

2017 Census of Agriculture Data Release

Wisconsin

EMBARGOED UNTIL APRIL 11, at noon ET



United States Department of Agriculture
National Agricultural Statistics Service

www.nass.usda.gov/AgCensus

Today's Briefing

- Census Data Collection
- Farms and Land in Farms
- Economics
- Demographics
- New Information Collected
- Future Census Products

CENSUS OF AGRICULTURE

- A complete count, taken every five years, of America's farms and ranches and the people who operate them.
- Approximately 700 pages of data are Volume 1: Wisconsin State and County Data release.

History of the Census of Agriculture

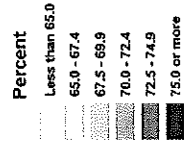
- The first Census of Agriculture was conducted in 1840 in 26 states and the District of Columbia
- 175 years later:
 - The 2017 Census of Agriculture is the 29th in the series, and the 5th conducted by NASS
 - In 1997 the Census was transferred from the Census Bureau to NASS
 - The Census encompasses 50 states, Puerto Rico, and outlying areas
- Data are available for:
 - National, state, and county levels
 - Congressional districts, watersheds, and zip codes

Census Data Collection

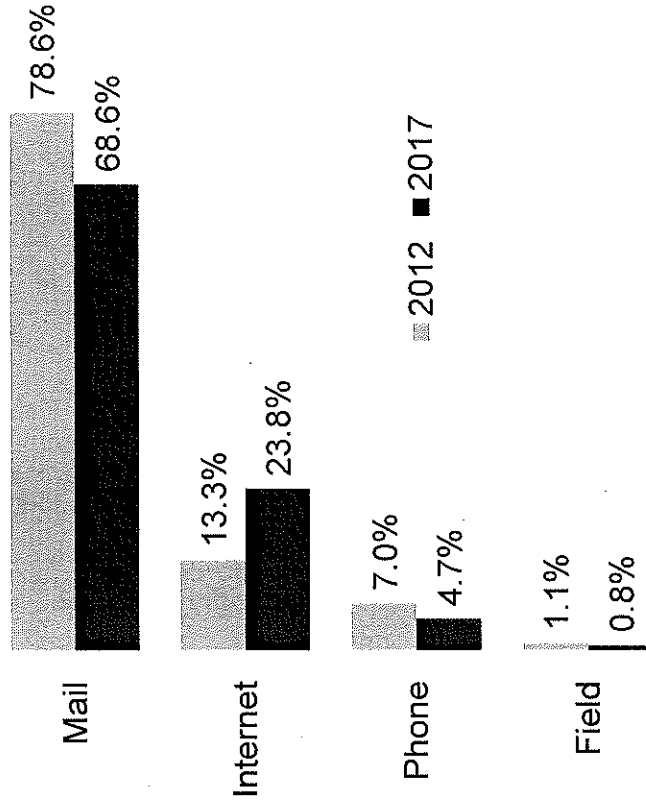
Response Rate by County, 2017



U.S. = 71.8%
Wisconsin = 76.3%



U.S. Return Rate by Mode, 2012 and 2017 (percent of returns)

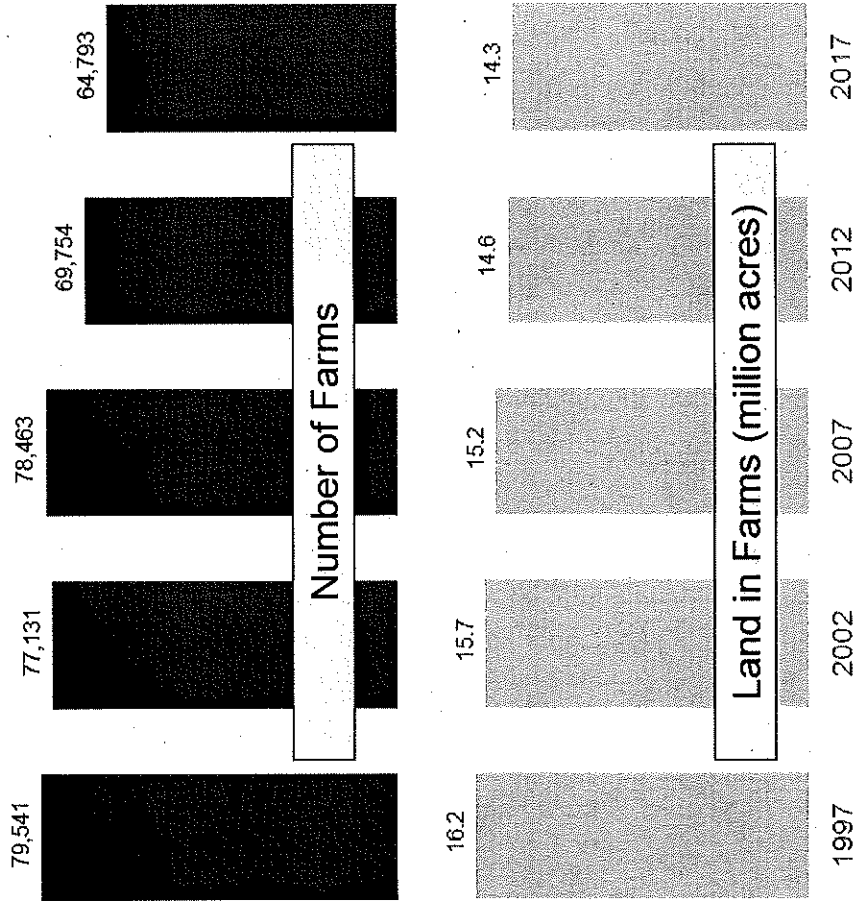


Farms and Land in Farms

Since 1974, the Census of Agriculture has defined a farm as

“any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the census year.”

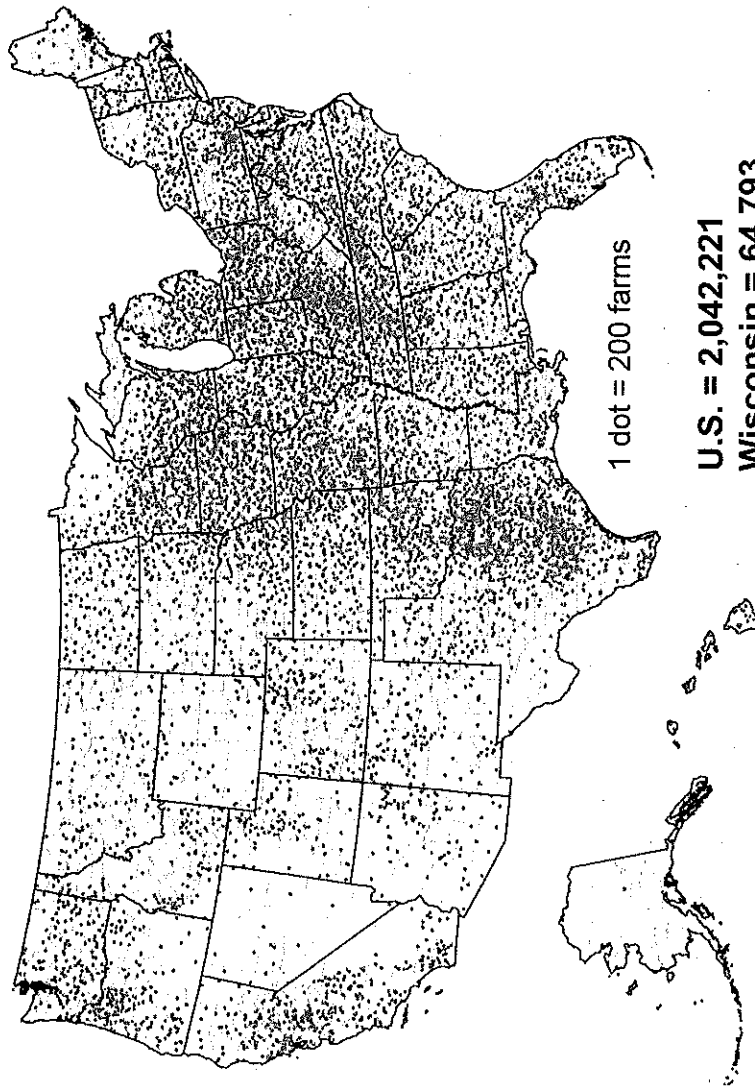
Number of Farms and Land in Farms, 1997-2017



	2012	2017	% change
Number of Farms	69,754	64,793	-7.1
Land in farms (million acres)	14.6	14.3	-1.7
Average farm size (acres)	209	221	+5.7

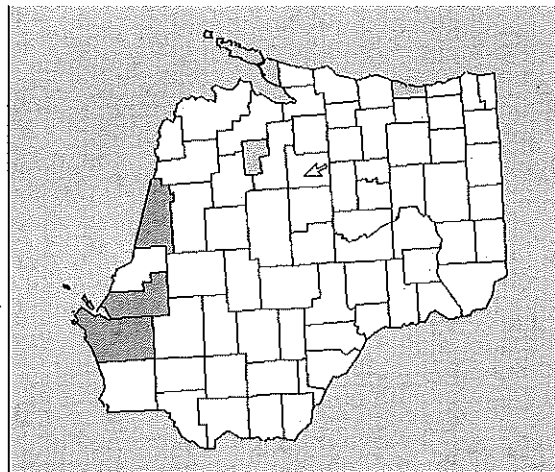
Number of Farms, 2017

By County



Top 10 Counties	2017
Dane	2,566
Grant	2,482
Marathon	2,237
Clark	2,095
Vernon	1,961
Dodge	1,749
Rock	1,587
Iowa	1,576
Monroe	1,555
St. Croix	1,444

Largest Change in Number of Farms by County

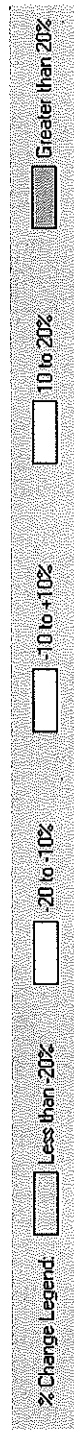


Top 5 % Increase

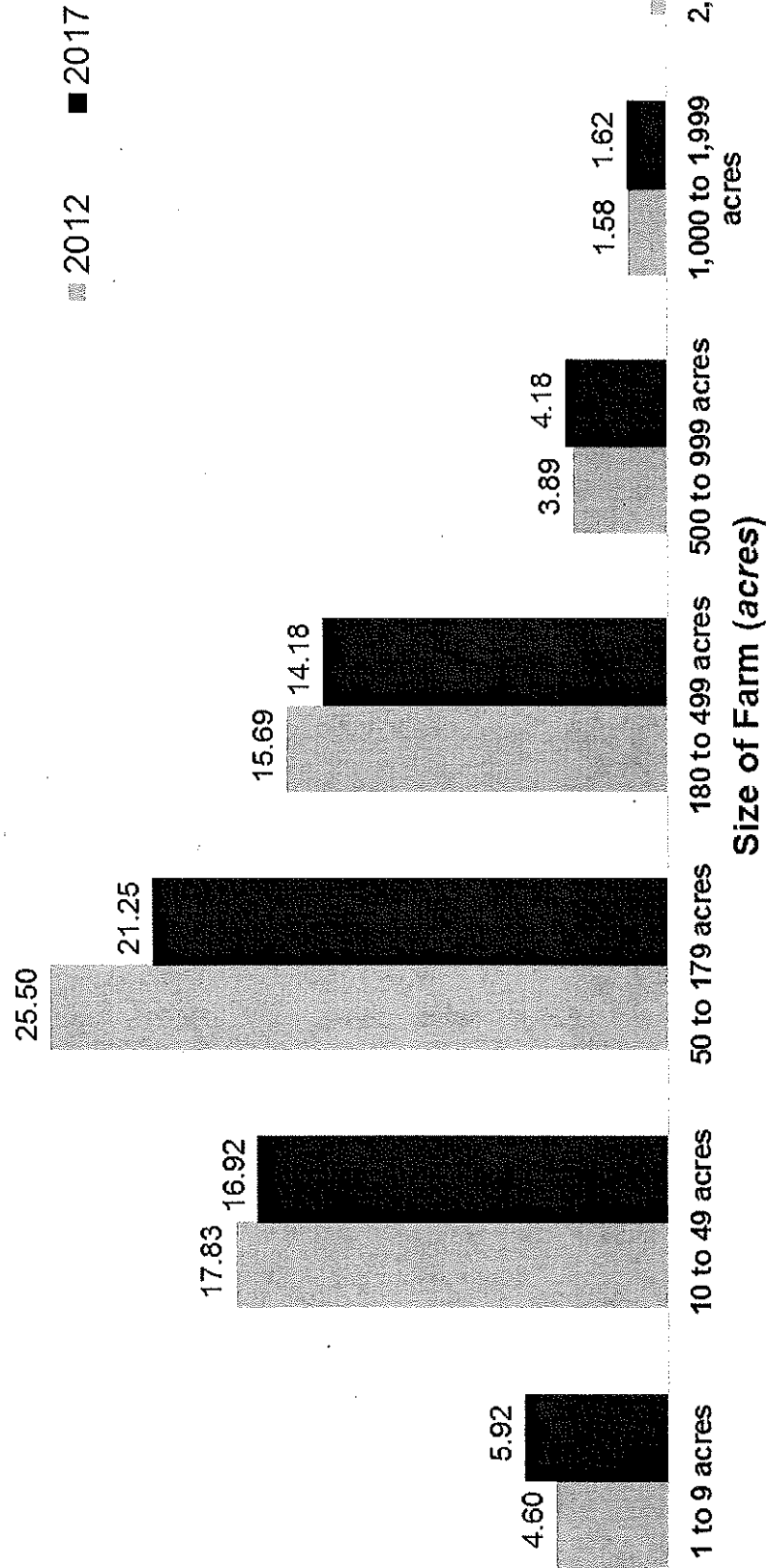
- Vilas +43
- Ashland +41
- Bayfield +21
- Kenosha +16
- Florence +12

Top 5 % Decrease

- Menominee -40
- Ozaukee -24
- Door -22
- Chippewa -20
- Iron -20



Number of Farms, by Size Category, 2012 and 2017 (thousands)



Wisconsin Organic Farms, 2012 and 2017

Volume 1 – Table 51

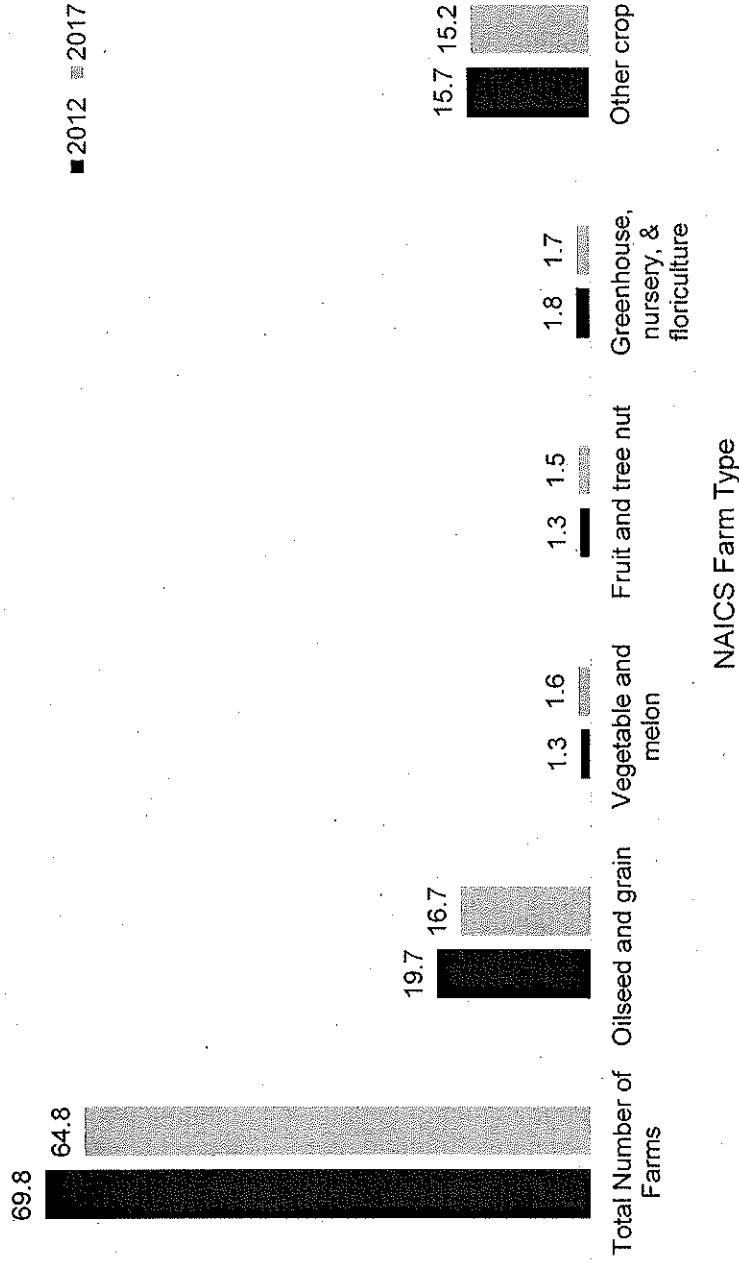
	2012	2017	% change
No. of organic farms	1,180	1,537	+ 30
Average sales per farm (dollars)	102,989	161,751	+ 57
Total value of organic product sales	121,527,000	248,611,000	+ 105
Average age of producers	N.A.	48.4	–
Average years producer on present farm	N.A.	17.4	–

Ranking of Organic Farms Counties (Top 5)

County	Organic Farms	Total Organic Product Sales (\$1,000)	Percent of Total Sales
Wisconsin	1,537	248,611	100.0
Vernon	266	25,524	10.3
Monroe	131	13,113	5.3
Grant	67	25,211	10.1
Dane	54	7,268	2.9
Lafayette	52	11,854	4.8

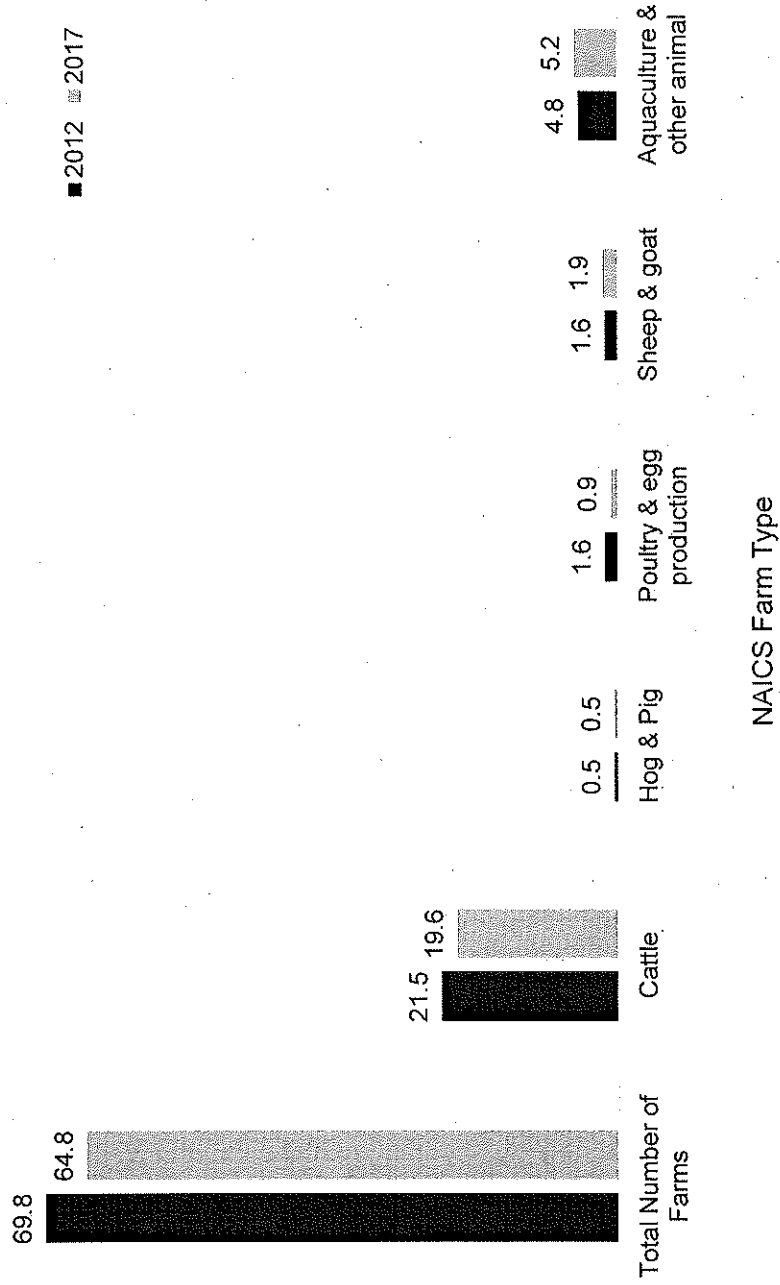
Number of Farms, North American Classification System (NAICS), 2012 and 2017 (thousands)

Crop Production



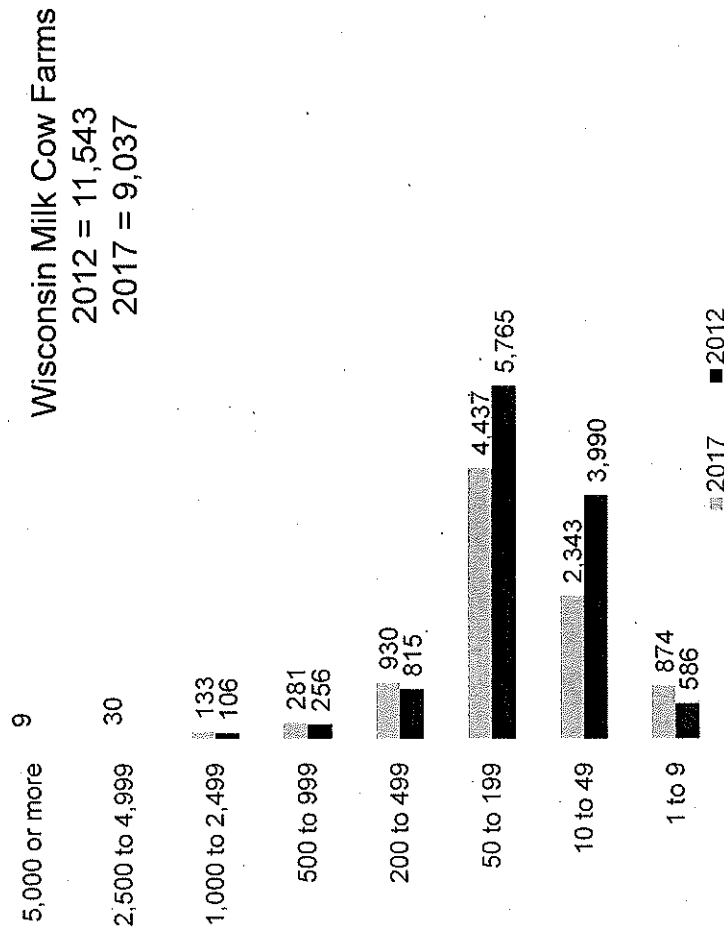
Number of Farms, North American Classification System (NAICS), 2012 and 2017 (thousands)

Animal Production

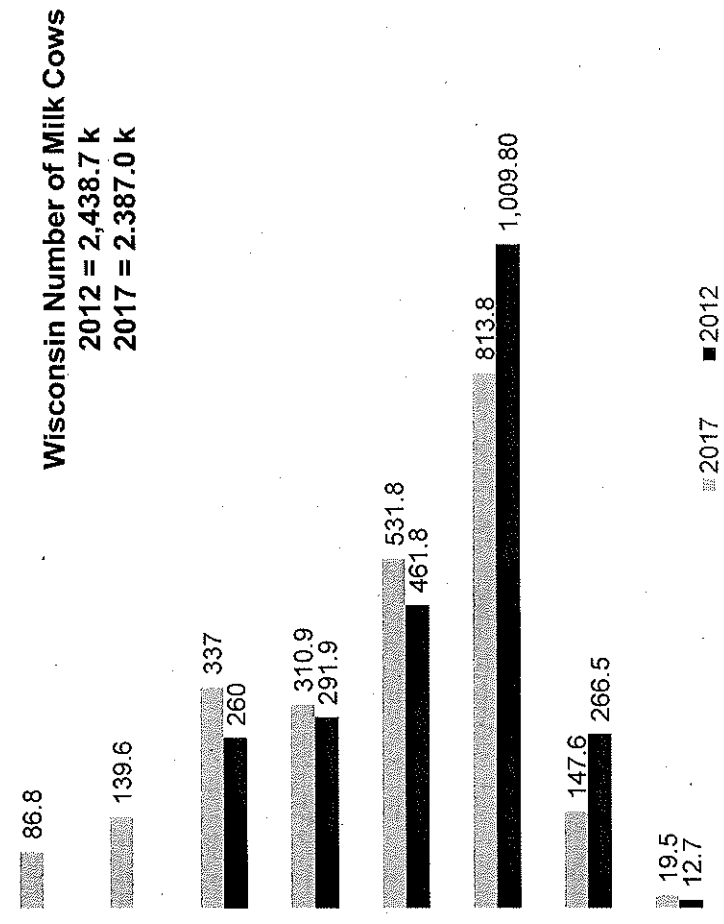


Number of Milk Cow Farms by Cow Herd Size Category, 2012 and 2017 and Number of Milk Cows by Herd Size Category

Number of Farms



Number of Milk Cows (thousands)



Since 1997 the Number of Milk Cow Farms

Wisconsin:

Number of farms ↓ 60%

Average herd size increased from 59 to 142

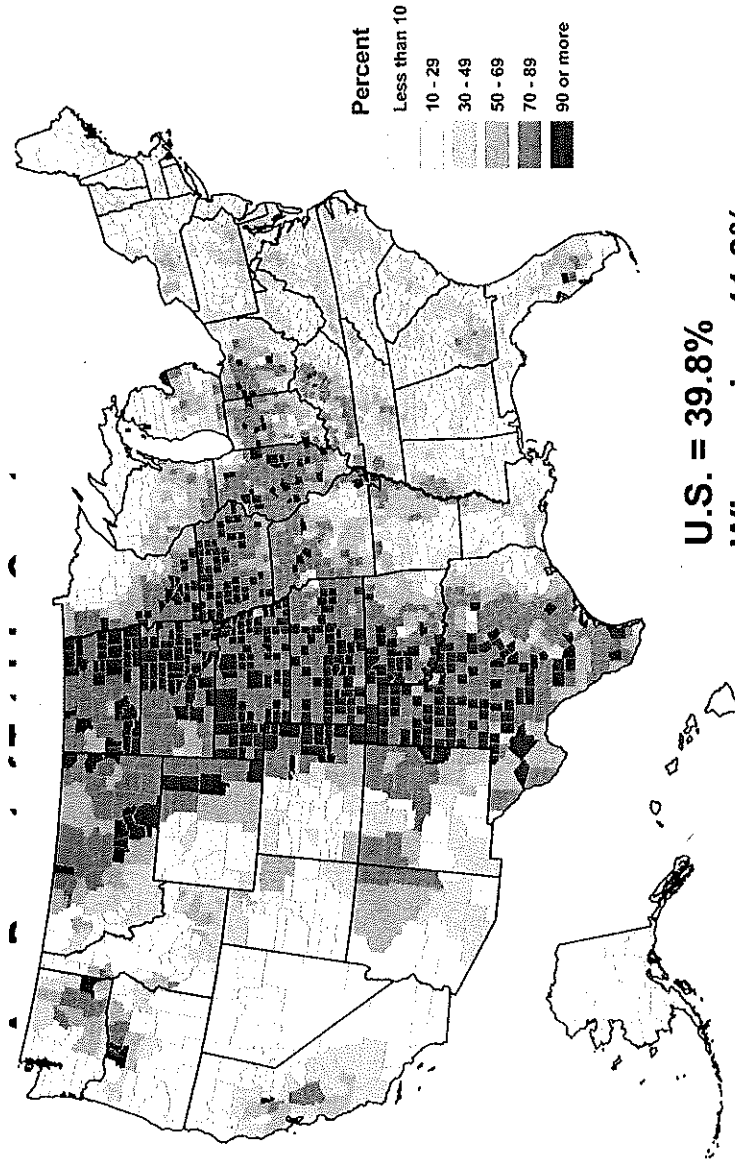


United States:

Number of farms ↓ 53%

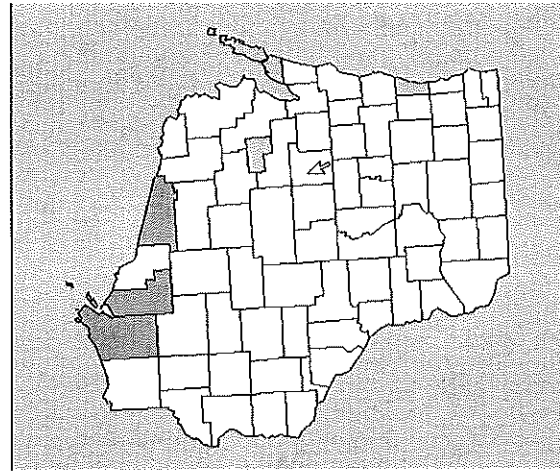
Average herd size increased from 152 to 325

Land in Farms, 2017



Type of Use	Acres (millions)
Total	14.3
Permanent Pasture	1.0
Cropland	10.1
Harvested Cropland	9.2
Woodland	2.3
Other	1.0

Change of Land in Farms by County

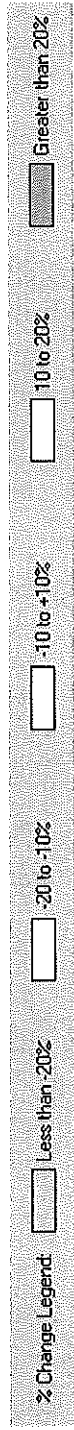


Top 5 % Increase

- Florence +39
- Forest +41
- Racine +16
- Milwaukee +15
- Ashland +14

Top 5 % Decrease

- Menominee -56
- Green Lake -18
- Vilas -18
- Washburn -16
- Eau Claire -15



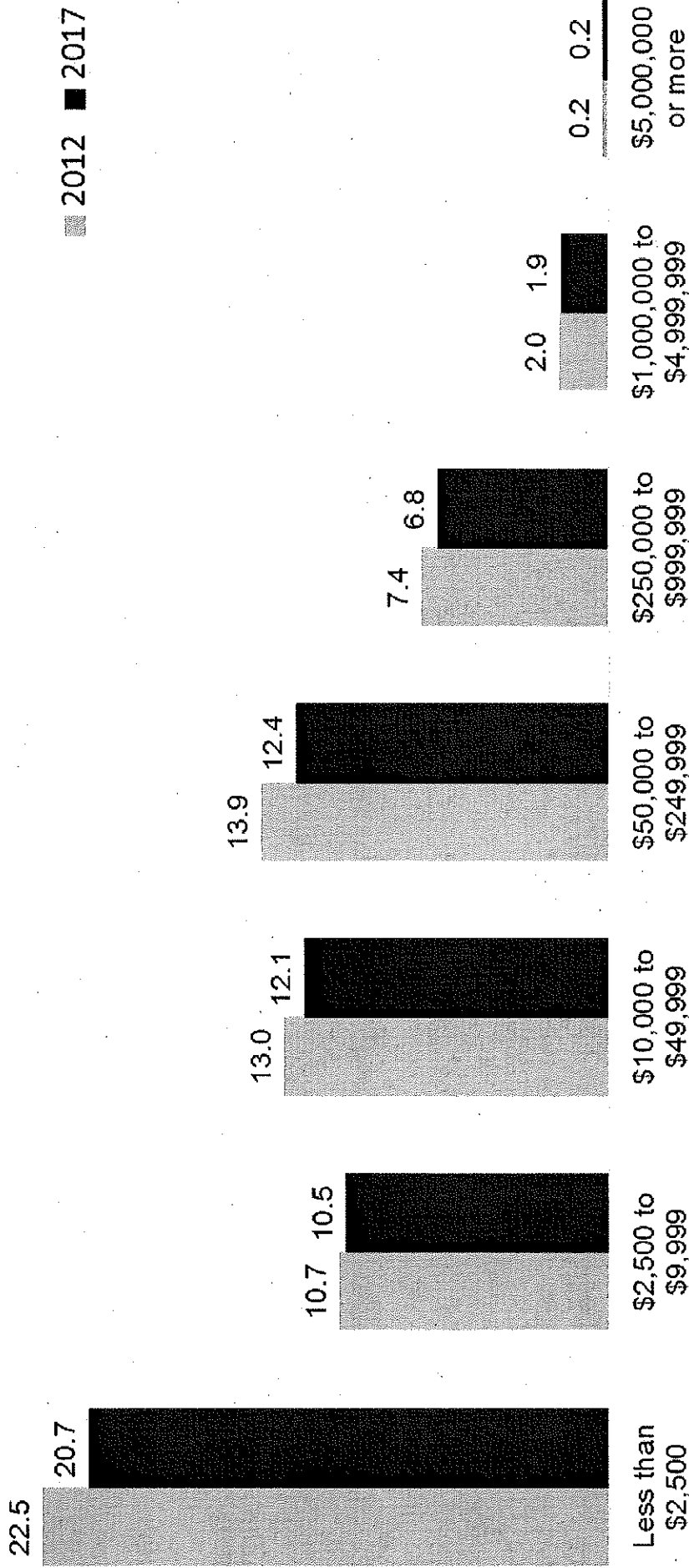
Wisconsin Conservation and Crop Insurance

Land in Conservation Programs:		
	2017	2012
Farms	7,650	11,555
Acres	231,622	351,457
Land in Crop Insurance Programs:		
Farms	16,381	14,652
Acres	5,588,256	4,945,810

Economics

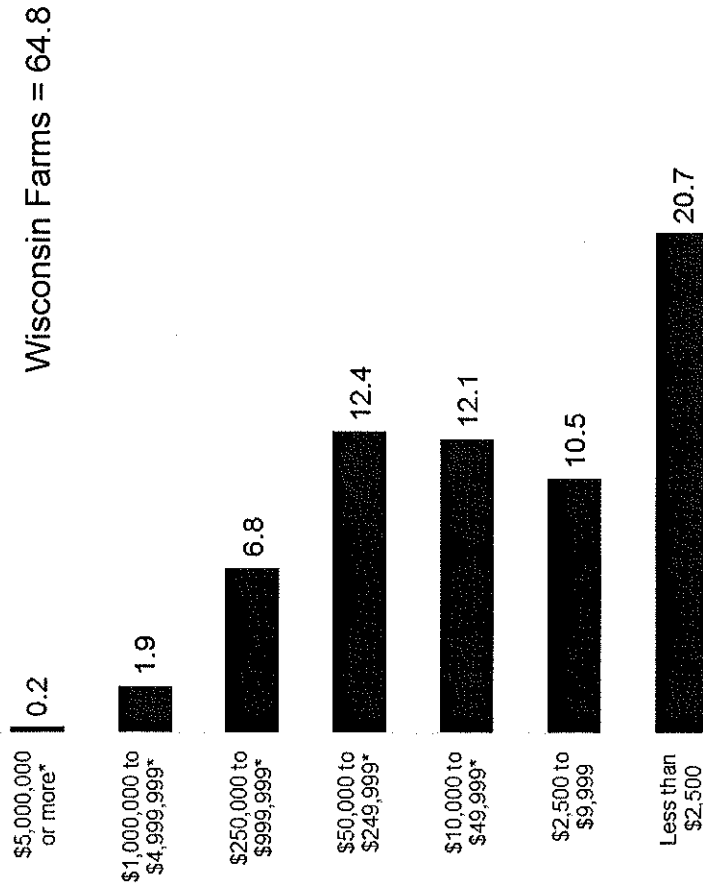
- Total Value of Agricultural Production
- Crop and Livestock Sales
- Net Farm Income

Number of Farms, by Sales Category, 2012 and 2017 (thousands)

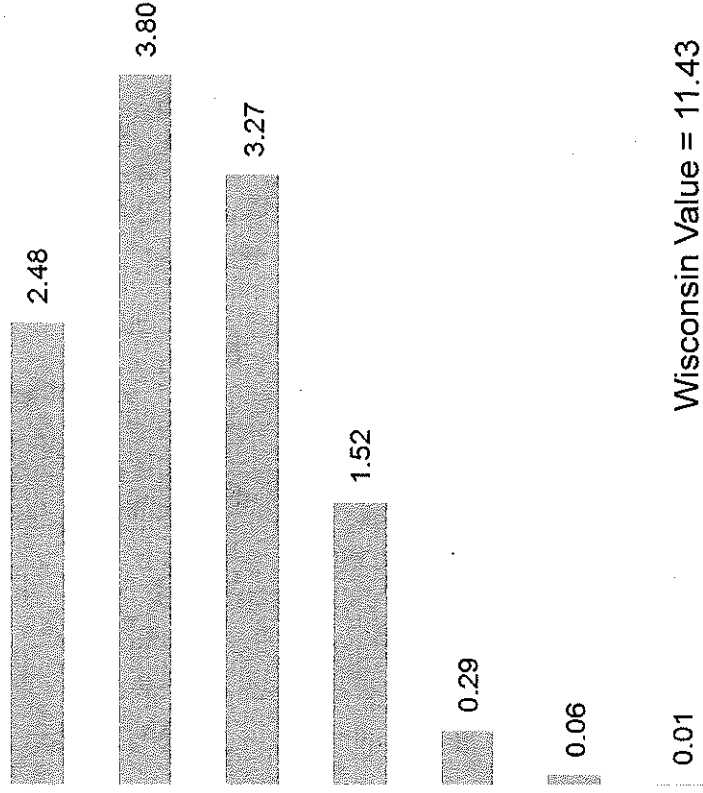


Farms and Value of Production, by Sales Category, 2017

Number of Farms (thousands)

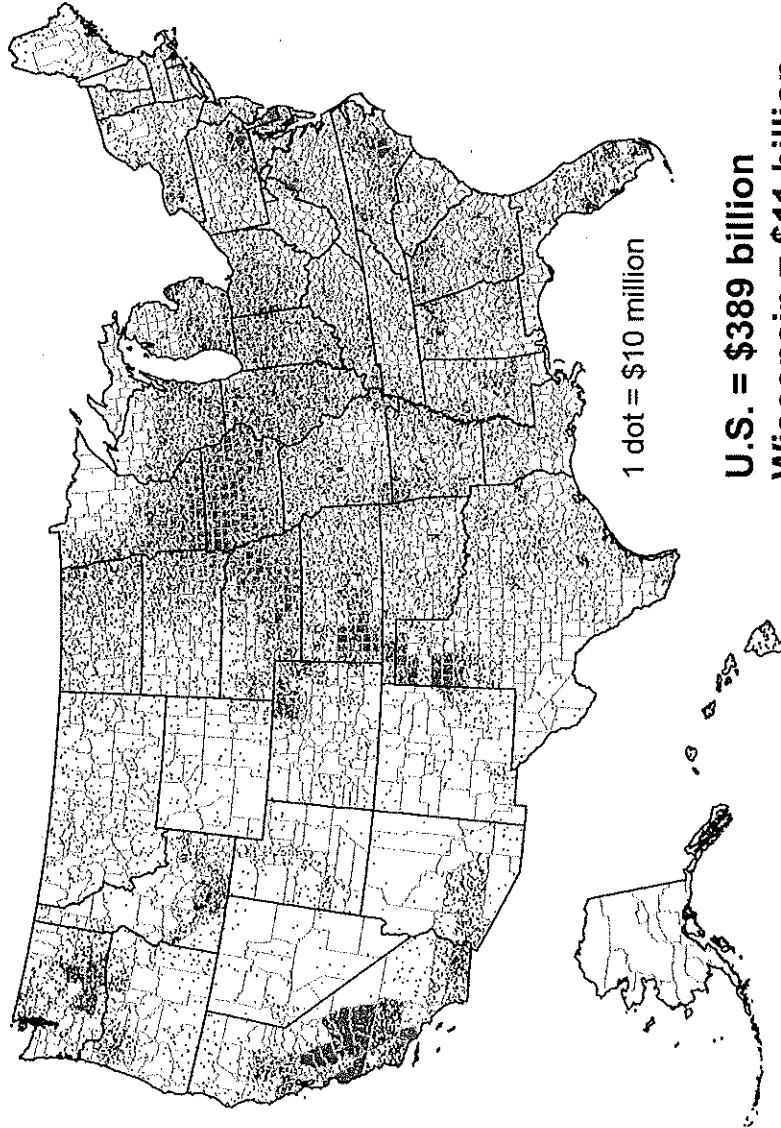


Value of Production (\$ billions)



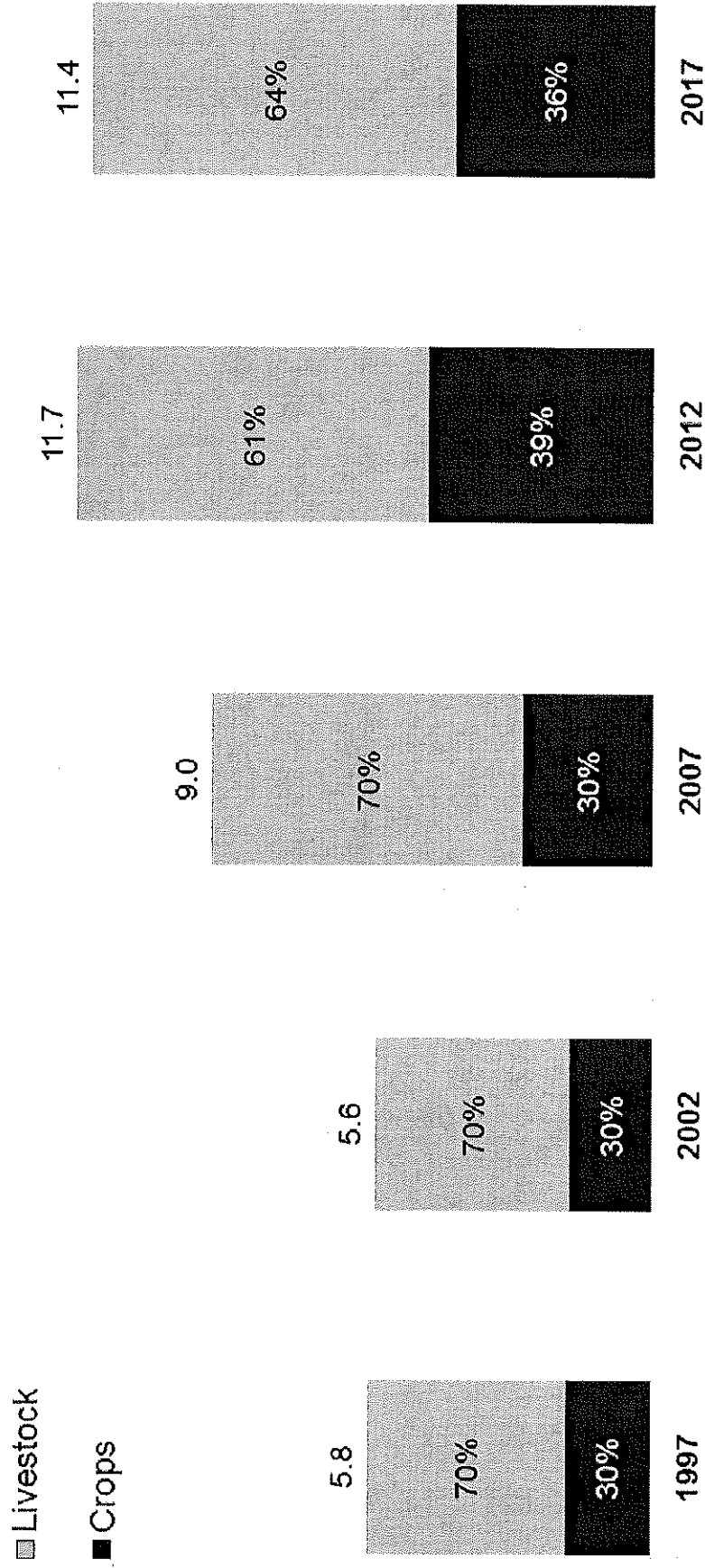
Total Value of Agricultural Production by Location, 2017

TVP by County



Top 10 Counties	TVP (\$ millions)
Dane	509
Grant	447
Marathon	414
Clark	404
Fond du Lac	397
Dodge	346
Kewaunee	314
Manitowoc	309
Jefferson	305
Lafayette	301

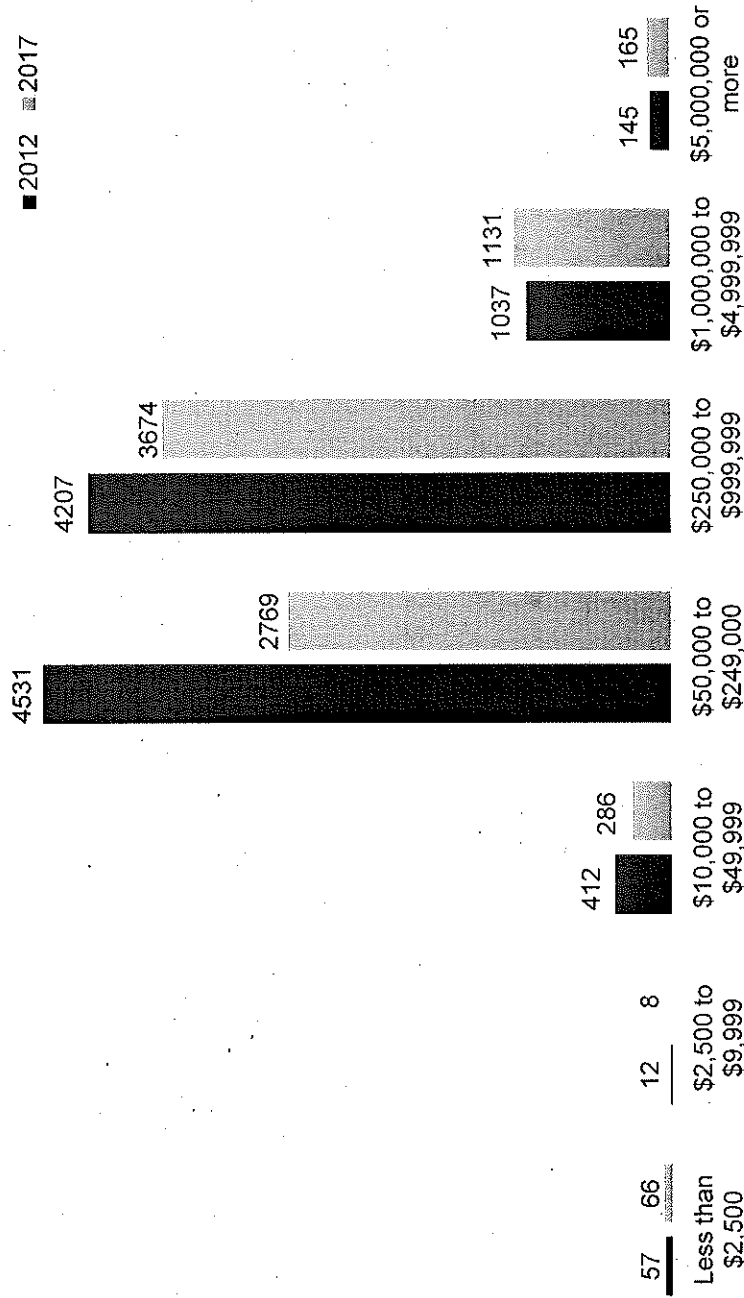
Value of Production, Crops and Livestock, 1997 - 2017 (\$ billions)



Ranking of Market Value of Ag Products Sold (Top 5), 2017

Item	Farms	Sales (\$1,000)	Rank by Sales	Percent of Total Sales
Total Sales	64,793	11,427,423	(X)	100.0
Milk from cows	8,788	5,150,658	1	45.1
Grains, oilseeds, dry beans, and dry peas	29,222	2,772,764	2	24.3
Cattle and calves	23,808	1,496,148	3	13.1
Vegetables, melons, potatoes, and sweet potatoes	3,184	542,954	4	4.8
Poultry and eggs	5,408	487,405	5	4.3

Number of NAICS Dairy Cattle and Milk Production Farms, by Sales Category, 2012 and 2017 (thousands)



Sales Class

Net Cash Income of Farm Operations

Wisconsin:

\$36,842 average per farm in 2017 compared to \$44,058 average per farm in 2012. **↘ 16%**



United States:

\$43,056 average per farm in 2017 compared to \$43,750 average per farm in 2012. **↘ 2%**

Producers: Demographic Data

- Average Age of Producers
- Young Producers
- New and Beginning Producers
- Producers with Military Service
- Farm and Producer Characteristics by Sex/Race/Ethnicity
- Internet Access

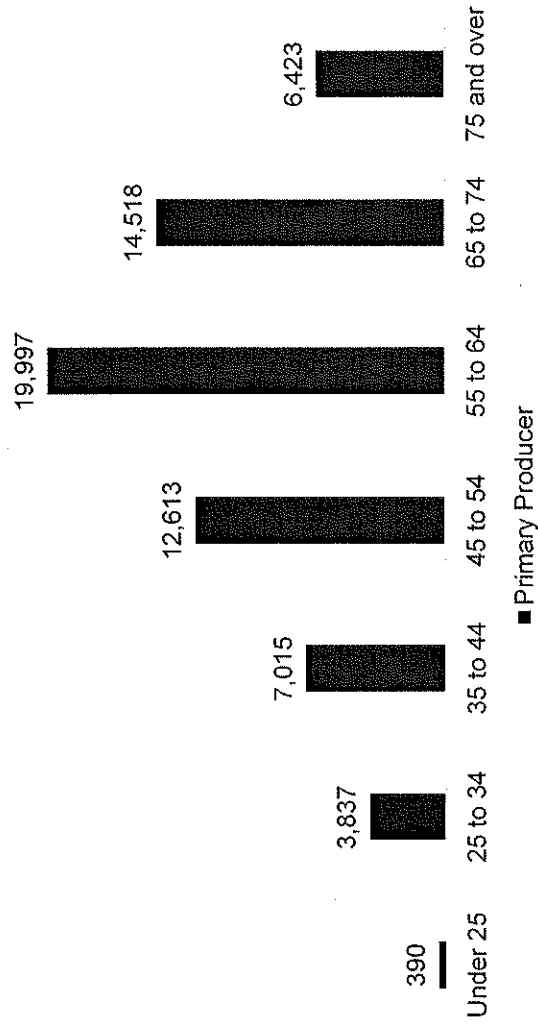
DEFINITION OF PRIMARY PRODUCER

The primary producer is a principal producer (comparable to 2012 principal operator). If multiple principal producers were reported on a farm, a primary producer was chosen by designating the person who made the most decisions for the farm. If a multiple producers made equal decisions, then the person who worked the least days off the farm was selected as the primary producer.

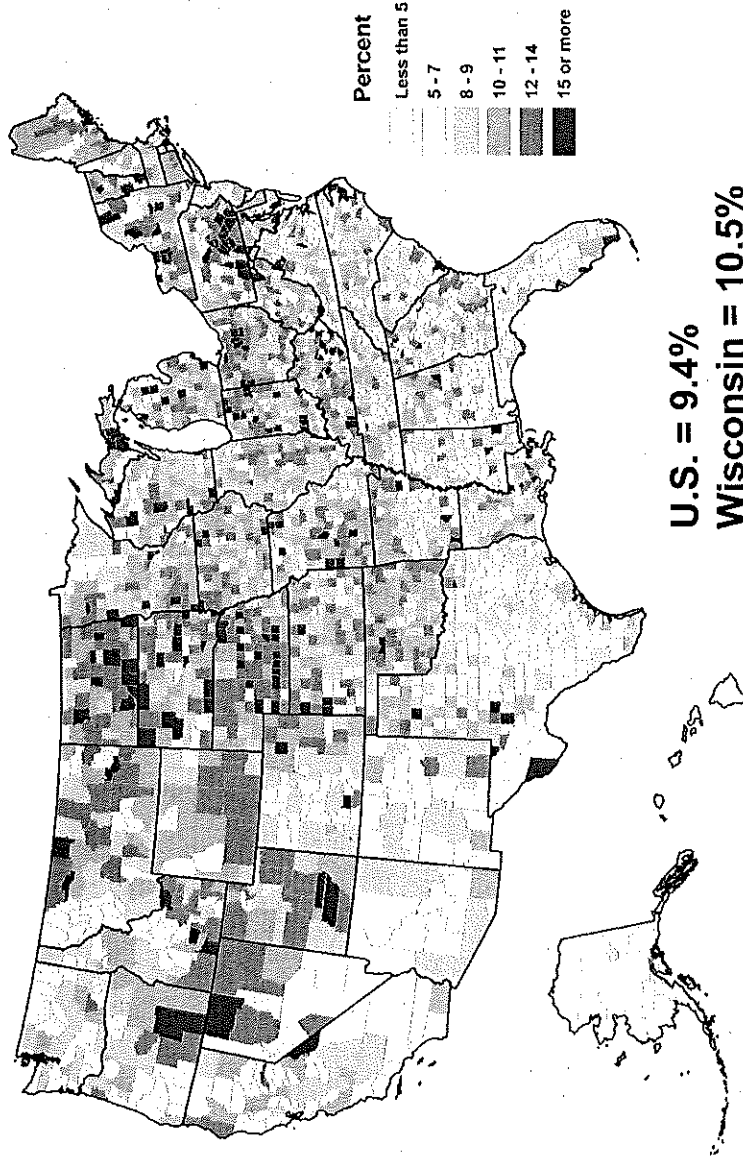
Wisconsin Operator Characteristics: Age

Avg. Age (Primary Producer)
57.8

Avg. Age (All Producers)
56.0



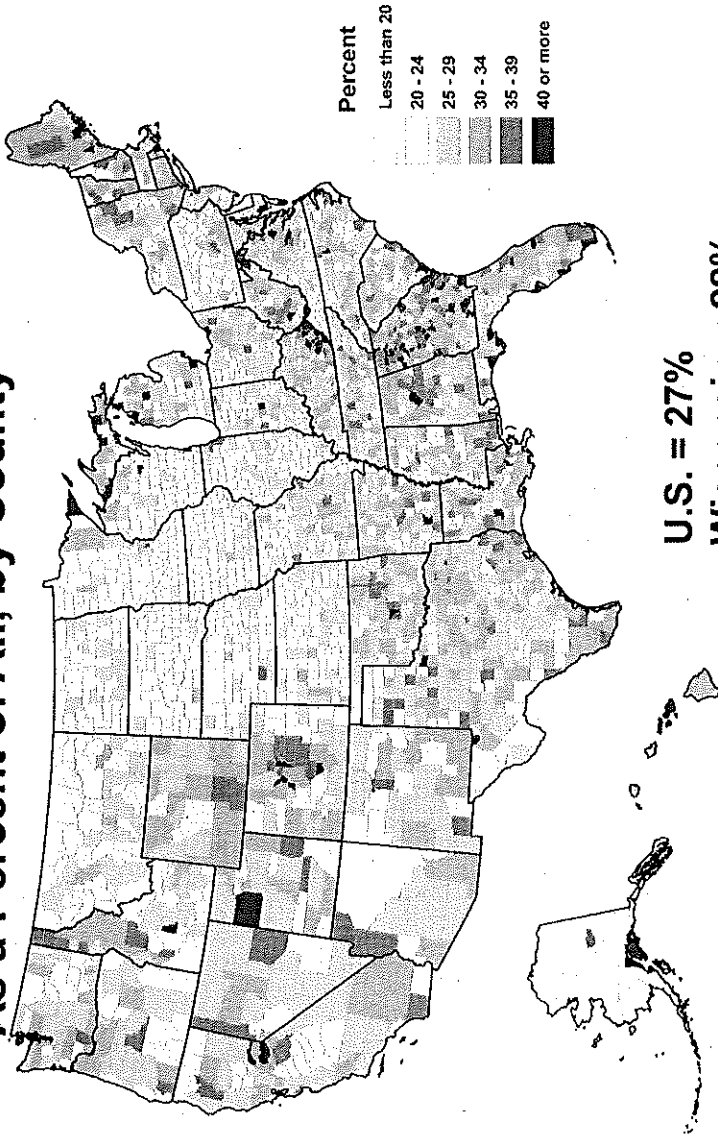
Young Producers (Age 35 years or less), 2017



Producers		
	Young	All
Number	11,543	110,347
Average age	29.3	56
Farms		
Number	8,551	64,793
Average farm size (acres)	268	221
Average TVP	\$318,727	\$176,368

New and Beginning Producers (10 years or less on any farm), 2017

As a Percent of All, by County



Producers

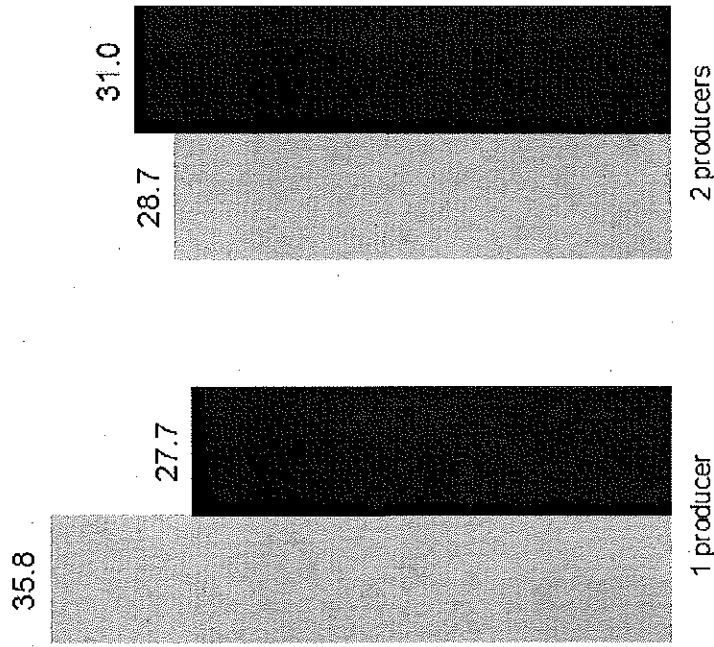
	New and Beginning	All
Number	23,987	110,347

Farms

Number	16,028	64,793
Average farm size (acres)	178	221
Average TVP	\$175,461	\$176,368

Farm Structure, 2012 and 2017

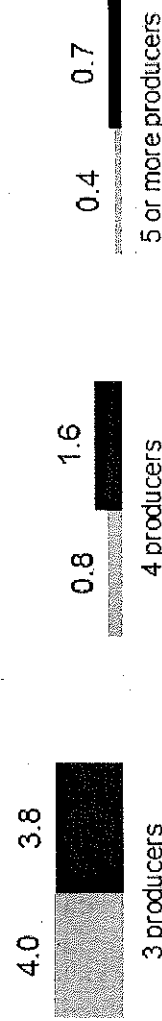
Farms by Number of Producers (thousands)



Producers by Sex

	2012	2017	% change
All producers	108,900	110,347	+1.3
Male producers	75,716	71,838	-5.1
Female producers	33,184	38,509	+16.0

■ 2012 ■ 2017



Characteristics by Ethnicity and Race, 2017

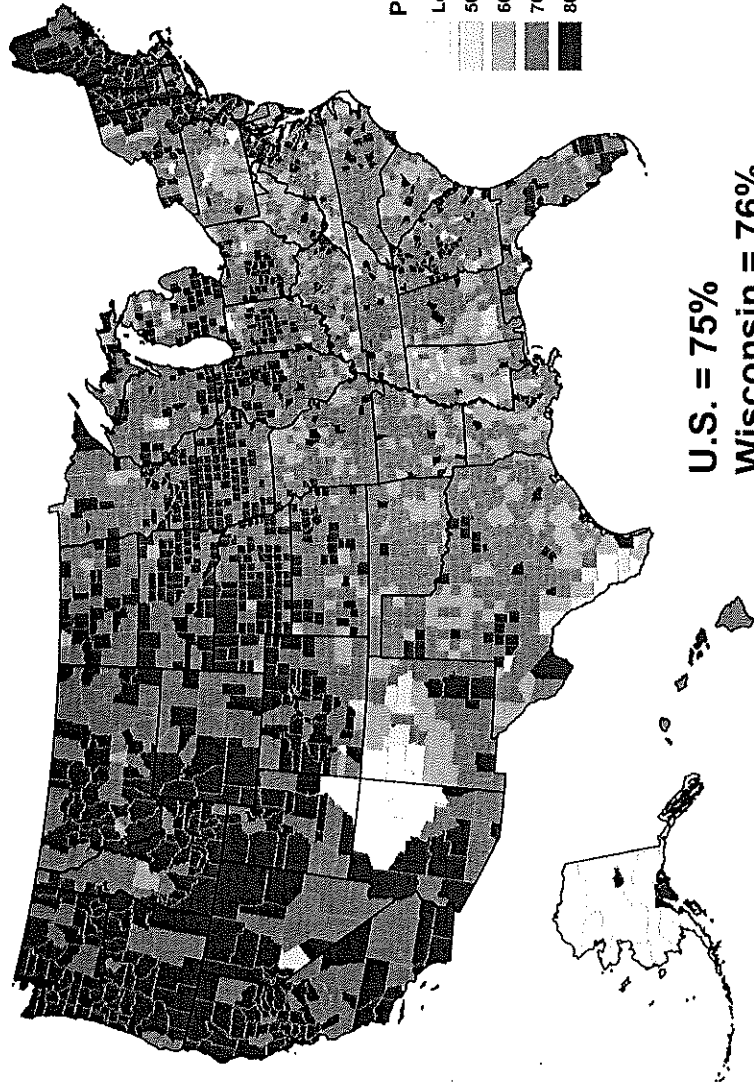
Producers

	Hispanic	American Indian or Alaska Native	Asian	Black	Native Hawaiian or Pacific Islander	White
Number	649	293	544	96	37	109,561
Average age	52.6	53.3	51.5	44.7	49.3	56.0

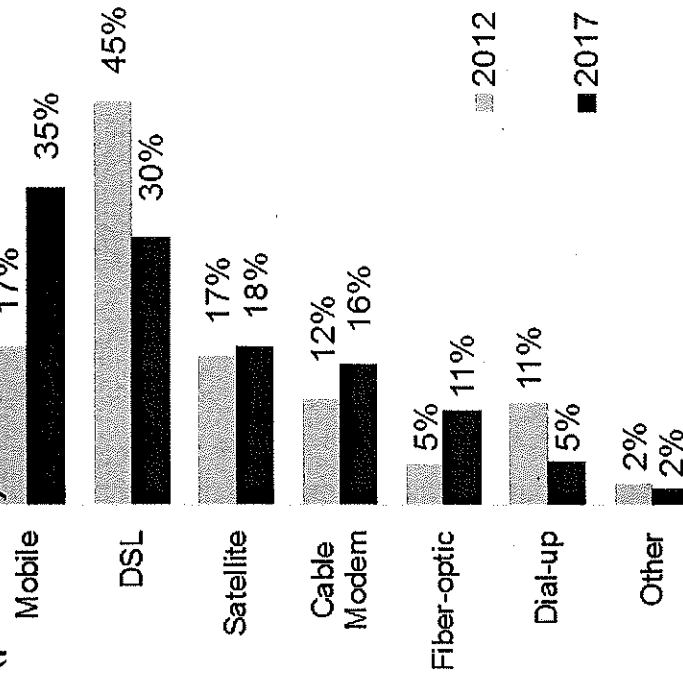
Farms

Number	591	253	383	76	34	64,476
Average farm size (acres)	218	192	72	109	370	222
Average TVP	\$319,347	\$85,320	\$40,598	\$94,789	\$235,824	\$177,113

Farms with Internet Access



By Type, 2012 and 2017
(percent)



NEW INFORMATION COLLECTED IN 2017



Wisconsin Food Marketing Practices

Value of food sold directly to consumers:

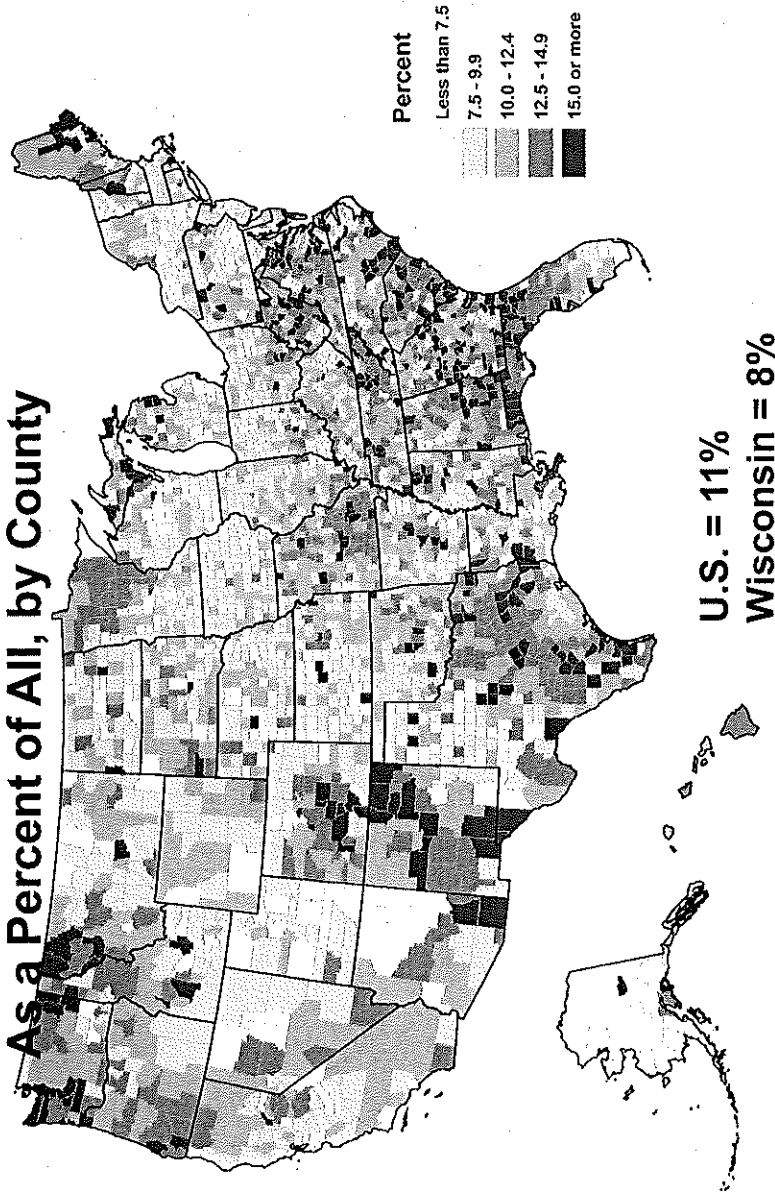
	2017	2012
Farms	5,088	5,848
Total Wisconsin Sales (\$1,000)	58,576	46,949
Average per Farm	\$11,513	\$8,026

Value of food sold directly to retail markets, institutions, and food hubs for local or regionally branded products:

Farms	1,153	N.A.
Total Wisconsin Sales (\$1,000)	124,835	N.A.
Average per Farm	\$108,269	N.A.

Producers with Military Service, 2017

As a Percent of All, by County



Producers

	With Military Service	All
Number	9,204	110,347

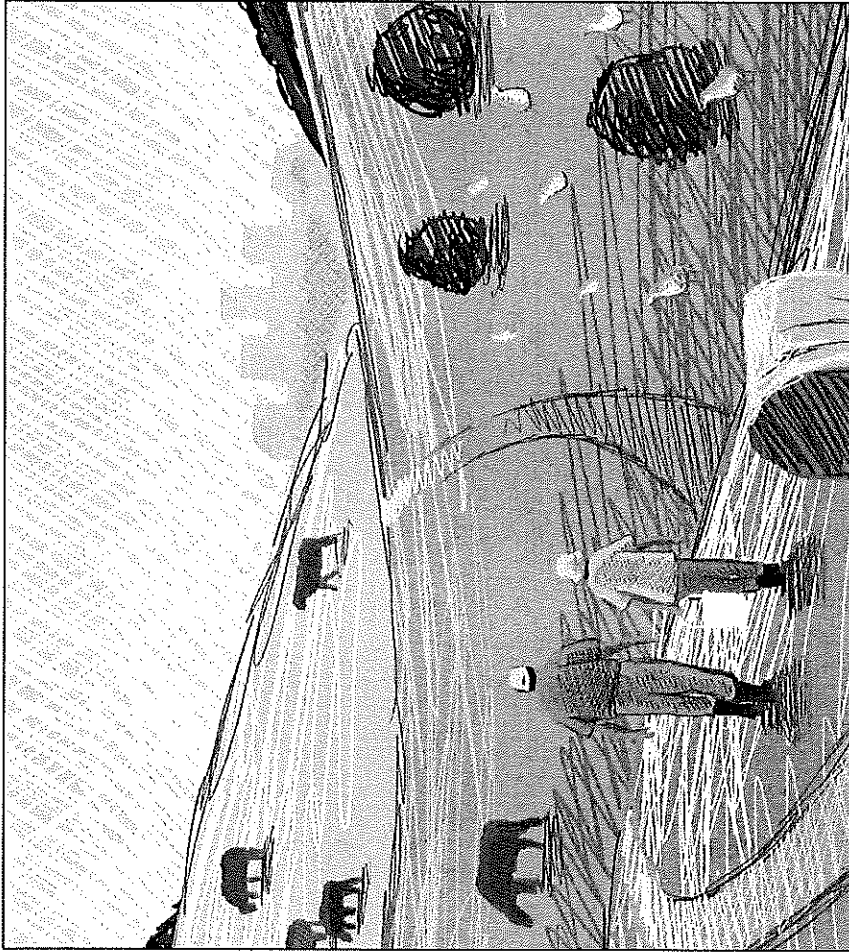
Average age 67.4 56

Farms

Number	8,873	64,793
Average farm size (acres)	171	221
Average TVP	\$98,410	\$176,368

Upcoming Census Releases

Release Date	Release Title
April 11	Market Value of Ag Products Sold Rankings
May 30	State & County Profiles
June 26	Congressional District Profiles
June 26	Congressional District Rankings
July 25	Watersheds
August 26	American Indian Reservations
September 18	Zip Code Tabulations
October 1	Race, Ethnicity & Gender Profiles
November 13	2018 Irrigation and Water Management Survey
December 5	Specialty Crops
December 19	2018 Census of Aquaculture



All Reports Available At
· Click on the
“Census” tab.

For Questions Contact
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THANK YOU!!



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