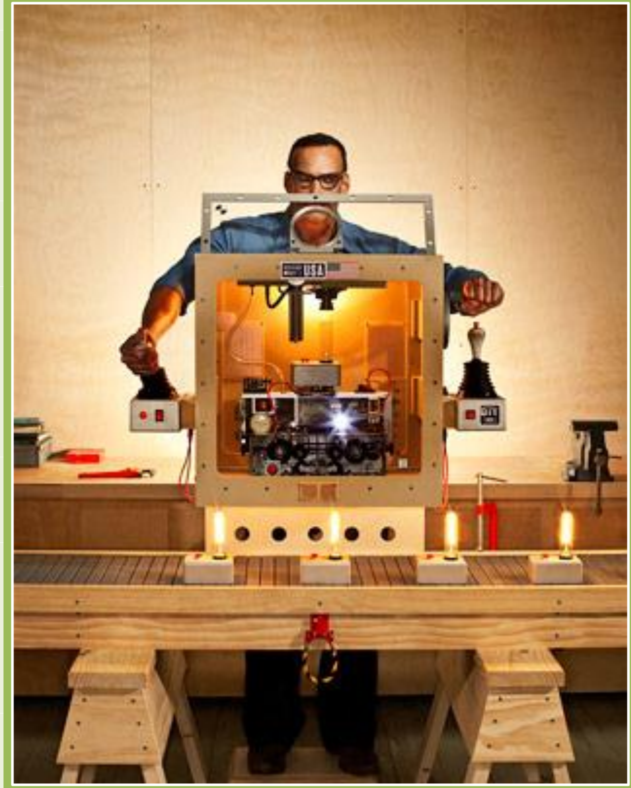
2015

Comprehensive Economic Development Strategy Annual Report



Southwestern Wisconsin Regional Planning Commission

4/30/2015

This is the annual report on the Southwestern Wisconsin Economic Development District's Comprehensive Economic Development Strategy as required by the United States Department of Commerce and the Economic Development Administration. The District is a designation within the Southwestern Wisconsin Regional planning Commission (SWWRPC)

The purpose of this year's report will be to update the public on the progress of the district towards the goals set in the 20014-2019 five year CEDS document. This report will appear significantly different compared to past years when we updated the documents charts and tables and gave a brief review of activities for the year. This year we have chosen to do a review of the overall plan and only change the data that has seen substantial change since the original publication of the plan last year.

The major data changes were in the agriculture section of Chapter 2 starting on page 31. The 2012 Agriculture five year census data was not release until after the document was written in 2014. The committee felt that it was important to update that section but rather than modify the document at this time it was decided to make a note in the original document that additional data is available and provide a link to the information. Since agriculture is so important to the region and new trends developing it was decided to break out data on the types of livestock produced in the region and additional information on various crops raised. These charts are included in this report as appendixes and will be shown as a link in the plan as mentioned above.

Two meetings were held in Platteville to review the goals set out in the document and to make any revisions necessary. The first meeting was held in March and started with an overview of the process and a look at data that might need updating. The Strategy Committee reviewed the goals and several changes were suggested. The language in goal number two dealing with education needed the most modification. Many of the strategies started with the word "develop" and it was made clear by the workforce and education members of the committee that most if not all of those things were already occurring. The language was changed from "develop" to "expand" or "increase" as appropriate. The committee also suggested removing the word Alternative from the goal 2 header as it was felt that we should be working to strengthen education across the entire spectrum and not just alternative education.

The committee decided to add strategy 2.4.4: **continue to support and encourage the "Career Pathways "program (p.42).** It was also felt that Objective 3.3 (p.43) was not really and objective and that the two strategies listed under it would better fit in objective 3.1 (p.43) so those changes were also incorporated. One region-wide priority was added to the document. It was felt that since housing was such a large issue, that the region should make it a priority. This additional priority is listed on page 37.

The second major departure from our traditional approach was that we should seek out economic development projects rather than rely on local officials alone to send us project suggestions. Our local economic development professionals have done a good job of making us aware of projects. It would be more effective to expand our outreach to those who are not represented on the strategy committee to make sure we know about projects and can add them each year.

Progress toward Region- wide Initiatives

Chapter 4 of the CEDS lists eight region wide initiatives shown below. The **bold** text is our progress this year.

1. Develop a Regional Innovation Network

This project will enable the development of a plan to create and sustain a coordinated and integrated Southwest Wisconsin Innovation Network (SWIN) for deployment of economic development resources. This collaborative network will improve the conditions of this economically challenged rural region by coordinating currently disconnected business development resources and deploying new assets as needed within the region. The SWIN network will encourage participation of business support organizations beyond the typical geographic borders of southwest Wisconsin to ensure regional businesses in all stages of development have timely and convenient access to the support structures essential for growth.

Work has not yet begun to pursue funding for this project as several other priorities rated higher at this time. This will likely be pursued in the second half of the five year period.

2. Southwest Wisconsin Certified Sites

The purpose of the Southwest Wisconsin Certified Sites program will be to provide consistent standards regarding the availability and development potential of commercial or industrial development sites. Criteria will be established based on both the requirements of industry and the data documenting availability. Site pre-qualification through this process would provide a standardized tool by which both development professionals and business prospects can review prospective sites for compatibility with their development needs. The certification of a site is performed through a comprehensive review of items including the availability of utilities, site access, environmental concerns, land use conformance, and potential site development costs. Having a site "certified" reduces the risk associated with development of particular sites by providing up front and consistent information. To this end, the certification process would work to assemble current and accurate information into a single, usable package and format it such that potential buyers can have this information readily available for review immediately upon showing interest in a site. Since this information would be reviewed by an established Review Team of professionals for completeness, the potential buyer will achieve an increased level of detailed information to aid their decision-making.

We have been working on this project over the past year in conjunction with the Prosperity Southwest Wisconsin regional economic development group and are in the process of gathering support and matching funds for an application to EDA and the Wisconsin Economic Development Corporation in the second quarter of 2015.

3. Broadband

Broadband is a critical infrastructure for the region and must be improved if we are to attract and retain the next generation of workers and be competitive in the global marketplace. U.W. Extension in our region is currently working on a “Broadband Reboot” to work on this issue.

SWWRPC's in this area includes involvement in projects in any county or community that is working on this issue. We worked with U.W. –Extension on a three county project in 2014 to bring more awareness to the region. We are also looking at solutions to our broadband issues on a community by community basis since a region wide initiative seems too broad at this point. We will continue to work with communities and other groups to expand broadband capacity in the region.

4. Investing in Manufacturing Communities Partnership (IMCP)

The Investing in Manufacturing Communities Partnership is an Obama Administration initiative that will help accelerate the resurgence of manufacturing and create jobs in cities across the country. The SWWRPC region along with Northeastern Iowa and Northwestern Illinois are applying for this designation in April of 2015. This is a consortium of twenty five counties in the Tri State region who are all heavily dependent on manufacturing jobs. This group is currently writing a strategy for the new Advanced Manufacturing Center for Excellence founded by Southwest Wisconsin Technical College and Northeastern Iowa Community College in January of 2013. This Center will work with manufacturers in the region to provide services identified in the strategy that will keep manufacturing strong in the region.

The Madison Region Economic Development Partnership (MadREP) is submitting an IMCP designation application in the areas of food, agriculture, and beverage. Two of our counties are also in the MadREP region and their application includes thirteen counties in all, including all five of our counties. With some of their prospective projects being wholly within our region we thought it appropriate to include a listing of these projects at the end of Appendix A. These projects were not scored using EDA criteria due to their late inclusion, but we did want to recognize the importance of collaboration occurring between our two regions.

Both of the above mentioned groups have applied for IMCP designation again in April 2015. Our district has been primarily involved in the Tri-State application. The region is now identified as the Upper Mississippi Manufacturing Innovation Center or UMMIC. SWWRPC also submitted projects and letters of support for the MadREP application which includes all five of our counties.

5. Regional Trail System

As part of our transportation initiative the committee would like to see how the areas walking and biking trails can be connected. There are several substantial trails in the region now, (Cheese Country Trail, Sugar River Trail, etc.) that could be much more productive and economically impactful if they were connected. We could also then start looking for ways to link other communities to the system spurring tourism spending.

Work should begin in 2016 on a trail from Platteville to Belmont which will then connect to the Cheese Country trail. This will connect four of the five counties by a trail system, beginning to bring activities and resources together. The city of Platteville is also starting a "Human Powered Trail" system to make the entire city trail system interconnected and paved. Monroe has also expanded and improved its trail system with new facilities.

6. Capitalizing on Local Food Opportunities

Southwestern Wisconsin and the tri-state area are particularly well suited to take advantage of the growing market opportunities in local foods. Project Produce, a tri-state feasibility study led by SWWRPC, analyzed the gaps in the local produce system to identify areas of opportunity. The study identified a lack of growers as a primary obstacle to growing our local fruit and vegetable economy. Additionally, the study pinpointed specific fruit and vegetable crops that the region can competitively and profitably grow. Moving forward, our region can work with farmers and entrepreneurs to diversify the agricultural economy and capitalize on the increasing opportunities in the local foods market.

Individual efforts continue in the area to increase production. One of the more exciting projects is in Lancaster where a work center for adults with disabilities is in the process of building a large greenhouse to produce tomatoes and other vegetables.

7. Next Generation Agriculture

Recognizing agriculture as one of our region's competitive advantages, and recognizing that we face a transition in the farming generation, create a strong support system for new and beginning farmers. This support system would include production and agribusiness incubators, business and ag support services, financial services, support finding affordable land and farming equipment, and workforce development services to strengthen a skilled ag labor force.

This project would be multi-phased. The first phase of this project would be to examine the barriers to entering agriculture as a young and beginning farmer and do an analysis of the current state of transition in the farming population. Additionally, the number of regional assets and support mechanisms would be analyzed and mapped.

Strategies would be developed to attract, support, and encourage young and beginning farmers. The third phase of this project would be to nationally market southwestern Wisconsin as a premier place for young and beginning farmers interested in starting their own farm.

Several projects are continuing at the Technical College level to ensure transition of farms to the next generation. Other programs need to be developed to further increase the capacity of the next generation to buy into existing farm operations.

8. Strengthening the Economy

This program has both an educational and a certification component. Firstly, it would involve creating educational toolkits for the different components required for the various tiers of certification. For example, one toolkit could examine the environmental and economic benefits of investing in local energy sources, another could examine the environmental and economic benefits of decreasing and better managing waste and another could analyze the economic benefits of paying living wages. These toolkits could be used in educational forums to be used as kick-offs for the certification program (below).

Secondly, it would involve creating a certification program for businesses and organizations that has a multi-tiered rating system with a number of components, including “buying local energy”, “energy efficient”, “paying livable wages”, “using recycled materials”, “supporting fellow local businesses”, etc. Participants could get additional advertising benefits through regional entities, including tourism and chambers, as an incentive to participate. Their scorecards could be scanned with a QR code and made publicly available online.

Richland County residents, business leaders and churches have put together a program they are calling Southwest Partners. What is truly exciting about the conversation in and around Richland County is that people are engaging with one another across communities, organizations, school districts, and businesses. They soon will be implementing solutions designed to overcome barriers as well as to expand, strengthen, and support more robust career and technical education opportunities for youth in and around Richland County. SWWRPC will monitor their progress closely and try to replicate this system region wide if it proves successful.

REGION-WIDE PRIORITIES

This section gives a brief description of the priorities as identified by the CEDS committee.
Chapter 5 discusses our initiatives and progress toward these priorities and the addition of the sixth area of entrepreneurship.

1. Make Southwestern Wisconsin attractive for new and expanding businesses

Making the region attractive is not just a physical thing, we need to establish multiple strategies from financial to worker training to maintenance of facilities and creation of capacity to retain and attract business. The priority here is to increase both physical and human capacity in the region while maintaining the natural environment.

2. Support and strengthen alternative education

A healthy local economy and a strong business climate is a goal of SWWRPC. A strong educational system is key to a strong economy. Without an educated workforce and lifelong learning opportunities a region cannot thrive. A priority of the region will be to look at the entire educational system from K-12, the Technical College, two and four year universities as well as alternative schools to see where we can improve on an already strong educational base.

3. Develop marketing and branding campaigns for both inside and outside the region

A region must know itself first before it can promote to others so we will be developing a marketing strategy to inform people within the region of all the things happening locally. We will then be able to project a cohesive image to those outside the region.

4. Support and encourage education and research related to agriculture

Value added agriculture is a process of increasing the economic value and consumer appeal of an agricultural commodity; it may also have a change from the input commodity to the output commodity. Value-added agriculture can include anything from agritourism, to energy production, to food production. Energy production and value added agriculture may include any of the following: biodiesel, ethanol, or biomass.

SWWRPC is currently working on an eighteen county project to gauge the feasibility of increased vegetable production and what types of infrastructure would be needed to allow expansion of the industry; including market analysis, transportation process and other areas.

5. Improve the decision-making mechanisms for transportation systems

It is indisputable that transportation plays a critical role in a region’s economy. However with transportation being a very large issue to tackle the committee decided to address the one issue we hope will spur innovative and effective transportation ideas.

The goal listed for this priority will be to improve the decision-making mechanisms at the local, county and regional level.

6. Improve the housing spectrum to meet generational needs

This goal was added this year to reflect the need for additional housing stock in the region. Aging housing or a lack of adequate house is seen across the region. Some communities' lack affordable housing, some executive housing and others senior housing. We would like to do more community specific housing studies to try and attract developers to build where the gaps are identified.

Most of the work over the past year has been toward skills and workforce development which affects several of the goals and priorities. The Southwest Partners project in Richland County shows real promise in getting the various sectors in the county to work together. In rural areas like ours there are not enough resources to go around. We must find better ways of collaborating and using our resources more effectively.

Prosperity Southwest WI has been developing some programming in the marketing of the region and in attracting more people into the manufacturing arena. Many still see manufacturing as "dumb, dark and dirty" when in fact many companies are now more about automation and computer operated equipment such as CNC machines. Prosperity has put together a quality video on the manufacturing jobs available and job opportunities in the region.

We will continue to work on the CEDS goals in 2015 and expand those we have already seen some progress in.

As can be seen in the chart below, farm size varies across the region with Richland County having the smallest average farm at 181 acres and Lafayette with the largest at 294 acres. Lafayette County continues to lead the region in farm size and average sales. Lafayette county has been the most agriculturally dependent county in Wisconsin for a number of years.

Agricultural Statistics, 2012

County	Number of Farms	Acres of Farmland	Average Farm Size	Median Farm Size	Total Sales	Average Sales/Farm
Grant County	2,436	587,587	241	130	$404,792,000	$166,171
Green County	1,545	302,295	196	74	$200,338,000	$129,669
Iowa County	1,588	350,813	221	123	$195,336,000	$123,008
Lafayette County	1,252	368,501	294	120	$287,325,000	$229,493
Richland County	1,260	227,833	181	100	$115,451,000	$91,627
SW Region	8,081	1,837,029	1133	*	$1,203,242,000	$148,898
Wisconsin	69,754	14,568,926	209	96	$11,744,476,000	$168,370

Source: U.S. Agricultural Census 2012

County	Crop Sales 2007	Crop Sales 2012	Livestock Sales 2007	Livestock Sales 2012
Grant County	$78,548,000	$129,081,000	$251,158,000	$272,711,000
Green County	$55,225,000	$72,679,000	$132,858,000	$127,659,000
Iowa County	$39,391,000	$58,336,000	$118,556,000	$137,000,000
Lafayette County	$71,012,000	$98,878,000	$148,258,000	$188,447,000
Richland County	$32,612,000	$14,451,000	$69,516,000	$82,838,000
Source: U.S. Agricultural Census 2007, 2012				

In the chart above we can see that four of the five counties have seen substantial gains in crop sales due to higher corn prices. Livestock sales continue to climb in all counties except for Green, which saw a small decrease.

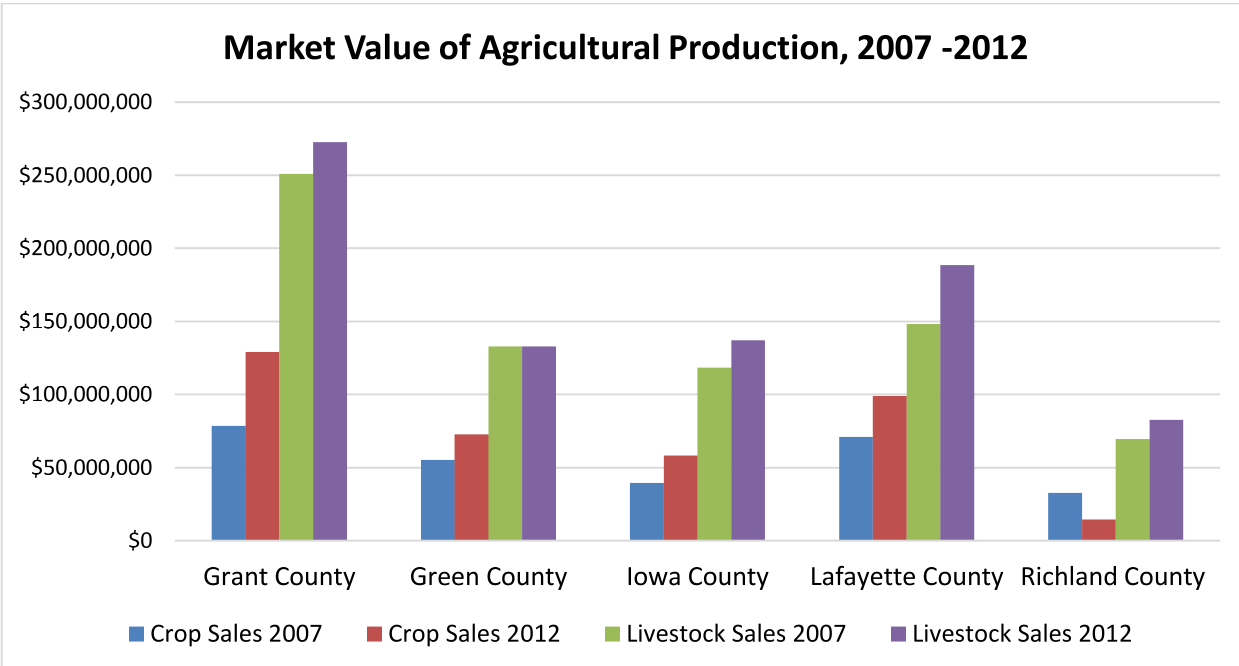
Cattle and Calves	Farms 2007	Farms 2012	Numbers 2007	Numbers 2012	Cattle and Calves
Grant County	1,577	1,345	176,970	173249	Grant County
Green County	722	623	82743	73597	Green County
Iowa County	786	711	87811	91219	Iowa County
Lafayette County	754	667	98938	108943	Lafayette County
Richland County	745	576	46987	43861	Richland County

Hogs and Pigs	Farms 2007	Farms 2012	Numbers 2007	Numbers 2012	Hogs and Pigs
Grant County	148	78	79940	54798	Grant County
Green County	60	51	5910	2726	Green County
Iowa County	42	39	6329	2918	Iowa County
Lafayette County	67	50	21673	14267	Lafayette County
Richland County	51	41	D	D	Richland County

Milk Goats	Farms 2007	Farms 2012	Numbers 2007	Numbers 2012	Milk Goats
Grant County	51	34	5,568	6,735	Grant County
Green County	23	33	2,560	3,242	Green County
Iowa County	23	18	1,546	1,166	Iowa County
Lafayette County	31	20	4,669	3,482	Lafayette County
Richland County	22	17	1,278	461	Richland County

In the charts above we have broken out in more detail than the past the various types of livestock sold in the region including milk goats which has seen a dramatic increase in recent years. Approximately one third of all milk goats in Wisconsin are in our five county region. This will be an interesting trend to watch in the future.

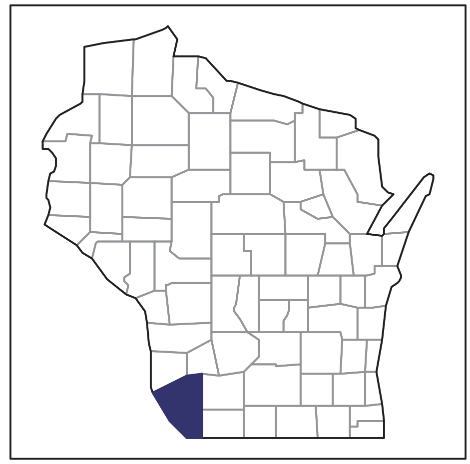
The graph below shows the changes from 2007 to 2012 in crop and Livestock sales.



The other thing the committee wanted displayed this year was a breakout of the top crops grown in the region. Rather than create another chart, we have attached an agricultural Profile for each county which breaks out the values of the top crops and livestock in each county.

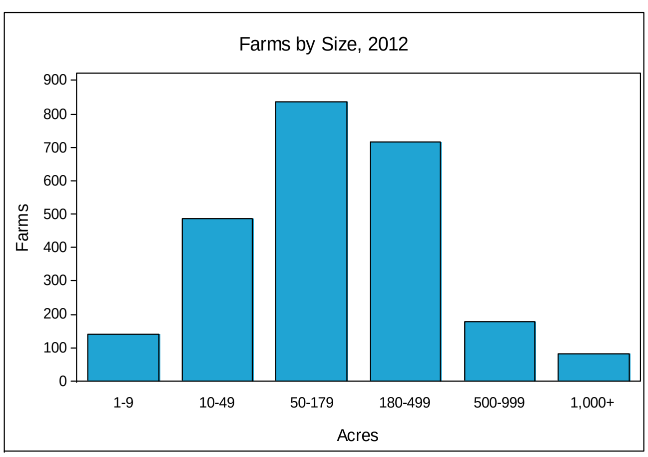
2012 CENSUS OF AGRICULTURE

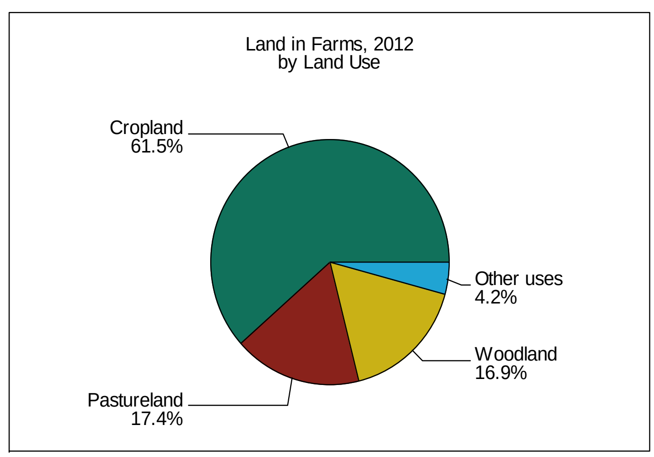
COUNTY PROFILE



Grant County
Wisconsin

	2012	2007	% change
Number of Farms	2,436	2,866	- 15
Land in Farms	587,587 acres	610,914 acres	- 4
Average Size of Farm	241 acres	213 acres	+ 13
Market Value of Products Sold	$404,792,000	$329,706,000	+ 23
Crop Sales $129,081,000 (32 percent) Livestock Sales $275,711,000 (68 percent)			
Average Per Farm	$166,171	$115,041	+ 44
Government Payments	$11,713,000	$10,445,000	+ 12
Average Per Farm Receiving Payments	$6,833	$5,228	+ 31





COUNTY PROFILE

Grant County – Wisconsin

Ranked items among the 72 state counties and 3,079 U.S. counties, 2012

Item	Quantity	State Rank	Universe [1]	U.S. Rank	Universe [1]
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD ($1,000)					
Total value of agricultural products sold	404,792	3	72	168	3,077
Value of crops including nursery and greenhouse	129,081	5	71	482	3,072
Value of livestock, poultry, and their products	275,711	5	72	104	3,076
VALUE OF SALES BY COMMODITY GROUP ($1,000)					
Grains, oilseeds, dry beans, and dry peas	120,005	4	71	379	2,926
Tobacco	290	4	10	252	436
Cotton and cottonseed	-	-	-	-	635
Vegetables, melons, potatoes, and sweet potatoes	311	58	70	1,295	2,802
Fruits, tree nuts, and berries	180	48	70	1,131	2,724
Nursery, greenhouse, floriculture, and sod	1,259	39	71	966	2,678
Cut Christmas trees and short rotation woody crops	41	37	67	536	1,530
Other crops and hay	6,995	4	71	426	3,049
Poultry and eggs	1,354	25	72	963	3,013
Cattle and calves	89,209	1	72	149	3,056
Milk from cows	164,759	8	68	36	2,038
Hogs and pigs	15,821	1	70	320	2,827
Sheep, goats, wool, mohair, and milk	3,314	1	68	39	2,988
Horses, ponies, mules, burros, and donkeys	196	29	69	1,267	3,011
Aquaculture	-	-	53	-	1,366
Other animals and other animal products	1,057	22	70	243	2,924
TOP CROP ITEMS (acres)					
Corn for grain	139,973	3	69	167	2,638
Forage-land used for all hay and haylage, grass silage, and greenchop	85,565	3	72	46	3,057
Soybeans for beans	55,051	5	68	557	2,162
Corn for silage	35,037	6	69	20	2,237
Oats for grain	6,167	3	71	14	1,825
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	173,249	1	72	47	3,063
Layers	83,923	8	72	399	3,040
Hogs and pigs	54,798	1	70	272	2,889
Goats, all	7,623	1	70	42	2,996
Sheep and lambs	4,659	2	70	195	2,897

Other County Highlights, 2012

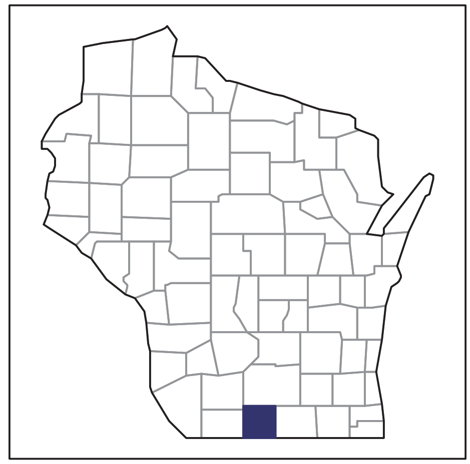
Economic Characteristics	Quantity
Farms by value of sales:	
Less than $1,000	630
$1,000 to $2,499	111
$2,500 to $4,999	134
$5,000 to $9,999	144
$10,000 to $19,999	140
$20,000 to $24,999	39
$25,000 to $39,999	154
$40,000 to $49,999	54
$50,000 to $99,999	273
$100,000 to $249,999	331
$250,000 to $499,999	239
$500,000 or more	187
Total farm production expenses ($1,000)	347,799
Average per farm ($)	142,775
Net cash farm income of operation ($1,000)	99,886
Average per farm ($)	41,004

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	1,311
Other	1,125
Principal operators by sex:	
Male	2,226
Female	210
Average age of principal operator (years)	54.9
All operators by race [2]:	
American Indian or Alaska Native	4
Asian	4
Black or African American	3
Native Hawaiian or Other Pacific Islander	-
White	3,825
More than one race	2
All operators of Spanish, Hispanic, or Latino Origin [2]	14

See "Census of Agriculture, Volume 1, Geographic Area Series" for complete footnotes, explanations, definitions, and methodology.
- Represents zero.
[1] Universe is number of counties in state or U.S. with item. [2] Data were collected for a maximum of three operators per farm.

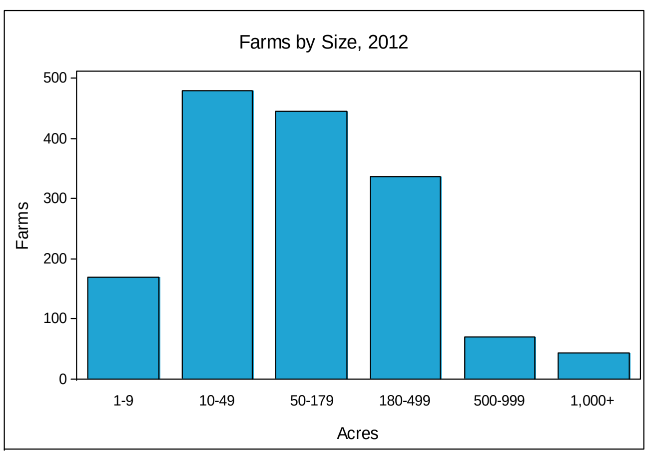
2012 CENSUS OF AGRICULTURE

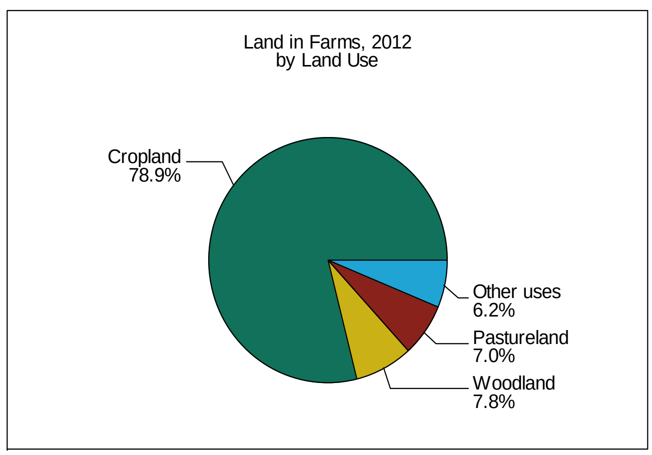
COUNTY PROFILE



Green County
Wisconsin

	2012	2007	% change
Number of Farms	1,545	1,534	+ 1
Land in Farms	302,295 acres	306,859 acres	- 1
Average Size of Farm	196 acres	200 acres	- 2
Market Value of Products Sold	$200,338,000	$188,084,000	+ 7
Crop Sales $72,679,000 (36 percent) Livestock Sales $127,659,000 (64 percent)			
Average Per Farm	$129,669	$122,610	+ 6
Government Payments	$6,293,000	$5,726,000	+ 10
Average Per Farm Receiving Payments	$6,624	$5,019	+ 32





2012 CENSUS OF AGRICULTURE
COUNTY PROFILE

Green County – Wisconsin

Ranked items among the 72 state counties and 3,079 U.S. counties, 2012

Item	Quantity	State Rank	Universe [1]	U.S. Rank	Universe [1]
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD ($1,000)					
Total value of agricultural products sold	200,338	28	72	534	3,077
Value of crops including nursery and greenhouse	72,679	28	71	882	3,072
Value of livestock, poultry, and their products	127,659	24	72	346	3,076
VALUE OF SALES BY COMMODITY GROUP ($1,000)					
Grains, oilseeds, dry beans, and dry peas	65,796	20	71	686	2,926
Tobacco	-	-	10	-	436
Cotton and cottonseed	-	-	-	-	635
Vegetables, melons, potatoes, and sweet potatoes	1,999	34	70	607	2,802
Fruits, tree nuts, and berries	(D)	63	70	1,524	2,724
Nursery, greenhouse, floriculture, and sod	289	57	71	1,623	2,678
Cut Christmas trees and short rotation woody crops	(D)	52	67	(D)	1,530
Other crops and hay	4,497	16	71	653	3,049
Poultry and eggs	163	41	72	1,267	3,013
Cattle and calves	26,070	21	72	615	3,056
Milk from cows	98,822	16	68	75	2,038
Hogs and pigs	930	20	70	878	2,827
Sheep, goats, wool, mohair, and milk	1,460	5	68	116	2,988
Horses, ponies, mules, burros, and donkeys	157	33	69	1,459	3,011
Aquaculture	-	-	53	-	1,366
Other animals and other animal products	56	59	70	1,380	2,924
TOP CROP ITEMS (acres)					
Corn for grain	77,474	14	69	402	2,638
Forage-land used for all hay and haylage, grass silage, and greenchop	55,170	10	72	155	3,057
Soybeans for beans	46,071	11	68	634	2,162
Corn for silage	30,042	10	69	29	2,237
Wheat for grain, all	6,429	16	68	875	2,537
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	73,597	15	72	233	3,063
Layers	4,730	30	72	830	3,040
Goats, all	4,041	3	70	84	2,996
Hogs and pigs	2,726	21	70	872	2,889
Pullets for laying flock replacement	2,383	11	67	476	2,637

Other County Highlights, 2012

Economic Characteristics	Quantity
Farms by value of sales:	
Less than $1,000	485
$1,000 to $2,499	114
$2,500 to $4,999	104
$5,000 to $9,999	109
$10,000 to $19,999	71
$20,000 to $24,999	49
$25,000 to $39,999	68
$40,000 to $49,999	38
$50,000 to $99,999	111
$100,000 to $249,999	176
$250,000 to $499,999	134
$500,000 or more	86
Total farm production expenses ($1,000)	195,530
Average per farm ($)	126,557
Net cash farm income of operation ($1,000)	34,699
Average per farm ($)	22,459

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	707
Other	838
Principal operators by sex:	
Male	1,320
Female	225
Average age of principal operator (years)	56.5
All operators by race [2]:	
American Indian or Alaska Native	-
Asian	-
Black or African American	1
Native Hawaiian or Other Pacific Islander	1
White	2,429
More than one race	2
All operators of Spanish, Hispanic, or Latino Origin [2]	7

See "Census of Agriculture, Volume 1, Geographic Area Series" for complete footnotes, explanations, definitions, and methodology.
- Represents zero. (D) Withheld to avoid disclosing data for individual operations.
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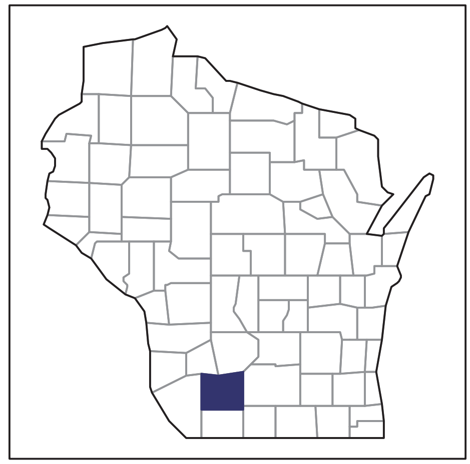
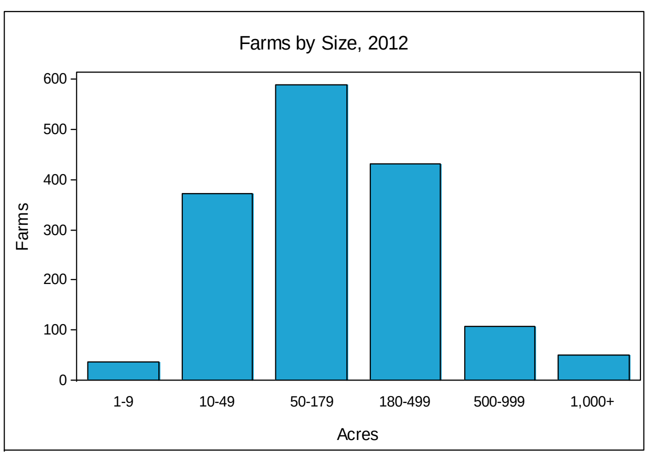
2012 CENSUS OF AGRICULTURE

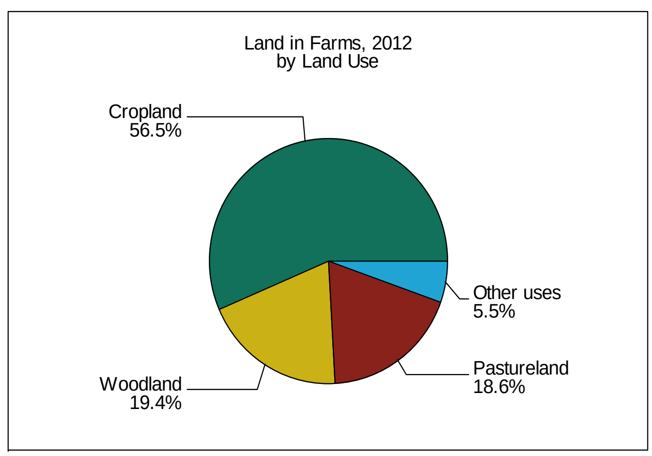
COUNTY PROFILE



Iowa County
Wisconsin

	2012	2007	% change
Number of Farms	1,588	1,813	- 12
Land in Farms	350,813 acres	364,970 acres	- 4
Average Size of Farm	221 acres	201 acres	+ 10
Market Value of Products Sold	$195,336,000	$157,947,000	+ 24
Crop Sales $58,336,000 (30 percent) Livestock Sales $137,000,000 (70 percent)			
Average Per Farm	$123,008	$87,119	+ 41
Government Payments	$7,074,000	$6,966,000	+ 2
Average Per Farm Receiving Payments	$5,990	$4,775	+ 25





2012 CENSUS OF AGRICULTURE
COUNTY PROFILE

Iowa County – Wisconsin

Ranked items among the 72 state counties and 3,079 U.S. counties, 2012

Item	Quantity	State Rank	Universe [1]	U.S. Rank	Universe [1]
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD ($1,000)					
Total value of agricultural products sold	195,336	29	72	557	3,077
Value of crops including nursery and greenhouse	58,336	39	71	1,052	3,072
Value of livestock, poultry, and their products	137,000	21	72	311	3,076
VALUE OF SALES BY COMMODITY GROUP ($1,000)					
Grains, oilseeds, dry beans, and dry peas	49,024	28	71	844	2,926
Tobacco	-	-	10	-	436
Cotton and cottonseed	-	-	-	-	635
Vegetables, melons, potatoes, and sweet potatoes	(D)	19	70	(D)	2,802
Fruits, tree nuts, and berries	106	60	70	1,384	2,724
Nursery, greenhouse, floriculture, and sod	(D)	66	71	(D)	2,678
Cut Christmas trees and short rotation woody crops	-	-	67	-	1,530
Other crops and hay	3,902	25	71	761	3,049
Poultry and eggs	(D)	(D)	72	(D)	3,013
Cattle and calves	53,153	5	72	257	3,056
Milk from cows	77,590	24	68	103	2,038
Hogs and pigs	681	22	70	917	2,827
Sheep, goats, wool, mohair, and milk	1,087	7	68	156	2,988
Horses, ponies, mules, burros, and donkeys	125	36	69	1,657	3,011
Aquaculture	(D)	2	53	(D)	1,366
Other animals and other animal products	286	38	70	619	2,924
TOP CROP ITEMS (acres)					
Corn for grain	59,049	23	69	542	2,638
Forage-land used for all hay and haylage, grass silage, and greenchop	51,795	13	72	193	3,057
Soybeans for beans	27,737	25	68	814	2,162
Corn for silage	19,910	17	69	60	2,237
Wheat for grain, all	2,693	30	68	1,234	2,537
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	91,219	12	72	148	3,063
Layers	(D)	(D)	72	(D)	3,040
Hogs and pigs	2,918	18	70	861	2,889
Sheep and lambs	2,600	9	70	351	2,897
Horses and ponies	1,747	24	72	581	3,072

Other County Highlights, 2012

Economic Characteristics	Quantity
Farms by value of sales:	
Less than $1,000	528
$1,000 to $2,499	89
$2,500 to $4,999	80
$5,000 to $9,999	138
$10,000 to $19,999	105
$20,000 to $24,999	53
$25,000 to $39,999	87
$40,000 to $49,999	38
$50,000 to $99,999	121
$100,000 to $249,999	143
$250,000 to $499,999	109
$500,000 or more	97
Total farm production expenses ($1,000)	177,271
Average per farm ($)	111,632
Net cash farm income of operation ($1,000)	47,575
Average per farm ($)	29,959

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	749
Other	839
Principal operators by sex:	
Male	1,405
Female	183
Average age of principal operator (years)	57.8
All operators by race [2]:	
American Indian or Alaska Native	-
Asian	3
Black or African American	-
Native Hawaiian or Other Pacific Islander	-
White	2,514
More than one race	4
All operators of Spanish, Hispanic, or Latino Origin [2]	4

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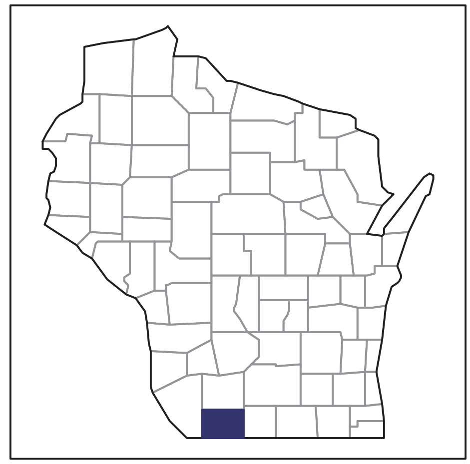
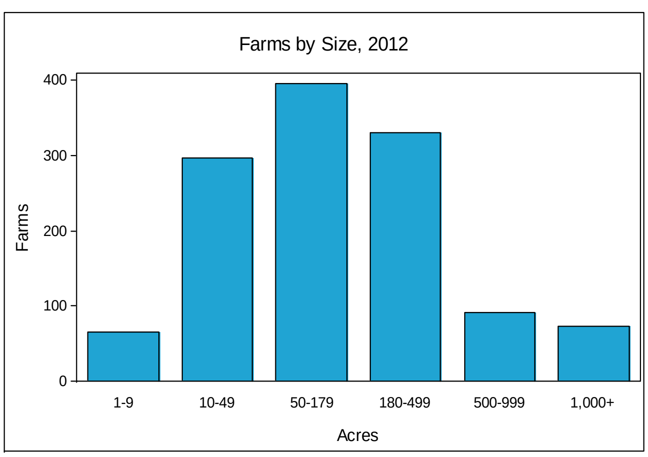
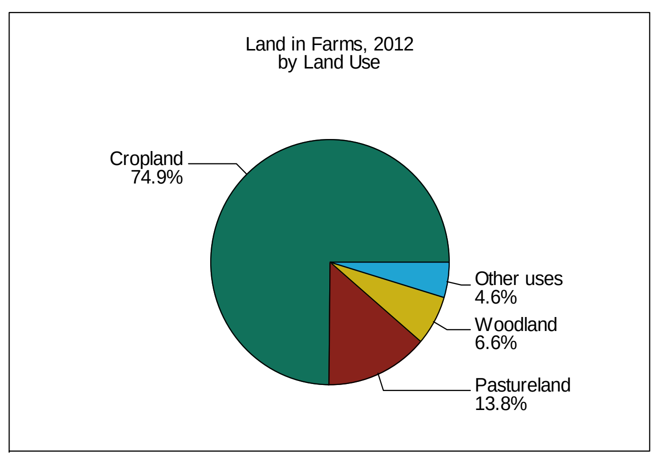
2012 CENSUS OF AGRICULTURE
COUNTY PROFILE

Lafayette County
Wisconsin



	2012	2007	% change
Number of Farms	1,252	1,342	- 7
Land in Farms	368,501 acres	342,617 acres	+ 8
Average Size of Farm	294 acres	255 acres	+ 15
Market Value of Products Sold	$287,325,000	$219,271,000	+ 31
Crop Sales $98,878,000 (34 percent) Livestock Sales $188,447,000 (66 percent)			
Average Per Farm	$229,493	$163,391	+ 40
Government Payments	$8,268,000	$7,134,000	+ 16
Average Per Farm Receiving Payments	$8,967	$6,940	+ 29





2012 CENSUS OF AGRICULTURE
COUNTY PROFILE

Lafayette County – Wisconsin

Ranked items among the 72 state counties and 3,079 U.S. counties, 2012

Item	Quantity	State Rank	Universe [1]	U.S. Rank	Universe [1]
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD ($1,000)					
Total value of agricultural products sold	287,325	12	72	302	3,077
Value of crops including nursery and greenhouse	98,878	14	71	654	3,072
Value of livestock, poultry, and their products	188,447	12	72	191	3,076
VALUE OF SALES BY COMMODITY GROUP ($1,000)					
Grains, oilseeds, dry beans, and dry peas	92,923	8	71	516	2,926
Tobacco	754	2	10	198	436
Cotton and cottonseed	-	-	-	-	635
Vegetables, melons, potatoes, and sweet potatoes	268	60	70	1,358	2,802
Fruits, tree nuts, and berries	(D)	66	70	(D)	2,724
Nursery, greenhouse, floriculture, and sod	780	44	71	1,166	2,678
Cut Christmas trees and short rotation woody crops	(D)	55	67	(D)	1,530
Other crops and hay	4,095	22	71	727	3,049
Poultry and eggs	771	29	72	1,034	3,013
Cattle and calves	66,603	2	72	209	3,056
Milk from cows	113,240	13	68	65	2,038
Hogs and pigs	3,425	9	70	649	2,827
Sheep, goats, wool, mohair, and milk	2,645	3	68	55	2,988
Horses, ponies, mules, burros, and donkeys	(D)	6	69	652	3,011
Aquaculture	(D)	46	53	(D)	1,366
Other animals and other animal products	1,328	19	70	198	2,924
TOP CROP ITEMS (acres)					
Corn for grain	114,595	6	69	231	2,638
Soybeans for beans	51,096	9	68	596	2,162
Forage-land used for all hay and haylage, grass silage, and greenchop	49,985	15	72	215	3,057
Corn for silage	30,899	8	69	27	2,237
Oats for grain	2,204	22	71	109	1,825
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	108,943	8	72	104	3,063
Pullets for laying flock replacement	(D)	6	67	(D)	2,637
Hogs and pigs	14,267	7	70	551	2,889
Layers	12,378	20	72	667	3,040
Colonies of bees	3,992	2	71	187	2,761

Other County Highlights, 2012

Economic Characteristics	Quantity
Farms by value of sales:	
Less than $1,000	301
$1,000 to $2,499	47
$2,500 to $4,999	63
$5,000 to $9,999	63
$10,000 to $19,999	99
$20,000 to $24,999	28
$25,000 to $39,999	67
$40,000 to $49,999	29
$50,000 to $99,999	107
$100,000 to $249,999	176
$250,000 to $499,999	147
$500,000 or more	125
Total farm production expenses ($1,000)	264,334
Average per farm ($)	211,130
Net cash farm income of operation ($1,000)	64,661
Average per farm ($)	51,646

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	715
Other	537
Principal operators by sex:	
Male	1,157
Female	95
Average age of principal operator (years)	56.0
All operators by race [2]:	
American Indian or Alaska Native	-
Asian	2
Black or African American	1
Native Hawaiian or Other Pacific Islander	-
White	2,004
More than one race	3
All operators of Spanish, Hispanic, or Latino Origin [2]	12

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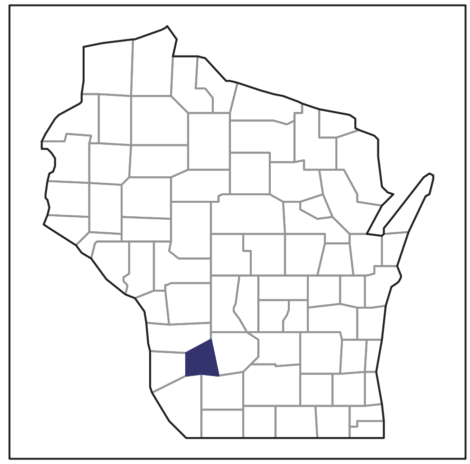
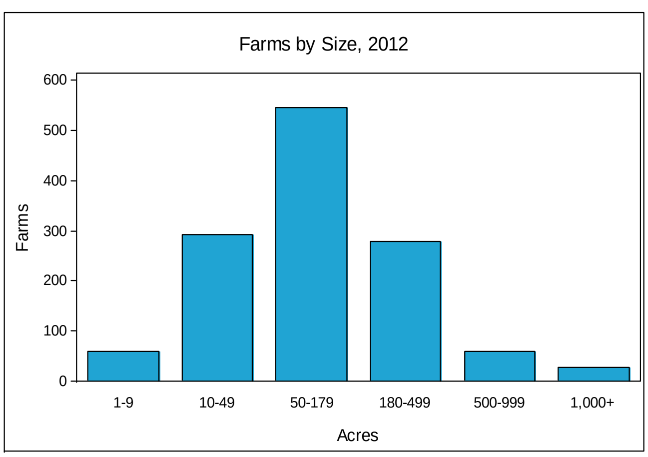
2012 CENSUS OF AGRICULTURE

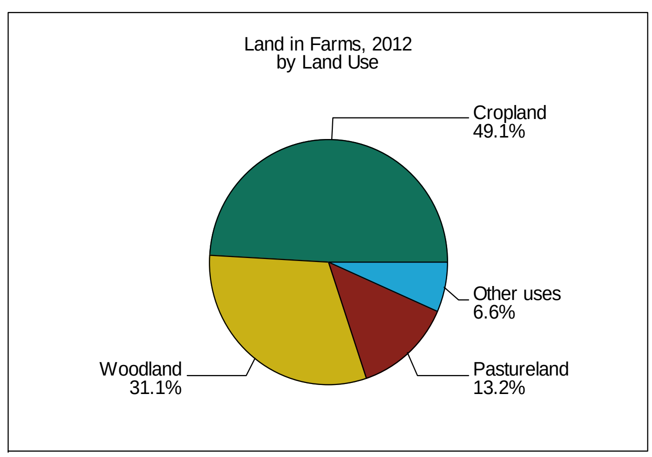
COUNTY PROFILE



Richland County
Wisconsin

	2012	2007	% change
Number of Farms	1,260	1,545	- 18
Land in Farms	227,833 acres	253,776 acres	- 10
Average Size of Farm	181 acres	164 acres	+ 10
Market Value of Products Sold	$115,451,000	$83,967,000	+ 37
Crop Sales $32,612,000 (28 percent) Livestock Sales $82,838,000 (72 percent)			
Average Per Farm	$91,627	$54,348	+ 69
Government Payments	$2,969,000	$2,710,000	+ 10
Average Per Farm Receiving Payments	$3,735	$2,754	+ 36





COUNTY PROFILE

Richland County – Wisconsin

Ranked items among the 72 state counties and 3,079 U.S. counties, 2012

Item	Quantity	State Rank	Universe [1]	U.S. Rank	Universe [1]
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD ($1,000)					
Total value of agricultural products sold	115,451	42	72	1,033	3,077
Value of crops including nursery and greenhouse	32,612	53	71	1,422	3,072
Value of livestock, poultry, and their products	82,838	36	72	581	3,076
VALUE OF SALES BY COMMODITY GROUP ($1,000)					
Grains, oilseeds, dry beans, and dry peas	27,194	49	71	1,119	2,926
Tobacco	-	-	10	-	436
Cotton and cottonseed	-	-	-	-	635
Vegetables, melons, potatoes, and sweet potatoes	548	51	70	1,064	2,802
Fruits, tree nuts, and berries	931	21	70	501	2,724
Nursery, greenhouse, floriculture, and sod	(D)	(D)	71	(D)	2,678
Cut Christmas trees and short rotation woody crops	(D)	(D)	67	(D)	1,530
Other crops and hay	3,659	28	71	810	3,049
Poultry and eggs	25	60	72	1,938	3,013
Cattle and calves	24,143	26	72	677	3,056
Milk from cows	53,909	39	68	154	2,038
Hogs and pigs	(D)	6	70	(D)	2,827
Sheep, goats, wool, mohair, and milk	402	20	68	414	2,988
Horses, ponies, mules, burros, and donkeys	64	51	69	2,132	3,011
Aquaculture	-	-	53	-	1,366
Other animals and other animal products	(D)	(D)	70	(D)	2,924
TOP CROP ITEMS (acres)					
Forage-land used for all hay and haylage, grass silage, and greenchop	39,112	28	72	385	3,057
Corn for grain	31,988	40	69	776	2,638
Soybeans for beans	11,936	50	68	1,070	2,162
Corn for silage	10,282	37	69	169	2,237
Oats for grain	618	53	71	454	1,825
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	43,861	34	72	601	3,063
Hogs and pigs	(D)	6	70	(D)	2,889
Rabbits, live	2,654	1	68	18	2,157
Layers	2,087	44	72	1,265	3,040
Horses and ponies	1,429	34	72	775	3,072

Other County Highlights, 2012

Economic Characteristics	Quantity
Farms by value of sales:	
Less than $1,000	423
$1,000 to $2,499	85
$2,500 to $4,999	112
$5,000 to $9,999	112
$10,000 to $19,999	116
$20,000 to $24,999	28
$25,000 to $39,999	62
$40,000 to $49,999	23
$50,000 to $99,999	115
$100,000 to $249,999	87
$250,000 to $499,999	55
$500,000 or more	42
Total farm production expenses ($1,000)	93,602
Average per farm ($)	74,287
Net cash farm income of operation ($1,000)	31,307
Average per farm ($)	24,847

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	559
Other	701
Principal operators by sex:	
Male	1,133
Female	127
Average age of principal operator (years)	59.0
All operators by race [2]:	
American Indian or Alaska Native	1
Asian	9
Black or African American	1
Native Hawaiian or Other Pacific Islander	-
White	1,979
More than one race	-
All operators of Spanish, Hispanic, or Latino Origin [2]	8

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