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Tools for Community Self-determination

Green Bay region (Wisconsin) Local Farm & Food Economy

Highlights of a data compilation
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New Leaf Market Co-operative

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*Covers Brown, Calumet, Door, Kewaunee, Manitowoc,
Oconto, Outagamie, & Shawano Counties in Wisconsin.*

Green Bay region (Bureau of Economic Analysis, 2009)

The region's 676,241 residents receive \$25 billion of income annually. Personal income peaked in 2007, primarily due to a decline in manufacturing income. Nevertheless real personal income (adjusted for inflation) doubled from 1969 – 2009. Capital income (from interest, rent or dividends) brings in \$4.2 billion of personal income. The next largest source of personal income is transfer payments (from government programs such as pensions), which account for \$4.2 billion of personal income. Manufacturing jobs produce \$3.8 billion of personal income. Government jobs rank fourth, with \$2.2 billion. Financial jobs are next, with \$1.3 billion. Retail jobs rank sixth, with \$1.2 billion.

Although the population has increased 40% since 1969, there has been only limited public planning to assure a secure and stable food supply.

Issues affecting low-income residents of [region]:

Over 141,000 residents (22%) earn less than 185% of federal poverty guidelines. At this level of income, children qualify for free or reduced-price lunch at school. These lower-income residents spend \$285 million each year buying food, including \$36 million of SNAP benefits (formerly known as food stamps) and additional millions of WIC coupons (WIC data should be available at county offices). The region's 9,032 farmers receive an annual combined total of \$52 million in subsidies (21-year average, 1989-2009), mostly to raise crops such as corn or soybeans that are sold as commodities, not to feed Green Bay area residents. *Data from Federal Census of 2000, Bureau of Labor Statistics, & Bureau of Economic Analysis.*

5% percent of the region's households (over 33,000 residents) earn less than \$10,000 per year.
Source: Federal Census of 2000.

11% of adults aged 18-64 in Metro Milwaukee carry no health insurance. *Source: Centers for Disease Control. Note: this data is only compiled for metro areas, and no data is reported for the Green Bay metro area. Milwaukee metro area data was used as the closest major metropolitan area.*

Food-related health conditions:

23% of Metro Milwaukee residents reported in 2009 that they eat five or more servings of fruit or vegetables each day. 77% do not. This is a key indicator of health, since proper fruit and vegetable consumption has been connected to better health outcomes. *Source: Centers for Disease Control. Note: no data is reported for the Green Bay metro area. Milwaukee metro area data was used as the closest major metropolitan area.*

53% of Metro Milwaukee adults report they have at least 30 minutes of moderate physical activity five or more days per week, or vigorous physical activity for 20 or more minutes three or more days per week. *Source: Centers for Disease Control.*

8% of Metro Milwaukee residents have been diagnosed with diabetes. *Source: Centers for Disease Control.* Medical costs for treating diabetes and related conditions in the Green Bay metro region are estimated at \$390 million per year. Costs for the state of Wisconsin as a whole total \$3.3 billion. *Source: American Diabetes Association cost calculator.*

60% of Metro Milwaukee residents are overweight (36%) or obese (24%). *Source: Centers for Disease Control.*

The region's farms (Agricultural Census, 2007)

Agriculture Census data for 2007 were released February 4, 2009

The Census of Agriculture defines a "farm" as "an operation that produces, or would normally produce and sell, \$1,000 or more of agricultural products per year."

Land:

- 9,032 farms. This is 12% of Wisconsin farms.
- Green Bay region had 1% fewer farms in 2007 than in 2002.
- 197 (2%) of these are 1,000 acres or more in size.
- 3,221 (36%) farms are less than 50 acres.
- Average farm size is 180 acres, about the same as the state average of 194 acres.
- The region has 1.6 million acres of land in farms.
- This amounts to 11% of the state's farmland.
- Green Bay region holds 1.2 million acres of harvested cropland.
- 3,920 of these acres are irrigated.
- Average value of land and buildings per farm is \$621,351. This is just less than the state average of \$624,428.

Sales:

With the exception of foods sold directly to consumers (see below), farmers typically sell commodities to wholesalers, brokers or manufacturers that require further processing or handling to become consumer items. The word

“commodities” is used in this report to mean the crops and livestock sold by farmers through these wholesale channels. The term “products” encompasses commodity sales, direct sales, and any other sales.

- The region’s farmers sold \$1.5 billion of crops and livestock in 2007.
- Farm product sales increased 70% from 2002 to 2007. The farm economy had reached a severe low point in 2002.
- \$257 million of crops were sold in 2007 (17% of sales).
- \$1.2 billion of livestock and products were sold (83% of sales).
- 4,468 (49%) of the region’s farms sold less than \$10,000 of products in 2007.
- Total sales from these small farms were \$9 million, 0.6% of the region’s farm product sales.
- 2,334 farms (26%) sold more than \$100,000 of products.
- Total sales from these larger farms were \$1.4 billion, 94% of the region’s farm product sales.
- 45% of the region’s farms (4,098 of 9,032) reported net losses in 2007. This is slightly lower than the Wisconsin average of 49%.
- Green Bay region’s farmers collected a combined total of \$23 million of federal commodity support payments in 2007.

Production Expenses:

- Feed purchases were the largest single expense for Green Bay region farmers in 2007, totaling \$194 million (19% of production expenses).
- Depreciation ranked as the second most important expense, at \$132 million (13%).
- Farmers spent \$129 million to hire laborers (13%).
- Supplies, repairs, and maintenance costs totaled \$92 million for the region’s farmers (9%).
- Interest expenses totaled \$74 million (7%).
- Purchases of livestock ranked as the sixth-most important expense, at \$63 million (6%).
- Gasoline, fuels, and oil costs totaled \$59 million (6%).
- Fertilizer costs totaled \$57 million (6%).

Cattle & Dairy:

- 4,199 ranches and farms hold an inventory of 584,780 cattle.
- 314,743 cattle were sold in 2007 for total sales of more than \$168 million. *Note that sales data for cattle farms in Shawano County were suppressed by USDA in an effort to protect confidentiality, so this total is incomplete.*
- 2,036 farms have 250,130 milk cows.
- Sales of milk and dairy products totaled \$101 million.
- 2,541 farms produced 2.7 million tons of corn for silage on 174,416 acres.
- 5,049 farms produced 1.3 million tons of forage crops (hay, etc.) on 391,567 acres.

Other livestock & animal products:

- 357 farms hold an inventory of 13,063 hogs and pigs.
- 409 farms sold 25,693 hogs and pigs in 2007, worth more than \$2 million. *Note that sales data for hog farms in Kewaunee County were suppressed by USDA in an effort to protect confidentiality, so this sales total is incomplete.*
- 235 farms hold an inventory of 6,381 sheep and lambs.
- 259 farms sold \$1.3 million of sheep, goats, and lambs in 2007.

- 677 farms hold an inventory of at least 15,601 laying hens. *Note that data for the 113 farms with laying hens in Manitowoc County were suppressed by USDA in an effort to protect confidentiality, so this total is incomplete.*
- *Sales of poultry and eggs from Door, Manitowoc, and Outagamie Counties were suppressed by USDA to protect confidentiality, so total sales for the region cannot be reported.*
- 94 farms in the Green Bay region raised broiler chickens, holding an inventory of 10,916.
- 20 farms engage in aquaculture.
- 253 farms raise horses and ponies, selling \$1.3 million.

Grains, oil seeds, and edible beans:

- 3,304 farms raised 37.8 million bushels of corn on 317,038 acres, worth \$90.9 million.
- This is an average of \$2.42 per bushel of corn sold.
- 1,960 farms raised 5.9 million bushels of soybeans on 159,309 acres, worth \$39.8 million.
- This is an average of \$6.75 per bushel of soybeans sold.
- 1,451 farms raised 5.8 million bushels of wheat, mostly winter wheat, on 86,872 acres.
- Total value of wheat sold was \$30.6 million.
- This is an average of \$5.27 per bushel of wheat sold.
- 1,132 farms raised 1.8 million bushels of oats on 26,658 acres.
- 157 farms raised 208,377 bushels of barley on 3,541 acres.

Vegetables & Melons (some farmers state that Ag Census data does not fully represent vegetable production):

- 426 farms worked 24,338 acres to sell more than \$24 million of vegetables. *Note that sales data for Shawano County farms were suppressed by USDA to protect confidentiality, so sales from this county are not included in this total.*
- 49 farms raised 67 acres of potatoes.
- 1 farm (in Manitowoc County) raised sweet potatoes.

Fruits (some farmers state that Ag Census data does not fully represent fruit production):

- The region has 206 farms with a total of 3,828 acres of orchards.
- 244 fruit, nut and berry farms sold more than \$7 million of products in 2007.
- *Note that sales data for Kewaunee and Outagamie Counties were suppressed by USDA in an effort to protect confidentiality, so these totals are incomplete.*

Nursery and Greenhouse plants

- 191 farms sold \$27 million of nursery and ornamentals in 2007.
- 126 farms sold \$1 million of Christmas trees.

Direct and organic sales:

- 776 farms sold \$5.3 million of food directly to consumers. This is a 26% increase in the number of farms (614 in 2002) selling direct, and a 62% increase in direct sales over 2002 sales of \$3.3 million.
- This amounts to 0.4% of farm product sales, the same as the national average of 0.4%.

- Brown, Door, and Outagamie Counties lead the region in direct sales, with roughly \$1 million of direct sales each.
- Manitowoc County farms increased their direct sales 95% from 2002 to 2007, for the strongest growth of any single county in the region.
- 109 farms in the region sold \$8 million of organic foods. *Note that organic sales from Kewaunee County were suppressed by USDA in an effort to protect confidentiality, so this total is not complete.*
- For comparison, 1,281 farms in Wisconsin sold \$80 million of organic food products.
- 42 farms market through community supported agriculture (CSA).
- 329 farms in the region produce value-added products.

Conservation practices:

- 3,032 farms use conservation methods such as no-till, limited tilling, filtering field runoff to remove chemicals, fencing animals to prevent them from entering streams, etc.
- 864 farms practice rotational management or intensive grazing.
- 54 farms generate energy or electricity on the farm.

Top farm products sold in Green Bay region:

Product	\$ millions
Milk & Dairy	\$1,001
Cattle & Calves**	168
Corn	91
Soybeans	40
Wheat	31
Ornamentals	27
Vegetables**	24
Fruits & Nuts**	7

*Note: data for products listed with asterisks (**) are incomplete due to USDA suppression of data in an effort to protect confidentiality.*

County and State Highlights

Brown County Highlights (Agriculture Census 2007)

- 1,053 farms, a 6% decrease since 2002.
- 187,617 acres in farms, a decrease of 5% since 2002.
- \$254 million of commodities sold by farms, an increase of 69% over 2002.
- Crop sales totaled \$31 million (12% of sales).
- Livestock sales totaled \$223 million (88% of sales).
- Government payments to farmers totaled \$2.7 million, a decrease of 39% over 2002.
- The most prevalent farm size (by acres) is farms of 10-49 acres, with 333 (32% of all farms).
- Next most prevalent farm size is 50-179 acres, with 298 (28%).
- Brown County is the state's 8th-largest farm county, measured in farm product sales.
- Milk and dairy products are the largest component of farm product sales, with \$168 million.
- Cattle and calf sales totaled \$53 million.
- Brown County farms sold \$20 million of grain.
- Hog sales totaled \$466,000.
- Poultry and Eggs sales totaled \$143,000.
- Brown County ranks second in Wisconsin for cattle and calf sales.
- Ranks 4th in the state for acreage devoted to wheat, with 14,355 acres.
- Ranks 6th in the state for milk and dairy sales.
- Ranks sixth in Wisconsin for cattle and calf inventory, with 104,312.
- Ranks 8th in the state for acres of corn silage, with 25,042.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 235 (22% of county farms).

Calumet County Highlights (Agriculture Census 2007)

- 732 farms, one less than in 2002.
- 151,659 acres in farms, an increase of 1% over 2002.
- \$167 million of commodities sold by farms, an increase of 104% over 2002.
- Crop sales totaled \$29 million (17% of sales).
- Livestock sales totaled \$138 million (83% of sales).
- Government payments to farmers totaled \$1.9 million, a decrease of 39% over 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 264 (36% of farms).
- Next most prevalent farm size 180-499 acres, with 179 (22%).
- Milk and dairy sales from county farms totaled \$117 million.
- Calumet County farms sold \$24 million of grain.
- Cattle and calf sales totaled \$17.5 million.
- Hog sales totaled \$130,000.
- Poultry and egg sales totaled \$87,000.
- Calumet County ranks 7th in Wisconsin for sales of "other animals" which seems to be centered upon mink sales. County farms carry an inventory of 9,201 mink.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 121 (16.5% of all farms).
- Next most prevalent farm size (by sales) is farms selling \$100,000-\$249,000 of products, with 104 (14%).

Door County Highlights (Agriculture Census 2007)

- 854 farms, a 3% decrease since 2002.
- 134,472 acres in farms, a slight decrease from 2002.
- \$60 million of commodities sold by farms, an increase of 51% over 2002.
- Crop sales totaled \$24.7 million (41% of sales).
- Livestock sales totaled \$35.7 million (59% of sales).
- Government payments to farmers totaled \$1.9 million, an increase of 4% over 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 311 (36% of farms).
- Next most prevalent farm size is 10-49 acres, with 282 (33% of all farms).
- Milk and dairy sales from Door County farms totaled \$27.7 million.
- Door County farms sold \$8.7 million of grain.
- Cattle and calf sales totaled \$7.6 million.
- Door County farms sold \$5.3 million of vegetables.
- County farms sold \$5.0 million of fruits, nuts and berries.
- Door County farms sold \$4.6 million of nursery and ornamental crops.
- Hog sales totaled \$20,000.
- Poultry and egg sales for county farms *were suppressed by USDA in an effort to protect confidentiality.*
- Door County ranked 8th in Wisconsin for acreage devoted to wheat production, with 12,013 acres.
- Ranked ninth in the state for fruit, nut, and berry sales.
- Ranked 9th in Wisconsin for acres of vegetables, with 8,747.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 287 (34% of all farms).

Kewaunee County Highlights (Agriculture Census 2007)

- 893 farms, a 2% decrease since 2002.
- 175,449 acres in farms, an increase of 1% since 2002.
- \$195 million of commodities sold by farms, an increase of 86% over 2002.
- Crop sales totaled \$36 million (9% of sales).
- Livestock sales totaled \$159 million (91% of sales).
- Government payments to farmers totaled \$2.6 million, a decrease of 35% since 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 361 (40% of farms).
- Next most prevalent farm size 10-49 acres, with 218 (24%).
- Kewaunee County farms sold \$141 million of milk and dairy products.
- Cattle and calf sales totaled \$16 million.
- Vegetable sales totaled \$2 million.
- Kewaunee County ranks second in Wisconsin for sales of nursery and ornamental crops, *but sales were not disclosed by USDA in an effort to protect confidentiality.*
- Ranks 5th in state for acres devoted to corn for silage, with 28,944.
- Ranks 6th in Wisconsin for inventory of mink, *but the number was not disclosed by USDA in an effort to protect confidentiality.*
- Ranks 9th in state for acreage devoted to wheat, with 11,674.
- Ranks 10th in Wisconsin for sales of milk and dairy products, with \$141 million.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 279 (31% of all farms).

Manitowoc County Highlights (Agriculture Census 2007)

- 1,444 farms, a 2% decrease since 2002.
- 248,238 acres in farms, a decrease of 3% since 2002.
- \$257 million of farm products sold, an increase of 75% over 2002.
- Crop sales totaled \$38 million (15% of sales).
- Livestock sales totaled \$219 million (85% of sales).
- Government payments to farmers totaled \$3.6 million, a decrease of 40% since 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 510 (35% of farms).
- Next most prevalent farm size is 10-49 acres, with 471 farms, (33%).
- Manitowoc County farms sold \$25 million of grain.
- Cattle and calf sales totaled \$23 million.
- Hog sales totaled \$242,000.
- Manitowoc County ranks first in Wisconsin for acreage devoted to wheat, with 17,972 acres.
- Ranks fifth in Wisconsin for sales of milk and dairy products, with \$191 million.
- Ranks 6th in the state for acreage planted to corn for silage, with 27,906.
- Manitowoc County ranks as the seventh largest farm county in the state by sales.
- Ranks 9th in the state for inventory of cattle and calves, with 97,330.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 456 (32% of all farms).

Oconto County Highlights (Agriculture Census 2007)

- 1,244 farms, a 10% increase over 2002.
- 205,924 acres in farms, a decrease of 6% since 2002.
- \$116 million of commodities sold by farms, an increase of 57% over 2002.
- Crop sales totaled \$23 million (20% of sales).
- Livestock sales totaled \$93 million (80% of sales).
- Government payments to farmers totaled \$2.4 million, a decrease of 28% since 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 493 (40% of farms).
- Next most prevalent farm size is 10-49 acres, with 376 (30%).
- Oconto County farms sold \$75 million of milk and dairy products.
- Oconto County farms sold \$16 million of grain.
- Cattle and calf sales totaled \$16 million.
- Hog sales totaled \$112,000.
- Oconto County ranks fourth in Wisconsin for sales of horses, with \$490,000.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 376 (30% of all farms).

Outagamie County Highlights (Agriculture Census 2007)

- 1,362 farms, a 5% decrease since 2002.
- 247,482 acres in farms, a decrease of 6% since 2002.
- \$237 million of commodities sold by farms, an increase of 62% over 2002.
- Crop sales totaled \$54 million (23% of sales).
- Livestock sales totaled \$183 million (77% of sales).
- Government payments to farmers totaled \$4.4 million, a decrease of 29% since 2002.
- The most prevalent farm size (by acres) is farms of 10-49 acres, with 437 (32% of farms).
- Next most prevalent farm size is farms of 50-179 acres, with 427 (31%).

- Outagamie County ranks 9th in Wisconsin for farm product sales.
- \$146 million of milk and dairy products were sold by Outagamie County farms.
- County farms sold \$38 million of grain.
- Cattle and calf sales totaled \$35 million.
- Nursery and ornamental crop sales totaled \$7.8 million.
- Vegetable sales totaled \$5.8 million.
- Hog sales totaled \$597,000.
- Outagamie County ranks 5th in Wisconsin for cattle and calf sales.
- Ranks 5th in the state for acreage planted to soybeans, with 41,523.
- Ranks ninth in the state for milk and dairy sales.
- Ranks 9th in Wisconsin for acreage devoted to corn for silage, with 23,613.
- Ranks 10th in state for nursery and ornamental crop sales.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 381 (28% of farms).

Shawano County Highlights (Agriculture Census 2007)

- 1,450 farms, a 1% decrease since 2002.
- 271,718 acres in farms, the same level as in 2002.
- \$199 million of commodities sold by farms, an increase of 53% over 2002.
- Crop sales totaled \$22 million (11% of sales).
- Livestock sales totaled \$177 million (89% of sales).
- Government payments to farmers totaled \$3 million, a decrease of 40% since 2002.
- The most prevalent farm size (by acres) is farms of 50-179 acres, with 601 (41% of farms).
- Next most prevalent farm size is 180-499 acres, with 359 (25%).
- County farms sold \$133 million of milk and dairy products.
- Shawano County farms sold \$17 million of grain.
- Cattle and calf sales *were not reported by USDA in an effort to protect confidentiality*.
- Hog sales totaled \$506,000.
- Ranks 3rd in Wisconsin, and 6th in the U.S., for sales of “other animals” [other than primary stock such as cattle, hogs, and poultry]. *Specific animals or products, or their sales, were not reported by USDA in an effort to protect confidentiality*.
- Shawano County ranks 4th in Wisconsin for acreage in corn silage, with 29,380.
- Ranks 5th in the state for Christmas tree sales, with \$619,000.
- Ranks seventh in the state for acreage devoted to forage, with 66,229.
- Ranks 8th in Wisconsin for sales of sheep and goats, with \$652,000.
- Ranks 9th in the state for acres planted in oats for grain, with 4,532.
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 327 (22% of all farms).

State of Wisconsin Highlights (2007 Census of Agriculture)

- 78,463 farms, 2% more than in 2002.
- Wisconsin has 15 million acres of land in farms, 3% less than in 2002.
- The state ranks 9th in the nation in farm product sales.
- Farmers sold \$8.9 billion of farm products in 2007.
- \$2.7 billion (30%) of these sales were crops.
- \$6.3 billion (70%) of these sales were livestock.
- The most prevalent farm size is 50-179 acres, with 29,765 farms (38%) in this category.
- Next most prevalent farm size is 10-49 acres, with 19,895 (25%) farms.
- 1,956 farms (2%) are 1,000 acres or more.
- 24,756 (32%) of farms are less than 50 acres.
- 42,983 farms (55%) sold less than \$10,000 of farm products.
- These smaller farms sold a total of \$82 million of farm products, 1% of sales.
- 16,647 farms (21%) sold more than \$100,000 of farm products.
- These larger farms sold \$8.1 billion of farm products, 92% of the state's farm sales.
- Government payments to Wisconsin farmers totaled \$196 million.
- Wisconsin ranks first in U.S. for acres devoted to corn for silage, with 732,636.
- Ranks 2nd in the U.S. for milk and dairy production, with \$4.6 billion.
- Ranks 4th in nation for acreage of vegetables, with 297,238; and 7th in U.S. for vegetable sales, with \$423 million.
- Ranks 6th in the U.S. for Christmas tree sales, with \$18 million.
- Ranks 7th in nation for acres devoted to forage crops, with 2,797,497
- Ranks ninth in U.S. for inventory of cattle and calves, with 3.4 million.
- Ranks 10th in U.S. for acreage of corn for grain, with 3,250,847.
- Ranks tenth in nation for inventory of turkeys, with 3,685,648.
- 6,243 farms sold \$44 million of food directly to consumers. This is a 27% increase in the number of farms (4,918 in 2002) selling direct, and a 50% increase in direct sales over 2002 sales of \$29 million.
- Direct sales are 0.4% of farm product sales, about the same as the national average.
- If direct food sales made up a single commodity, the value of these sales would outrank the state's 15th most important product, green peas.
- 1,443 farms farm organically, with a total of 101,903 acres of harvested cropland, and 35,140 acres of pastureland.
- 33,896 acres on 759 farms are undergoing organic conversion.
- 1,281 farms in Wisconsin sold \$80 million of organic food products, including \$17 million of crops (this may include ornamental and greenhouse crops), \$3.8 million of livestock and poultry, and \$60 million of products from livestock and poultry (such as milk or eggs).
- The most prevalent farm size (by sales) is farms selling less than \$1,000, with 24,588 (31% of all farms).
- 437 farms market through community supported agriculture (CSA).
- 2,821 state farms produce value-added products.
- 27,081 farms use conservation methods such as no-till, limited tilling, filtering field runoff to remove chemicals, fencing animals to prevent them from entering streams, etc.
- 11,469 farms practice rotational management or intensive grazing.
- 545 farms generate energy or electricity on the farm.

Wisconsin's top farm products in 2009 (Economic Research Service)

See chart on next page.

	\$ millions
1 Dairy products	3,271
2 Corn	1,020
3 Cattle and calves	726
4 Soybeans	531
5 Greenhouse/nursery	255
6 Potatoes	249
7 Cranberries	201
8 Wheat	101
9 Hogs	94
10 Broilers	88
11 Corn, sweet	78
12 Chicken eggs	78
13 Hay	65
14 Beans, snap	53
15 Peas, green	25
16 Apples	23
17 Cabbage	16
18 Oats	12
19 Maple products	7
20 Strawberries	7
21 Onions	7
22 Carrots	7

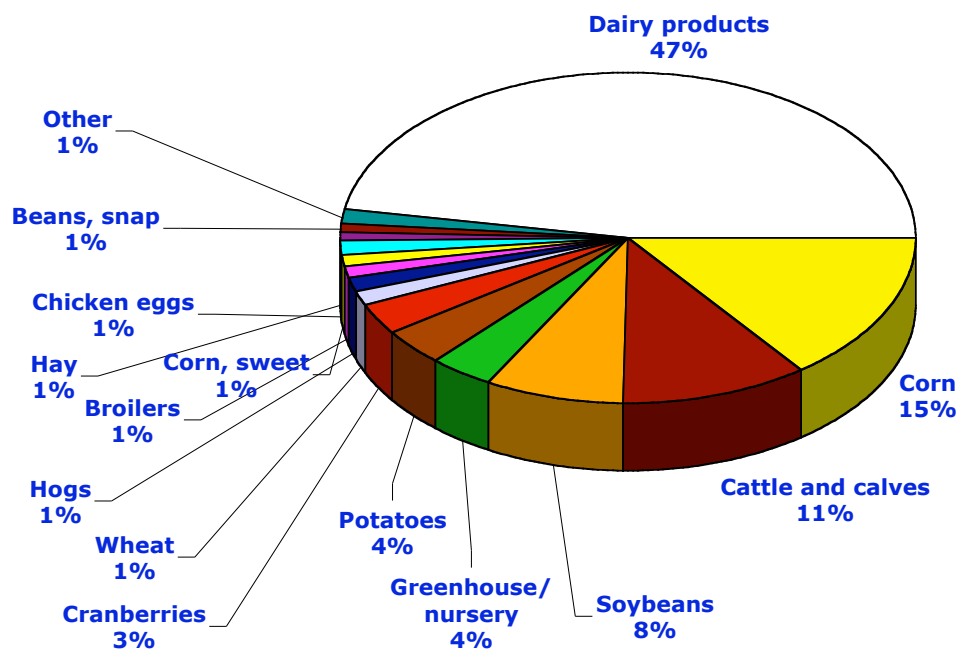
Note: turkeys, aquaculture, and cucumbers were also listed among Wisconsin's top 25 products, but sales figures for these products were not released by ERS, in an effort to protect confidentiality.

Note also that at \$44 million, direct sales from farmers to consumers amount to more than the value of the 15th-ranking product, green peas.

Wisconsin's top farm products in 2009 (Economic Research Service)

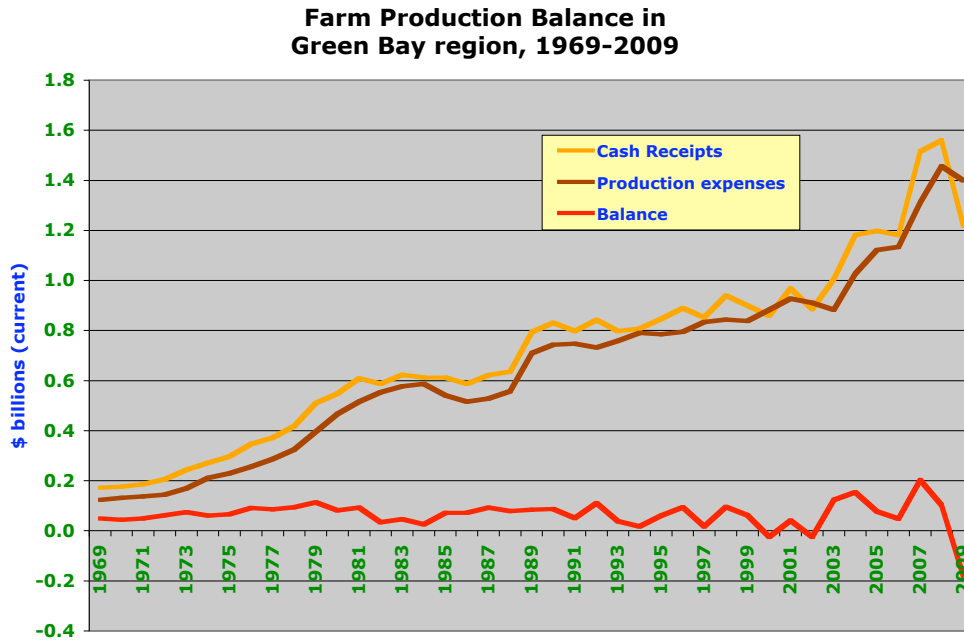
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Top Farm Products in Wisconsin, 2009

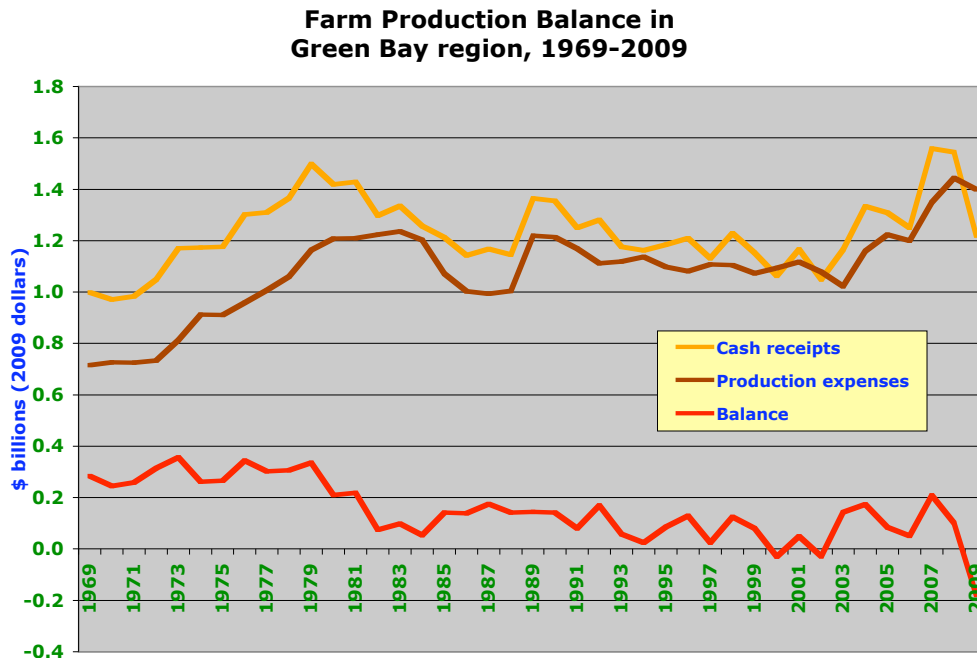


Source: USDA Economic Research Service

A financial profile of the past 40 years of the income and expenditures for farmers the Green Bay region shows that despite increased sales, the net cash income from farm production has at best held steady [Bureau of Economic Analysis].



After adjusting for inflation, it is clear that the farm production balance has fallen since 1969.



Balance of Cash Receipts and Production Costs (BEA):

Green Bay ranchers and farmers sell \$1.24 billion of food commodities per year (1989-2009 average), spending \$1.17 billion to raise them, for an average gain of \$70 million each year, or \$7,700 per farm. *Note that these sales figures compiled by the BEA may differ from cash receipts recorded by the USDA Agriculture Census (above).*

Overall, farm producers earned a surplus of \$1.6 billion by producing crops and livestock from 1989 to 2009. Still, farm production costs exceeded cash receipts for three years of that 21-year period, including 2009. Green Bay farmers and ranchers earned \$182 million less by selling farm products in 2009 than they earned in 1969 (in 2009 dollars). Moreover, 45% of the region's farms and ranches reported a net loss in 2007 (Ag Census).

Farmers and ranchers earn another \$59 million per year of farm-related income — primarily custom work, and rental income (21-year average for 1989-2009). Federal farm support payments averaged \$52 million per year for the entire region for the same years.

The region's consumers:

See also information covering low-income food consumption and food-related health conditions, page 1-2 above.

Green Bay region consumers spend \$1.7 billion buying food each year, including \$1 billion for home use. Most of this food is produced outside the region. Only \$5.2 million of food products (0.4% of farm cash receipts and 0.3% of the region's consumer market) are sold by farmers directly to consumers.

Estimated change in net assets (that is, assets minus liabilities) for all region households combined was a loss of \$1.5 billion in 2008 alone (BLS). This places additional pressure on Valley consumers trying to buy food.

Farm and food economy summary:

Farmers gain \$70 million each year producing food commodities, and spend \$560 million buying inputs sourced outside of the region, for a total loss of \$490 million to the region.

Meanwhile, consumers spend \$1.5 billion buying food from outside. Thus, total loss to the region is \$2 billion of potential wealth *each year*. This loss amounts to more than double the value of all food commodities raised in the region.

Green Bay region: markets for food eaten at home (2009):

Green Bay region residents purchase \$1.7 billion of food each year, including \$1 billion to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 215
Fruits & vegetables	174
Cereals and bakery products	144
Dairy products	118
“Other,” incl. Sweets, fats, & oils	387

If Green Bay region residents purchased 15% of their food for home use directly from local farmers, without an intermediary, this would generate \$156 million of new farm income for the region.

Brown County: markets for food eaten at home (2009):

Brown County residents purchase \$622 million of food each year, including \$379 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 78.5
Fruits & vegetables	63.5
Cereals and bakery products	52.6
Dairy products	43.2
“Other,” incl. Sweets, fats, & oils	141.7

Calumet County: markets for food eaten at home (2009):

Calumet County residents purchase \$112 million of food each year, including \$69 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$14.2
Fruits & vegetables	11.5
Cereals and bakery products	9.5
Dairy products	7.8
“Other,” incl. Sweets, fats, & oils	25.6

Door County: markets for food eaten at home (2009):

Door County residents purchase \$70 million of food each year, including \$43 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 8.8
Fruits & vegetables	7.1

Cereals and bakery products	5.9
Dairy products	4.9
“Other,” incl. Sweets, fats, & oils	15.9

Note: Tourists also spend considerable money buying food as they visit Door County (as well as other counties in the region), but the data here refer only to household food spending.

Kewaunee County: markets for food eaten at home (2009):

Kewaunee County residents purchase \$51 million of food each year, including \$31 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 6.5
Fruits & vegetables	5.2
Cereals and bakery products	4.3
Dairy products	3.5
“Other,” incl. Sweets, fats, & oils	11.6

Manitowoc County: markets for food eaten at home (2009):

Manitowoc County residents purchase \$202 million of food each year, including \$124 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 25.6
Fruits & vegetables	20.7
Cereals and bakery products	17.1
Dairy products	14.1
“Other,” incl. Sweets, fats, & oils	46.2

Oconto County: markets for food eaten at home (2009):

Oconto County residents purchase \$93 million of food each year, including \$57 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$11.8
Fruits & vegetables	9.5
Cereals and bakery products	7.9
Dairy products	6.5
“Other,” incl. Sweets, fats, & oils	21.3

Outagamie County: markets for food eaten at home (2009):

Outagamie County residents purchase \$445 million of food each year, including \$272 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 56.2
Fruits & vegetables	45.5
Cereals and bakery products	37.6
Dairy products	30.9
“Other,” incl. Sweets, fats, & oils	101.5

Shawano County: markets for food eaten at home (2009):

Shawano County residents purchase \$103 million of food each year, including \$63 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$13.1
Fruits & vegetables	10.6
Cereals and bakery products	8.7
Dairy products	7.2
“Other,” incl. Sweets, fats, & oils	23.6

State of Wisconsin: markets for food eaten at home (2009):

Wisconsin residents purchase \$14 billion of food each year, including \$8.7 billion to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 1,795
Fruits & vegetables	1,451
Cereals and bakery products	1,202
Dairy products	987
“Other,” incl. Sweets, fats, & oils	3,240

Key data sources:

Bureau of Economic Analysis data on farm production balance

<http://www.bea.doc.gov/bea/regional/reis/>

Food consumption estimates from Bureau of Labor Statistics Consumer Expenditure Survey

<http://www.bls.gov/cex/home.htm>

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

USDA/Economic Research Service food consumption data:

<http://www.ers.usda.gov/data/foodconsumption/>

USDA/ Economic Research Service farm income data:

<http://ers.usda.gov/Data/FarmIncome/finfidmu.htm>

For more information:

To see results from *Finding Food in Farm Country* studies in other regions of the U.S.:

<http://www.crcworks.org/locales.html>

To read the original *Finding Food in Farm Country* study from Southeast Minnesota (written for the Experiment in Rural Cooperation): <http://www.crcworks.org/ff.pdf>

To view a PowerPoint presented in March, 2008, by Ken Meter at Rep. Collin Peterson's (D-MN) Minnesota agricultural forum, called the "Home Grown Economy":

<http://www.crcworks.org/crcppts/petersonkm08.pdf>

To get a brief list of essential food facts, many of which are cited in the presentation above,

<http://www.crcworks.org/foodmarkets.pdf>

To link to further analysis of farm and food economies in the U.S.:

<http://www.crcworks.org/econ.html>

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