



Economic Impact of Ag in Waupaca County¹

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This analysis shows agriculture in Waupaca County, and all those involved, support local communities beyond food production and landscapes. It also shows why policy decisions and investment strategies remain necessary to encourage and support both production and non-farm Ag business. The statewide report is available on-line at: <https://cced.ces.uwex.edu/files/2019/08/Contribution-of-Ag-to-WI-Econ-4-Update.pdf>.

Waupaca County Jobs / Income	2008	2012	2017	% CHG
Ag Jobs Countywide	4,427	5,415	3,757 ²	- 31 %
% Total County Workforce	17 %	20 %	14 %	- 6 %
“Jobs Multiplier”	1.9 x	1.8 x	1.5 x	- 17 %
Ag Wages & Earnings	\$ 209 million	\$ 355 million	\$241 million ³	- 32 %
“Income Multiplier”	\$ 1.12 x	\$ 1.94 x	\$1.56	- 38 %

Waupaca County Economy	2008	2012	2017	% CHG
Total Ag Revenue (Direct / Indirect / Induced)	\$ 872 million	\$ 1.35 billion	\$ 1.02 billion ⁴	- 24 %
% Total County Sales Revenue	24 %	32 %	22 %	- 10 %
Value of Farm Production & Food Processing Sales (Direct)	\$ 620 million	\$ 974 million	\$829 million ⁵	- 15 %
Value of Farm & Agribusiness Transactions (Indirect & Induced)	\$ 214 million	\$ 307 million	\$181 million ⁶	- 41 %

Waupaca County Top Ag Sales	2008	2012	2017	% CHG
Milk	\$ 90 million	\$ 90 million	\$ 96 million	+ 6 %
Grain Crops	\$ 19 million	\$ 43 million	\$ 30 million	- 30 %
Livestock	\$ 14 million	\$ 19 million	\$ 18 million	- 5 %
Horticulture & Other	\$ 11 million	\$ 4 million	\$ 5 million	+ 25 %
Commercial Vegetable	\$ 9 million	\$ 4 million	\$ 3 million	- 25 %

¹ Analysis and data provided by Dr. Steve Deller, UW-Madison Extension Ag Economist, October 2019.

² Jobs...Farming 48% / Agribusiness 52%.

³ Wages & Earnings...Farming 33% / Agribusiness 67%.

⁴ Total Revenues...Farming 22% / Agribusiness 78%

⁵ Direct Sales...Farming 21% / Food Processing 79%

⁶ Farm & Agribusiness Indirect & Induced Transactions...Farming 27% / Agribusiness 73%