

# Where does YOUR food dollar go?

Farmers receive an average of **16 cents** of every retail dollar spent on food in grocery stores and restaurants. In 1980, farmers received 31 cents out of every retail dollar spent on food in America.

The remaining off-farm costs (marketing expenses associated with processing, wholesaling, distributing and retailing of food products) account for **84 cents** of every retail dollar spent on food.



Source: 2013 AFBF Food Farm Facts

## Did YOU Know?

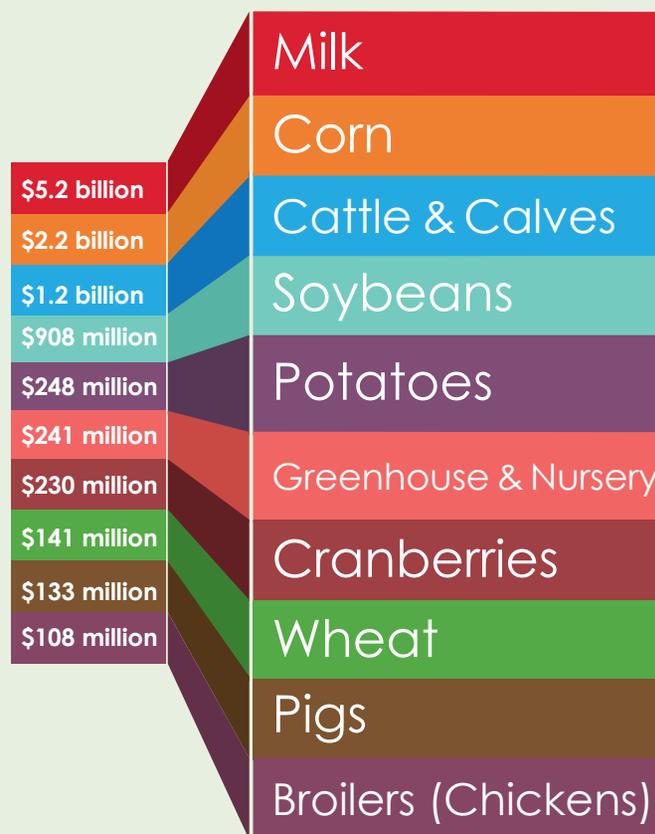
Wisconsin is home to **59,000** colonies of bees.



Wisconsin grows **27%** of the U.S. total of **cabbage for sauerkraut**. Ranking it #1.

Wisconsin leads the nation in the export of **ginseng root**.

## Wisconsin's Top Commodities



Source: Wisconsin 2014 Agricultural Statistics

### Make this brochure come to life with Aurasma!

What do you need to do?

1. Download the Aurasma app (it's free!)
2. Open the app and tap on the arrow on the bottom (middle) which brings you to the menu.
3. Tap the magnifying glass to search.
4. Search "WIAITC".
5. Tap WIAITC Public Aura's and tap "follow".
6. With the Aurasma app open, place your device over the photo with a  symbol next to it and learn even more!

It's just like using a QR code but with pictures and video!



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.  
Learn more at [www.wisagclassroom.org](http://www.wisagclassroom.org).

# Wisconsin Farms

Agriculture provides \$88.3 billion to our economy.

Number of farms: 69,800

Average size of farms: 209 acres

Acres of land operated: 14.6 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."*

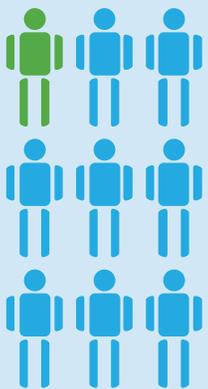
Source: Wisconsin 2014 Agricultural Statistics



# Agriculture Provides Jobs

Agriculture contributes 354,000 jobs to Wisconsin's economy or 10% of total employment.

Source: UW Extension-Steve Deller, 2014



1 in every 9 jobs in Wisconsin is related to agriculture.

Every job in agriculture supports another 1.46 jobs elsewhere in Wisconsin.



# Wisconsin Ranks...

FIRST

- Cheese**  
2.8 billion pounds
- Milk Goats**  
46,000 goats
- Mink Pelts**  
1,230,000 mink
- Corn for Silage**  
16.1 million tons
- Cranberries**  
6 million barrels
- Snap Beans for Processing**  
299,000 tons



SECOND

- Milk**  
27.5 billion pounds
- Milk Cows**  
1.27 million cows
- Carrots for Processing**  
117,000 tons
- Cucumbers for Pickles**  
38,000 tons



THIRD

- Oats**  
6.8 million bushels
- Potatoes**  
3.02 billion pounds
- Sweet Corn for Processing**  
584,000 tons
- Green Peas for Processing**  
76,000 tons



FOURTH

- Cherries**  
12.3 million pounds
- Maple Syrup**  
265,000 gallons



Sources: Wisconsin 2014 Agricultural Statistics

# Wisconsin's Top 10 Agricultural Exports

1. Dairy products
2. Miscellaneous foods, including ingredients, sauces, yeasts and mustards
3. Beverages including ethanol, beer, wine, liquor, vinegar, bottled water and soft drinks
4. Mink skins
5. Cereal grains
6. Preserved foods, including canned, frozen and dried
7. Baking-related goods
8. Prepared meat and fish
9. Animal hides and skins
10. Miscellaneous grains, seeds and fruits

Source: DATCP Export Information and Assistance, February 2015

# Top Export Markets

