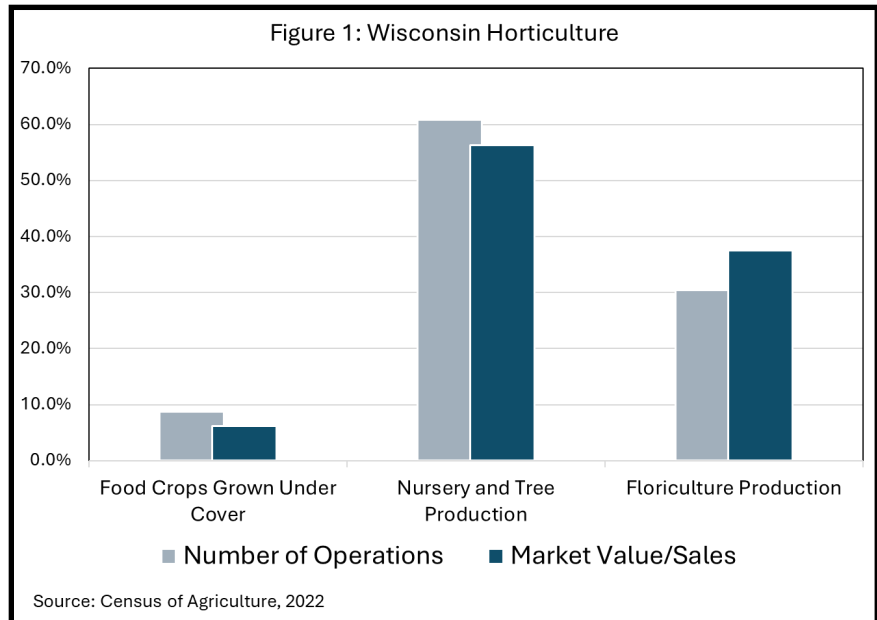


# Horticulture

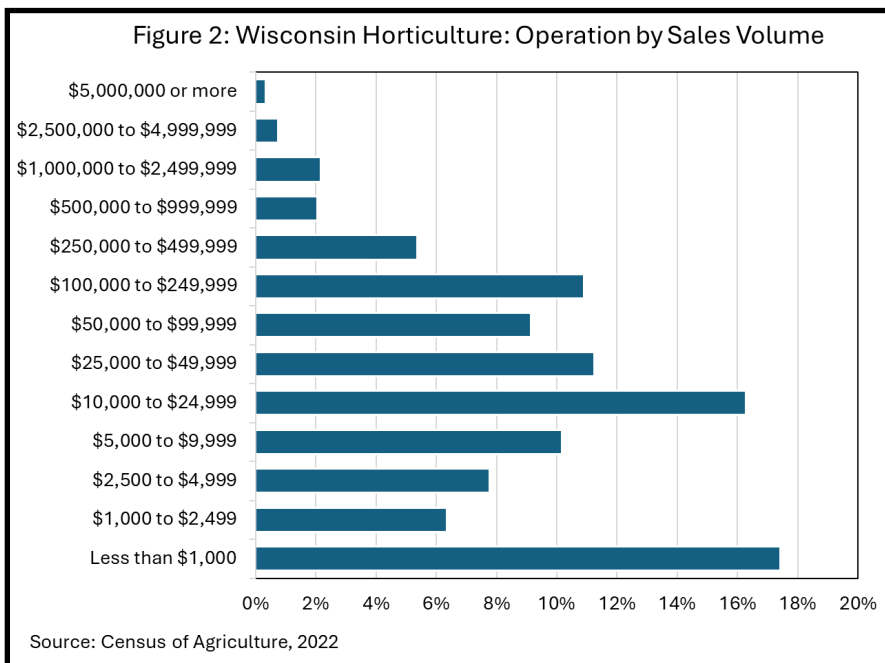


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While row crops and dairy are dominant commodities in the State, Wisconsin has a diverse agricultural portfolio, including a regional advantage in horticulture which includes greenhouses, nurseries, and floriculture. Based on the 2022 Census of Agriculture, there are 1,750 horticultural firms with \$292.5 million in market sales spread across some 122,300 acres. Over half of the horticultural operations in Wisconsin fall into the Nursery and Tree Production category. About 30% are floriculture operations, and the remaining 10% are crops grown under cover (Figure 1).



In aggregate the typical horticultural farm had sales of \$167,170, where farms growing food under cover had average sales of \$117,400, nursery and tree production farms had average sales of \$154,900 whereas floriculture (flowers and ornamental plants) farms had average sales of \$205,900.



But as with much of Wisconsin agriculture, there is significant variation in the distribution of farms across sale levels (Figure 2). For example, 17.4% of all horticultural farms have sales of less than \$1,000 and 69.3% had sales of less than \$50,000. Whereas only 3.3% of horticultural farms had sales of \$1 million or more. While the Census of Agriculture is not sufficiently detailed to affirm this observation it is possible that many of these smaller horticultural firms are selling into local markets.



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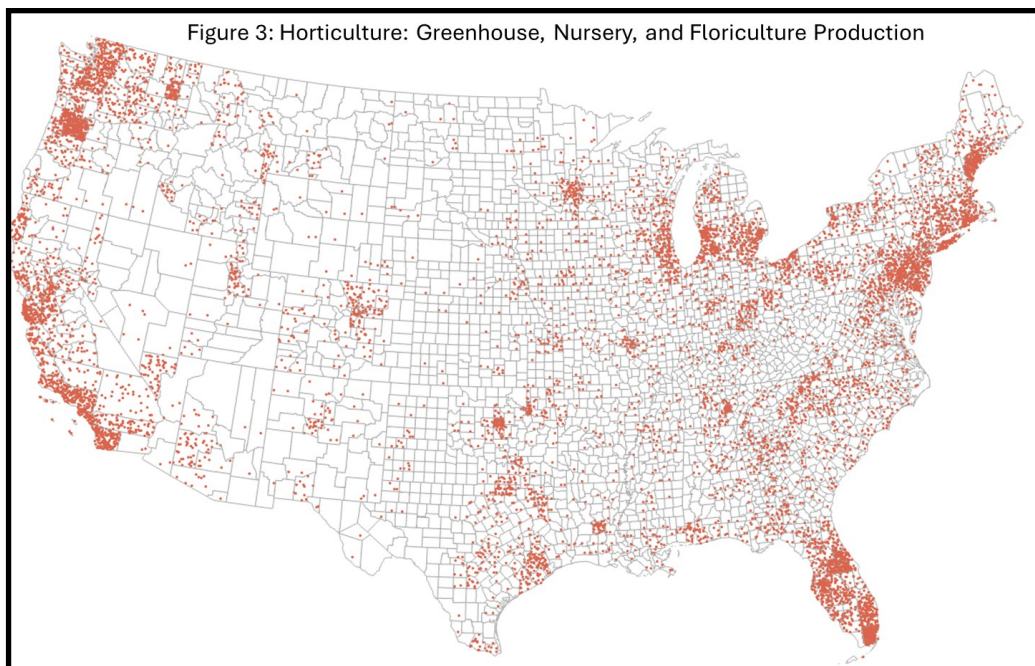
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Updated 2024

Contribution of Agriculture to the Wisconsin Economy



Distinct from other commodities, horticultural operations tend to prefer to be located closer to areas with higher population densities. A simple mapping of the number of horticultural farms finds clustering in not only more urban areas but also in parts of the country with longer growing seasons. For example, there is a larger concentration in the Chicago-Milwaukee regions and major metropolitan areas (e.g., the Twin Cities) are easily identified in the map (Figure 3). Also note the high density in Florida which has a year round growing season.



Once the economic multiplier effects are accounted for, the horticultural industry contributes 5,270 jobs to the Wisconsin economy, \$248.7 million to labor income (wages, salaries and proprietor income), \$432.3 million to total income (labor income plus all other sources of income such as dividend payments), and \$714.6 million to industrial sales or revenue (Table 1). This level of economic activity also supports \$29.5 million in revenues to local governments and \$10.0 million to state government (Table 2)

Table 1: Contribution of Horticulture to the Wisconsin Economy

|                                   | Employment | Labor Income<br>(MM\$) | Total Income<br>(MM\$) | Industry Sales<br>(MM\$) |
|-----------------------------------|------------|------------------------|------------------------|--------------------------|
| Contribution to Wisconsin Economy | 5,270      | \$248.7                | \$432.3                | \$714.6                  |
| Economic Multiplier               | 1.394      | 1.520                  | 1.529                  | 1.603                    |

Table 2: Contribution of Horticulture to Government Revenues

|                                     | Local Govt.<br>(MM\$) | State Govt.<br>(MM\$) | Federal Govt.<br>(MM\$) | Total (MM\$) |
|-------------------------------------|-----------------------|-----------------------|-------------------------|--------------|
| Contribution to Government Revenues | \$29.5                | \$10.0                | \$57.52                 | \$87.02      |

Steven Deller and Jeffrey Hadachek are in the Department of Agricultural and Applied Economics, University of Wisconsin–Madison. Support for this work was provided by Dairy Farmers of Wisconsin, Wisconsin Cranberry Growers Association, the Wisconsin Department of Agriculture and Consumer Protection, and the University of Wisconsin–Madison, Division of Extension, Economic Development Administration University Center under Grant/Award Number: ED21CHI3030029