


Food Buying Trends



U.S. consumers spend an average of 10% of their disposable income on food each year. That compares with Brazil (16%), China (22%), Mexico (23%), India (30%) and Kenya (53%).

Many Americans celebrate holidays with food:

Independence Day (cookouts) - \$6.9 billion
 Halloween (candy) - \$2.6 billion
 Valentine's Day (chocolate and candy) - \$1.8 billion
 Memorial Day (cookouts) - \$1.5 billion
 Thanksgiving (turkeys) - \$1.0 billion

Source: 2019 AFBFA Food and Farm Facts

How much can grow on one acre?

An acre is about the size of a football field.

STRAWBERRIES 50,000 pounds

Strawberries are grown in every state in the United States and every province of Canada.

INDUSTRIAL HEMP 5,300 pounds of straw

5,300 pounds of straw yields 1,300 pounds of fiber that can be used to produce rope, clothing, shoes, paper and building materials.

WHEAT 2,784 pounds (46.4 bushels)

One bushel of wheat produces about 42 pounds of flour which can make 42 loaves of bread or 42 pounds of traditional pasta.

COTTON 840 pounds

A bale of cotton weighs 480 pounds. One bale can be used to make 215 pairs of jeans or 313,600 \$1 bills.

Sources: 2019 AFBFA Food and Farm Facts, University of Illinois Extension

Wisconsin's Top Commodities (cash receipts)

1 Dairy Products, Milk \$5.7 billion



2 Cattle and Calves \$1.7 billion



3 Corn \$1.4 billion



4 Soybeans \$661 million



5 Miscellaneous Crops \$414 million



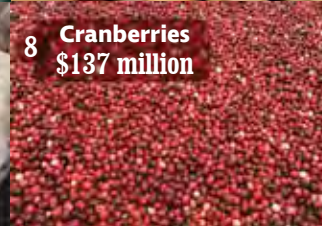
6 Potatoes \$295 million



7 Hogs \$150 million



8 Cranberries \$137 million



9 Hay \$133 million



10 Chicken Eggs \$113 million



Source: Wisconsin 2020 Agricultural Statistics; ERS Update Feb. 2021



One farmer feeds 166 people.

Source: 2019 AFBFA Food and Farm Facts

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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.

Find more resources for the 2021 Wisconsin Farm Facts at wisagclassroom.org/wisconsin-ag-facts

Wisconsin Farms

Agriculture provides **\$104.8 billion** to our economy.

Number of farms: **64,900**

Average size of farms: **220 acres**

Acres of land operated: **14.3 million acres**



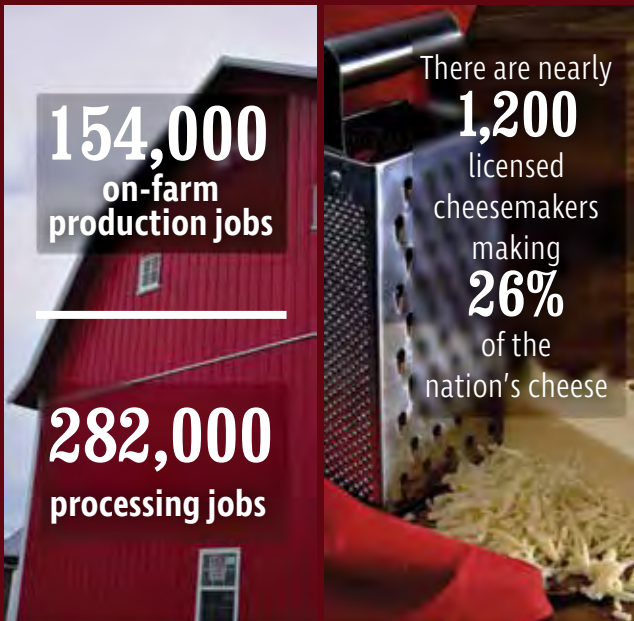
*A farm is defined as "any establishment from which \$1,000 or more of agricultural products were produced or sold, or would normally have been sold, during the year."

Source: Wisconsin 2020 Agricultural Statistics

Agriculture Provides Jobs

Agriculture contributes **435,700 jobs** to Wisconsin's economy or **11.8%** of total employment.

Source: May 7, 2020 DATCP WI Ag Statistics



154,000
on-farm
production jobs

There are nearly
1,200
licensed
cheesemakers
making
26%
of the
nation's cheese

282,000
processing jobs

Wisconsin Ranks...

FIRST

Cheese

3.4 billion pounds

Cranberries

4.7 million barrels

Milk Goats

82,000 goats

Mink Pelts

1.0 million pelts

Corn for Silage

18.2 million tons

Snap Beans

622 million pounds

Dry Whey for Humans

286 million pounds

SECOND

Milk Production

30.6 billion pounds

Milk Cows

1.3 million cows

Oats

6.5 million bushels

THIRD

Potatoes

2.8 billion pounds

Sweet Corn

865 million pounds

Carrots

160 million pounds

Green Peas

109 million pounds

FOURTH

Maple Syrup

270,000 gallons

Tart Cherries

9.1 million pounds

Wisconsin Sweetness

Honey

- Honeybees need to tap 2 million flowers to produce one pound of honey.
- Due to its antibacterial properties, honey is great to use on cuts and scrapes to aid in healing.
- Honeybees are essential for pollinating many Wisconsin crops. These include cranberries, apples, cherries, clover and alfalfa.
- There are 300 flavors and varieties of honey in the United States and more than 3,000 worldwide.
- A Queen bee can live between 2-3 years and is quickly replaced when she dies.
- Honey is an ingredient in many lotions because it retains moisture which, keeping skin hydrated.
- There are three types of bees in the hive: drones, worker bees and the Queen. Each bee has a specific job.
- Honey is the only food that never spoils.
- A Queen bee can lay up to 2,000 eggs a day in the peak of Summer.
- Wisconsin ranks 16th in honey production as of 2020.

Source: 2021 Wisconsin Honey Queen

Maple Syrup

- A ¼ cup of maple syrup has more potassium than a banana.
- 40 gallons of sap makes one gallon of maple syrup.
- In Wisconsin, Maple Month from March 15 to April 15.
- Native Americans were the first to recognize pure maple syrup as a source of nutrition and energy.
- Wisconsin is 4th in the nation in maple production.
- Maple syrup contains an abundant amount of naturally occurring minerals such as calcium, manganese, potassium and magnesium.
- Maple syrup is a natural source of beneficial antioxidants.
- Antioxidants have been shown to help prevent cancer, support the immune system, lower blood pressure and slow the effects of aging.
- Maple syrup is more nutritious than all other common sweeteners, contains one of the lowest calorie levels and has been shown to have healthy glycemic qualities.

Source: Wisconsin Maple Syrup Producers

Source: Wisconsin 2020 Agricultural Statistics