28, 2021, DATCP Wisconsin Ag Statistics



154,000
on-farm
production jobs

282,000
processing
jobs



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

Wisconsin Ranks...

First



Cheese
3.4 billion pounds
Cranberries
4.6 million barrels
Milk Goats
72,000 goats
Mink Pelts
404,000 pelts
Corn for Silage
20.4 million tons
Snap Beans
566 million pounds
Dry Whey for Humans
280 million pounds

Second



Milk Production
30.7 billion pounds
Milk Cows
1.3 million cows
Forage
7.2 million tons

Third



Oats
8.3 billion bushels
Potatoes
2.8 billion pounds
Sweet Corn
999 million pounds
Carrots
182 million pounds
Green Peas
114 million pounds

Fourth



Maple Syrup
265,000 gallons
Tart Cherries
10.1 million pounds

Wisconsin Agriculture Provides Jobs!

- Annually, **435,700** jobs or **11.8%** of the state's employment.
- On-farm production contributes **154,000** jobs.
- Processing contributes **282,000** jobs.
- **1 in 3** people work in agriculture worldwide.
- Farm and ranch families make up less than **2%** of the U.S. population
- Women make up **36%** of the total number of U.S. farm operators.
- There are **5,198** floriculture operations in the U.S.
- Wisconsin is home to more than **20,000** food and beverage industry employers with more than **374,000** employees, generating **\$104 billion** in economic activity.
- Each year we need new college graduates to fill **50,000** jobs in the food, agricultural and natural resource system.
- **87%** of Wisconsin Technical College graduates are employed in a field related to their education.
- **91%** of 2020 Wisconsin Technical College graduates are employed within six months.
- The landscaping industry employs more than **1 million** people and represents **604,163** landscaping service businesses, an increase of **4.9** percent from 2020.
- There were **172,515** plant and flower growing employees in the U.S. in 2021.
- The energy industry supports **7 million** jobs.



Learn more at:

- wisagclassroom.org/lessons-resources/career-resources
- agexplorer.ffa.org
- agclassroom.org/student/career

Sources: Website: DATCP, AgExplorer, FabWisconsin, Wisconsin Technical System, Landscape Professional, IBISWorld, and Center for Energy Development. 2021 AFBFA Food and Farm Facts