

The Economic Importance of Food and Fiber

A Spotlight on Brantley County, Georgia

**Prepared for
Brantley County Cooperative Extension
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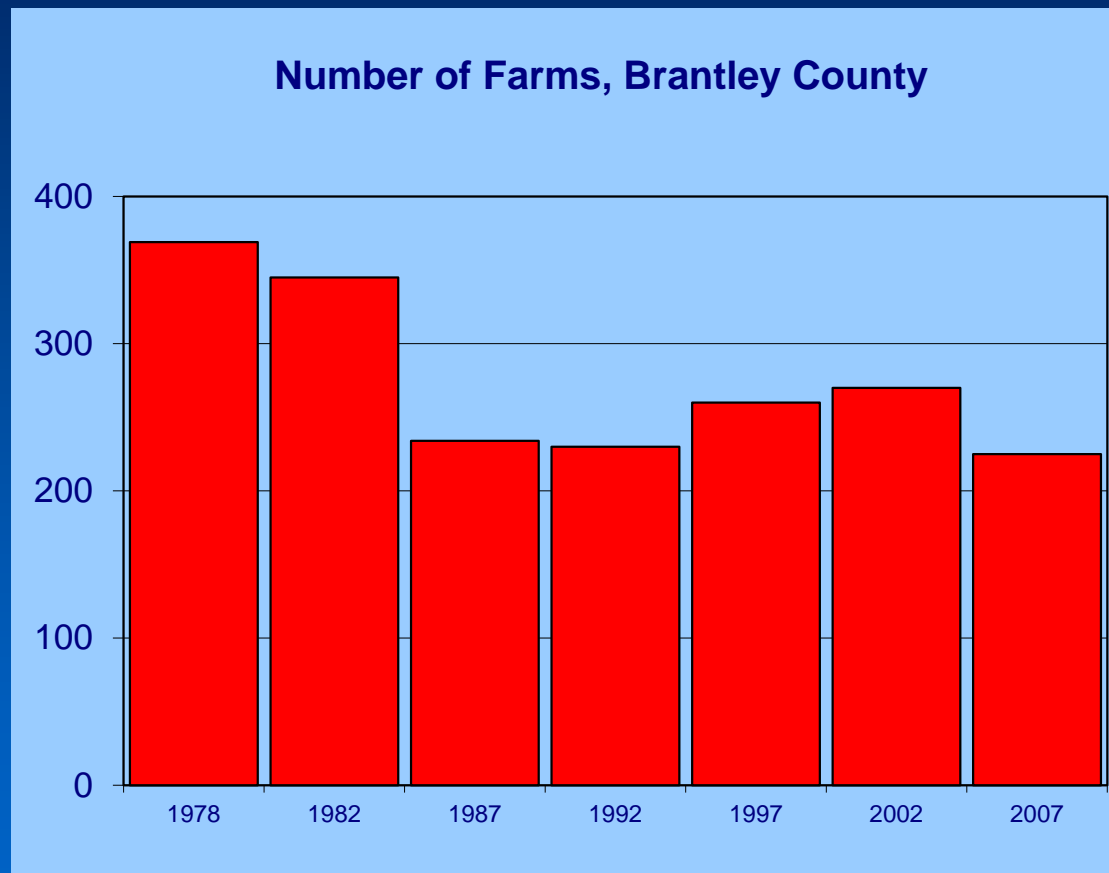
by:

**The Center for Agribusiness
and Economic Development**

**College of Agricultural
and Environmental Sciences**

The University of Georgia

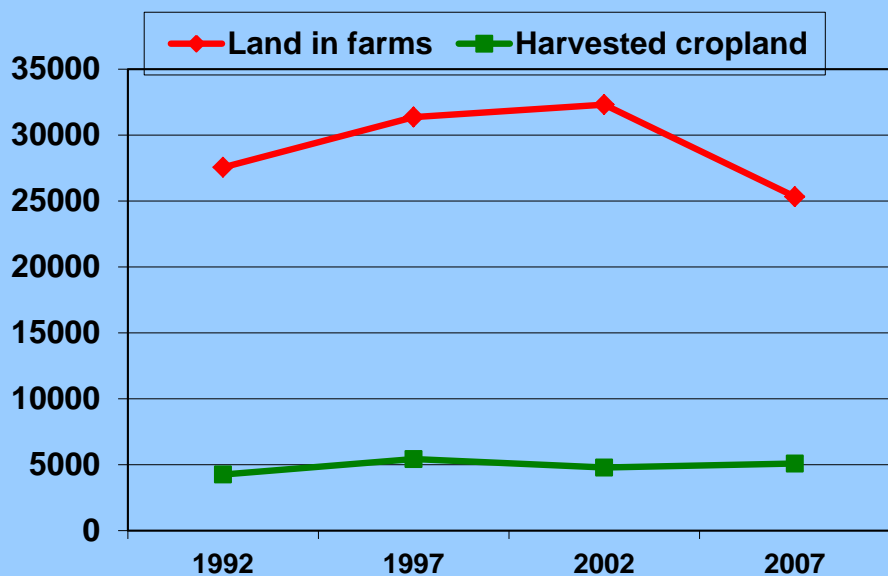
Trends in Brantley County: Number of Farms



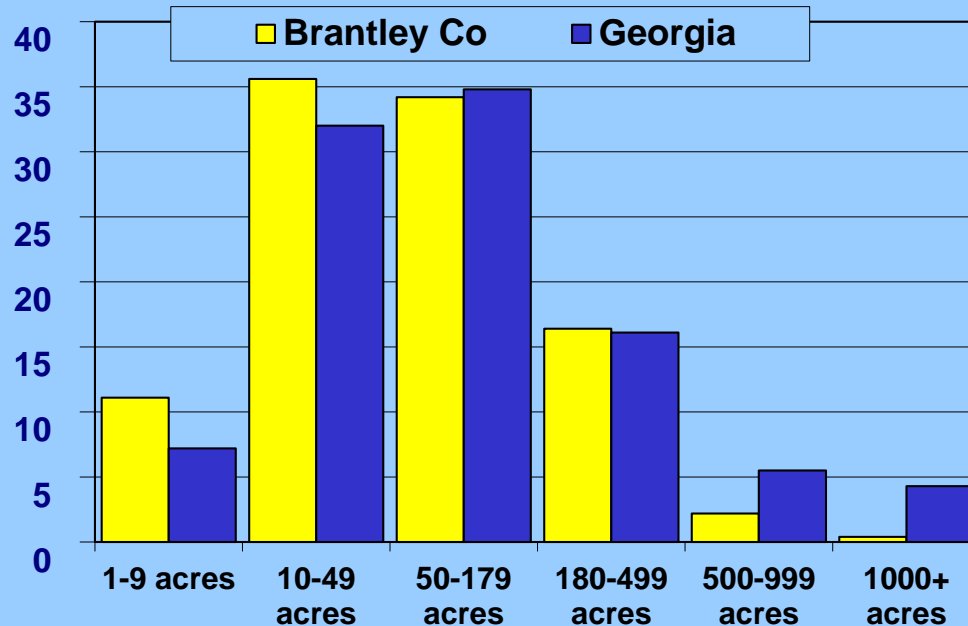
Source: 1978-2007 (quinquennial) Censuses of Agriculture

Trends in Brantley County: Land in Farms, Harvested Cropland & Farms by Size

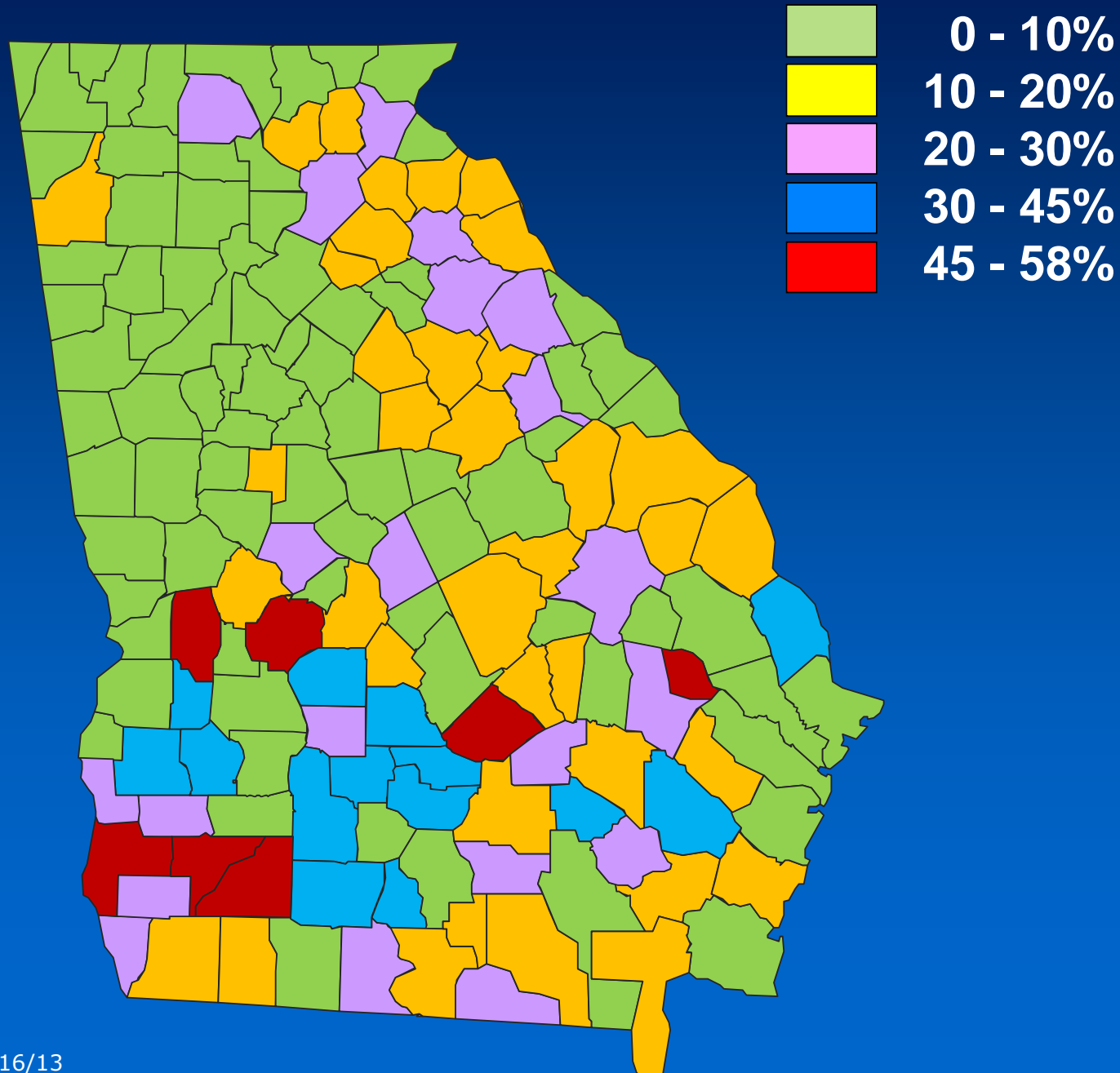
Land in Farms & Harvested Cropland
Brantley County



Percent of Farms by Size, 2007



Food and Fiber Production Plus Directly Related Sectors as % of Total Economic Output



Agriculture in Georgia

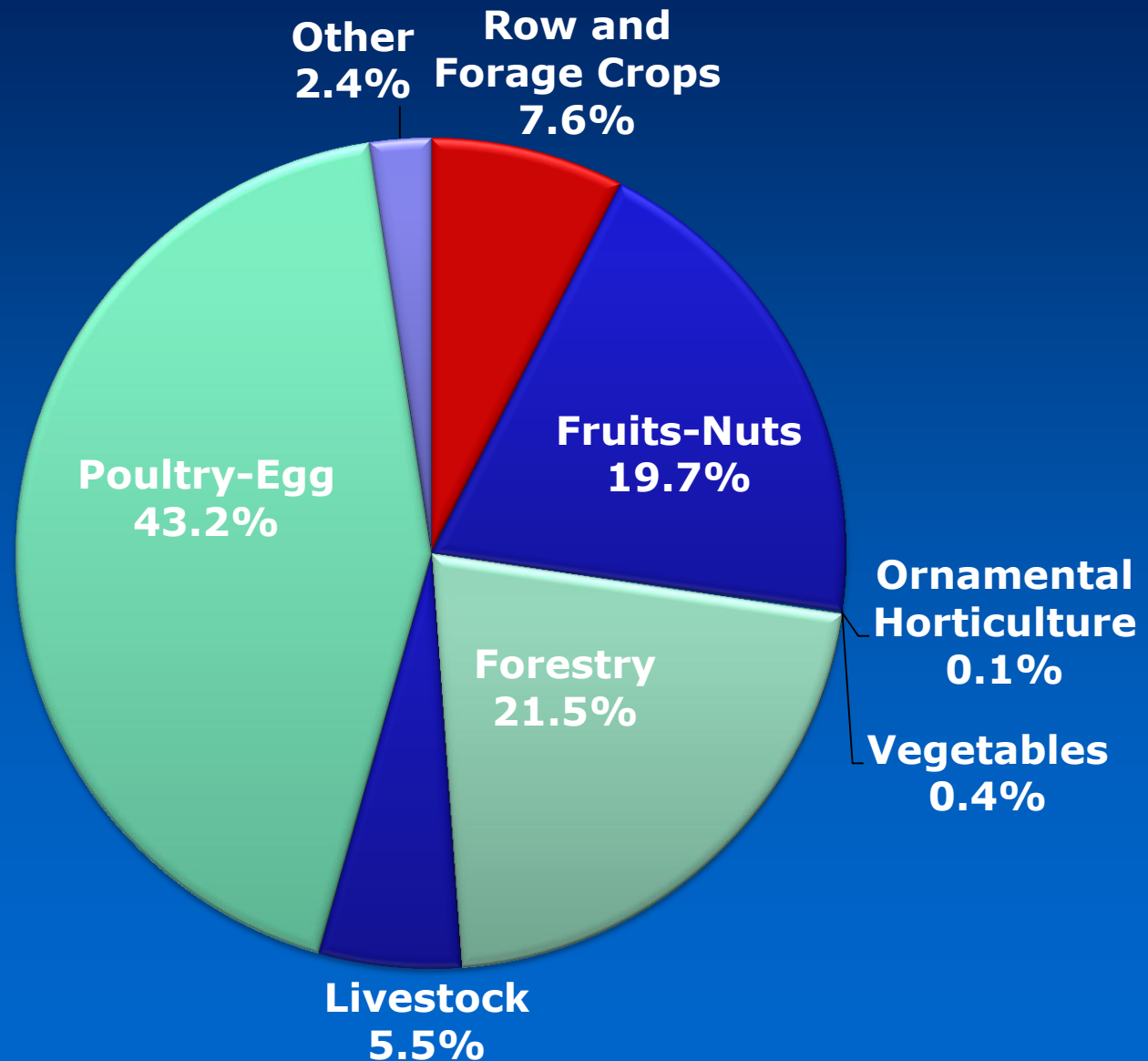
- Georgia's 2011 Farm Gate Value was \$13.0 billion. Adding the value of \$2.1 billion of landscape services increased the total agricultural production value to \$15.1 billion.
- Total food and fiber production and directly related businesses account for a \$71.1 billion *output impact* on Georgia's \$763.6 billion economy.

What We Know about Brantley County

- **2011 Farm Gate Value in Brantley Co. was \$36.25 million. Adding \$3.08 million of landscape services increased the total agricultural production value to \$39.3 million.**
- **The highest value commodity group was poultry and eggs, representing 43.2% of the total agricultural production value.**

Brantley County

2011 Agricultural Production Value



What We Did

County Economy Modeled

- **The Center for Agribusiness and Economic Development performed an analysis of the county's economy, focusing on the role of food and fiber.**
- **How much of the county's total current economic output comes from food and fiber production and directly related processing? (A Snapshot of the Economy)**
- **What is the total (direct and indirect) *Impact* of food and fiber production and directly related industries?**

Brantley County Economy

Agriculture *OUTPUT*

	Output in \$	Percent
Agriculture	39,333,377	9.26%
Mining	1,477,441	0.35%
Construction	51,230,220	12.06%
Manufacturing	61,496,617	14.48%
Trans-Utilities-Info	43,843,011	10.32%
Trade	25,909,734	6.10%
Finance-Ins-RE	106,620,189	25.10%
Services	39,528,341	9.31%
Govt. & non-NAICS	55,324,134	13.02%

Total County Economic Output = \$424.8 million

Brantley County Economy

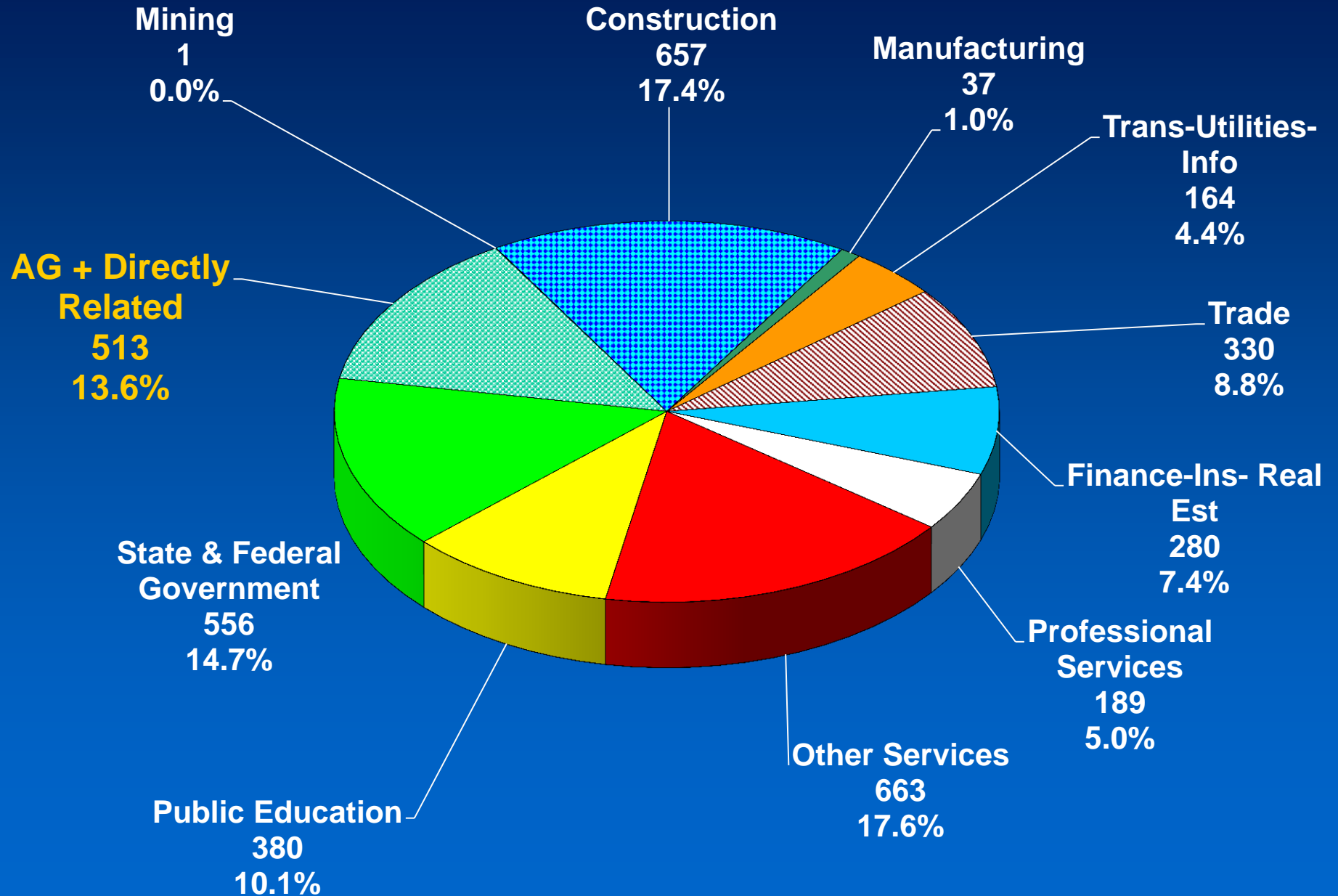
Agriculture + Directly Related Businesses *OUTPUT*

	Output in \$	Percent
Agriculture + Direct	74,931,142	17.64%
Mining	1,477,441	0.35%
Construction	51,230,220	12.06%
Manufacturing	25,898,851	6.10%
Trans-Utilities-Info	43,843,011	10.32%
Trade	25,909,734	6.10%
Finance-Ins-Real Est	106,620,189	25.10%
Services	39,528,341	9.31%
Govt. & non-NAICS	55,324,134	13.02%

Total County Economic Output = \$424.8 million

Brantley County Employment

Total Jobs = 3,771



An Economic Snapshot of Brantley County

- **How much of Brantley County's total economic output comes from food and fiber production?**
- **AG value alone of \$39.3 million consisting of Farm Gate Value and landscape services comprises 9.26% of the county's economy.**
- **AG plus directly related businesses (ex. Ag Support Services, Processing, etc.) comprise 17.6% of the county's economy.**

What is the Impact?

- What is the total (direct and indirect) *impact* of food and fiber production and directly related industries?
- This scenario illustrates how other industries are affected by the presence of food and fiber in the county. The indirect impacts measure output created due to food and fiber production and processing in the county.

What Impact Means: A Brief Explanation

- The *impact* numbers capture the ripple effects that food and fiber create in the county's economy. Many other sectors rely in part on the existence of food and fiber for sales.



Labor



Seed



Utilities



Brantley County

Agriculture *IMPACT*

	Direct \$	Indirect \$
Agriculture	39,333,377	0
Mining	0	122,707
Construction	0	306,920
Manufacturing	0	260,370
Trans-Utilities-Info	0	1,116,651
Trade	0	541,096
Finance-Ins-Real Est	0	2,659,032
Services	0	831,363
Govt. & non-NAICS	0	331,626
Total	39,333,377	6,169,765

Total Impact of Production AG = \$45.5 million
10.7% of total economy

Brantley County

Production Agriculture + Directly Related Businesses *IMPACT*

	Direct \$	Indirect \$
Agriculture + Direct	74,931,142	0
Mining	0	122,707
Construction	0	641,610
Manufacturing	0	349,239
Trans-Utilities-Info	0	2,895,646
Trade	0	1,162,947
Finance-Ins-Real Est	0	4,559,997
Services	0	2,110,211
Govt. & non-NAICS	0	549,306
Total	74,931,142	12,391,663

**Total Impact of AG + Directly Related = \$87.3 million
20.6% of total economy**

Brantley County

Production Agriculture + Directly Related Industries Employment *IMPACT*

	Direct	Indirect
Agriculture + Direct	513	0
Mining	0	0
Construction	0	10
Manufacturing	0	1
Trans-Utilities-Info	0	21
Trade	0	13
Finance-Ins-Real Est	0	12
Services	0	35
Govt. & non-NAICS	0	3

**Total Impact of AG + Directly Related Employment = 609 Jobs
16.1% of total employment**

What These Numbers Mean: A Brief Explanation

- ***Direct*** impact is \$74.9 million. This includes food and fiber production, processing and directly related manufacturing.
- ***Indirect*** impact from related sectors is \$12.4 million. This captures the effects of farmers (direct source) buying supplies (seed, fertilizer, work boots) from local stores. These stores must increase their output to meet farmer demand.

What These Numbers Mean:

A Brief Explanation (continued)

- **As local stores increase their output, they may demand more stock from local wholesalers (also in the Trade sector). Local wholesalers demand more from local manufacturers, thus increasing activity in the Manufacturing sector.**
- **Local stores also hire employees to assist farmers. They take home wages and buy groceries at the local store which increases demand there.**

Brantley County Food and Fiber Impact Conclusions

- The total *impact* of food and fiber production, processing and direct manufacturing is \$87.3 million.
- The total county *output* is \$424.8 million.
- Thus, food and fiber (directly and indirectly) account for 20.6% of the total county output, considering the multiplier effects.

Contact Information

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*“Adding Value to Georgia's Agricultural Economy
Through Research and Extension“*

*To learn more about your county, go to:
<http://www.caed.uga.edu/>
...click on “Resources”, then
“Georgia Statistics System”*

**Ag Profile Report
#13-12A**

