The Economic Importance of Food and Fiber

A Spotlight on Morgan County, Georgia

Prepared for Morgan County Cooperative Extension
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by:
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College of Agricultural and Environmental Sciences
The University of Georgia
Trends in Morgan County:
Land in Farms, Harvested Cropland & Farms by Size

Source: 1992-2007 (quinquennial) Censuses of Agriculture
Food and Fiber Production Plus Directly Related Sectors as % of Total Economic Output

Updated 1/16/13
Agriculture in Georgia

- Georgia's 2012 Farm Gate Value was $13.88 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 $76.9 billion output impact on Georgia's $809.9 billion economy.
2012 Farm Gate Value in Morgan Co. was $137.7 million. Adding $12.4 million of landscape services increased the total agricultural production value to $150.1 million.

The highest value commodity group was poultry and eggs, representing 49.3% of the total agricultural production value.
Morgan County
2012 Agricultural Production Value

- Poultry and Eggs: 49.3%
- Livestock: 35.0%
- Ornamental Horticulture: 8.2%
- Forestry: 1.6%
- Other: 1.4%
- Row and Forage Crops: 4.3%
- Fruits and Nuts: 0.3%
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?
Morgan County Employment

Total Jobs = 8,911

- AG + Directly Related: 840 (9.4%)
- Mining: 5.5 (0.1%)
- Construction: 652.1 (7.3%)
- Manufacturing: 1,079 (12.1%)
- Transp, Info, Public, Util.: 120 (1.3%)
- Trade: 1,380 (15.5%)
- Service: 3,526 (39.6%)
- State & Federal Government: 1,307 (14.7%)

Primary data source: Center for Agribusiness & Economic Development, UGA
An Economic Snapshot of Morgan County

- How much of Morgan County’s total economic output comes from food and fiber production?

- AG value alone of $150.1 million consisting of Farm Gate Value and landscape services comprises 8.1% of the county’s economy.

- AG plus directly related businesses (ex. Ag Support Services, Processing, etc.) comprise 13.1% 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.
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.
# Morgan County
## Agriculture IMPACT

<table>
<thead>
<tr>
<th>Industry</th>
<th>Direct ($)</th>
<th>Total ($)</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>150,134,241</td>
<td>150,134,241</td>
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<td>Mining</td>
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<td><strong>Total</strong></td>
<td><strong>150,134,241</strong></td>
<td><strong>200,727,206</strong></td>
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Total Impact of Production AG = $200.7 million
17.5% of total economy
## Morgan County

### Production Agriculture + Directly Related Businesses IMPACT

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<th>Industry</th>
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<td>Trade</td>
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<td>Service</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>211.9</strong></td>
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Total Impact of AG + Directly Related = $211.9 million
18.5% of total economy
<table>
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<tr>
<th>Industry</th>
<th>Direct</th>
<th>Total</th>
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<td>Agriculture + Direct</td>
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Total Impact of AG + Directly Related Employment = 1,637 Jobs
18.4% of total employment
What These Numbers Mean:  
A Brief Explanation

- **Direct** impact is $159 million. This includes food and fiber production, processing and directly related manufacturing.

- **Indirect** impact from related sectors is $52.9 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.
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.
Morgan County Food and Fiber Impact Conclusions

The total *impact* of food and fiber production, processing and direct manufacturing is $211.9 million.

The total county *output* is $1,146.6 million.

Thus, food and fiber (directly and indirectly) account for 18.5% 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