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Horticulture contributes to Eau Claire County diversity

Eau Claire County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$3.3 million. Eau Claire County has evolved into the top ten status in the state for raspberry and strawberry production. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Local food sales account for \$458,000 to economy

More and more Eau Claire County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 115 farms generating \$458,000 in local food sales.

Farmers are stewards of 50% of the county's land

Eau Claire County farmers own and manage 203,705 acres, or 50 percent, of the county's land. This includes cropland, rangeland, pasture, tree farms and farm forests. As stewards of the land, farmers use conservation practices, such as crop rotation, nutrient management and integrated pest management, to protect environmental resources and provide habitat for wildlife.



University of Wisconsin-Extension

University of Wisconsin-Extension is part of the local and statewide network of organizations and agencies that support Wisconsin's \$88.3 billion agriculture industry. A recent statewide survey of nearly 1,000 agricultural service providers from throughout Wisconsin found that UW-Extension helps enhance economic impact by improving agribusiness services to farmers, increasing agribusiness or farm profitability, expanding agribusiness networks, and helping to reduce agribusiness or farm environmental impacts.

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2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

Eau Claire County Agriculture:

Value & Economic Impact

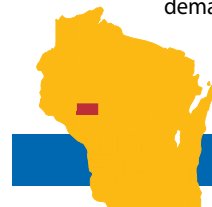
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Agriculture works hard for Eau Claire County every day. Family-owned farms, food processors and agriculture-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Eau Claire County, though dominated by the dairy industry, raises everything from meat goats to milking sheep to apples, grapes and vegetables. The county has seen farm numbers rise, while farm acreage has declined to an average farm size of 155 acres. Migration from the city to rural areas has resulted in smaller farms producing a variety of products.

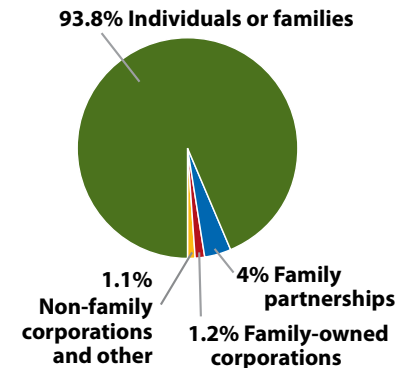
A diverse population has created opportunities to fill ethnic and specialty food niches. Meanwhile, county institutions and farmers have joined forces to produce fresh, healthy products to meet a growing demand for local food.



How important is agriculture?

- Agriculture provides **jobs for 4,641** Eau Claire County residents.
- Agriculture accounts for **\$1.12 billion in economic activity**.
- Agriculture contributes **\$325 million** to the county's total income.
- Agriculture pays **\$19.1 million in taxes**. This figure does not include all property taxes paid to local schools.

Who owns the farms?



Agriculture provides 6% of Eau Claire County's jobs

Eau Claire County **agriculture provides 4,641 jobs**, or 6.3 percent, of the county's workforce of 73,590. Production jobs include farm owners and managers and farm employees. Agricultural service jobs include veterinarians, crop and livestock consultants, feed, fuel and other crop input suppliers, farm machinery dealers, barn builders and agricultural lenders, to name a few. Processing jobs include those employed in food processing and other value-added industries that support food processors. Every job in agriculture generates an additional 0.93 jobs in the county.

Agriculture contributes \$325 million to county income

Eau Claire County **agriculture accounts for \$324.6 million**, or 6.2 percent, of the county's total income. This includes wages, salaries, benefits and profits of farmers and workers in agriculture-related businesses. Every dollar of agricultural income generates an additional \$1.08 of county income.

Agriculture pumps \$1.12 billion into local economy

Eau Claire County **agriculture generates \$1.12 billion in economic activity**, over 11 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.35 of economic activity in other parts of the county's economy.

Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$827.2 million and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$184.6 million in economic activity. For example, this includes business-to-business purchases of fuel, seed, fertilizer, feed and farm machinery, as well as veterinary services, crop and livestock consultants and equipment leasing.
- This business-to-business activity then generates another \$105.8 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

Agriculture pays \$19 million in taxes

Economic activity associated with Eau Claire County farms and agriculture-related businesses **generates \$19.1 million** in local and state taxes. This figure does not include all property taxes paid to support local schools. If it did, the number would increase dramatically.

Table 1. Taxes paid by agriculture

Sales tax	\$4.9 million
Income tax	\$4.6 million
Property tax	\$6.5 million
Other	\$3.1 million
Total	\$19.1 million

Table 2. Eau Claire County's top commodities (sales by dollar value, 2012)

1. Grain	\$42.0 million
2. Milk	\$34.9 million
3. Cattle & calves	\$12.9 million
4. Poultry and eggs	\$7.8 million
5. Vegetables	\$2.9 million



Grain production and dairy are key Eau Claire County industries

Grain production and dairy farming are the major agricultural industries in Eau Claire County. Grain production accounts for \$42.0 million in sales. On-farm production and milk sales account for \$60.1 million. Processing milk into dairy products generates another \$536.2 million.

- Two plants process dairy products in Eau Claire County.
- On-farm milk production accounts for 469 jobs, and dairy processing accounts for 1,369 jobs. All farm jobs account 1,856 employees.
- At the county level, each dairy cow generates \$4,705 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

