



©USDA Peggy Greb



©USDA NRCS

## Horticulture contributes to Marathon County diversity

Marathon County sales of Christmas trees, fruits and vegetables, greenhouse, nursery and floriculture products total \$16.4 million. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

## Local food sales account for \$909,000 to economy

More and more Marathon County farmers sell directly to consumers from roadside stands, farmers' markets, auctions and pick-your-own operations, with 189 farms generating \$909,000 in local food sales.

## Farmers are stewards of about half the county's land

Marathon County farmers own and manage 479,045 acres, or 48 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.

### Produced in 2014 by:

University of Wisconsin-Extension  
Wisconsin Milk Marketing Board  
Wisconsin Department of Agriculture,  
Trade, and Consumer Protection

### Economic data (2012) provided by:

Steven C. Deller, Professor, Department of Agriculture and Applied Economics, University of Wisconsin-Madison, and Community Development Specialist, University of Wisconsin-Extension.

### Other economic data from:

USDA 2012 Census of Agriculture

For more information, contact:

Marathon County UW-Extension  
212 River Drive, Suite 3, Wausau, WI 54403-5476  
715-261-1230 • <http://marathon.uwex.edu/>

An EEO/AA employer, the University of Wisconsin-Extension, Cooperative Extension provides equal opportunities in employment and programming, including Title IX and Americans with Disabilities (ADA) requirements.

2014

AGRICULTURE – WORKING EVERY DAY FOR WISCONSIN

# Marathon County Agriculture:

## Value & Economic Impact

©Wisconsin Milk Marketing Board



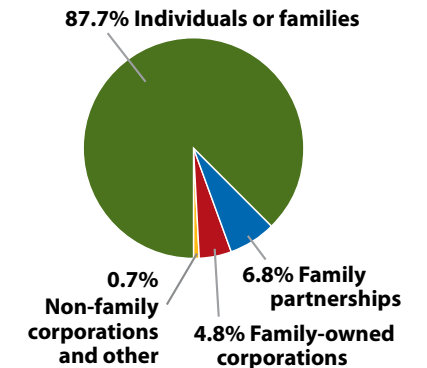
**Agriculture works hard for Marathon County every day. Family-owned farms, food processors and agriculture-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.**

Marathon County has diverse agricultural products, with the leading products being ginseng, dairy, and maple syrup. While 48 percent of the county is in farms, only 32 percent of the county is in cropland. Historically the county has the most acres in the state in forage and consistently ranks in the top three counties for corn silage and oats grown for grain. The largest farm receipt is still from milk at over \$249 million. Marathon County ranks in the top three counties for milk production and number of cattle and calves.

### How important is agriculture?

- Agriculture provides **jobs for 11,745** Marathon County residents.
- Agriculture accounts for **\$2.7 billion in economic activity**.
- Agriculture contributes **\$821 million** to the county's total income.
- Agriculture pays **\$47.5 million in taxes**. This figure does not include all property taxes paid to local schools.

### Who owns the farms?



## Agriculture provides 14% of Marathon County's jobs

Marathon County **agriculture provides 11,745 jobs**, or 14.7 percent, of the county's workforce of 85,757. 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 1.37 jobs in the county.

## Agriculture contributes \$821 million to county income

Marathon County **agriculture accounts for \$821 million**, or 12.1 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 \$1.70 of county income.

## Agriculture pumps \$2.7 billion into local economy

Marathon County **agriculture generates \$2.7 billion in economic activity**, about 19 percent, of the county's total economic activity. Every dollar of sales from agricultural products generates an additional \$0.60 of economic activity in other parts of the county's economy.

### Here's how agriculture stimulates economic activity:

- The direct effect of agriculture equals \$1.69 billion and includes the sale of farm products and value-added products.
- Purchases of agricultural and food-processing inputs, services and equipment add another \$771.1 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 \$248.6 million in economic activity when people who work in agriculture-related businesses spend their earnings in the local economy.

## Agriculture pays \$47.5 million in taxes

Economic activity associated with Marathon County farms and agriculture-related businesses **generates \$47.5 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	\$11.9 million
Income tax	\$11.9 million
Property tax	\$16.0 million
Other	\$7.7 million
<b>Total</b>	<b>\$47.5 million</b>

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

1. Milk	\$249.8 million
2. Grain	\$78.8 million
3. Cattle & calves	\$40.1 million
4. Vegetables	\$12.7 million
5. Other crops & hay	\$7.8 million



## Dairy is a key Marathon County industry

Dairy farming is the major agricultural industry in Marathon County. On-farm production and milk sales account for \$347.9 million. Processing milk into dairy products generates another \$1.68 billion.

- Twenty-two plants process dairy products in Marathon County.
- On-farm milk production accounts for 2,142 jobs, and dairy processing accounts for 5,061 jobs.
- At the county level, each dairy cow generates \$4,410 in on-farm sales to producers.
- At the state level, each dairy cow generates over \$34,000 in total sales.

