

# The Economic Importance of Food and Fiber



## A Spotlight on Morgan County, Georgia

Prepared for  
Morgan County Cooperative Extension  
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by:

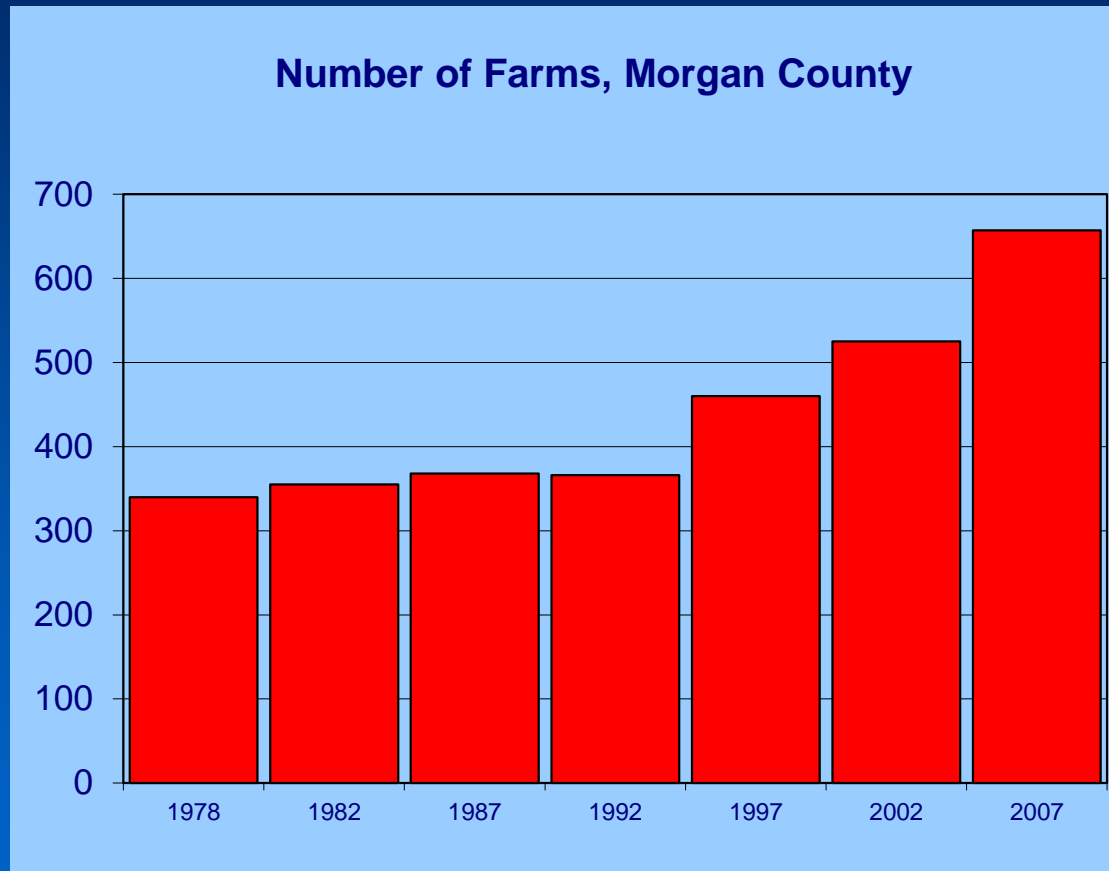
The Center for Agribusiness  
and Economic Development

College of Agricultural  
and Environmental Sciences

The University of Georgia

# Trends in Morgan County: Number of Farms

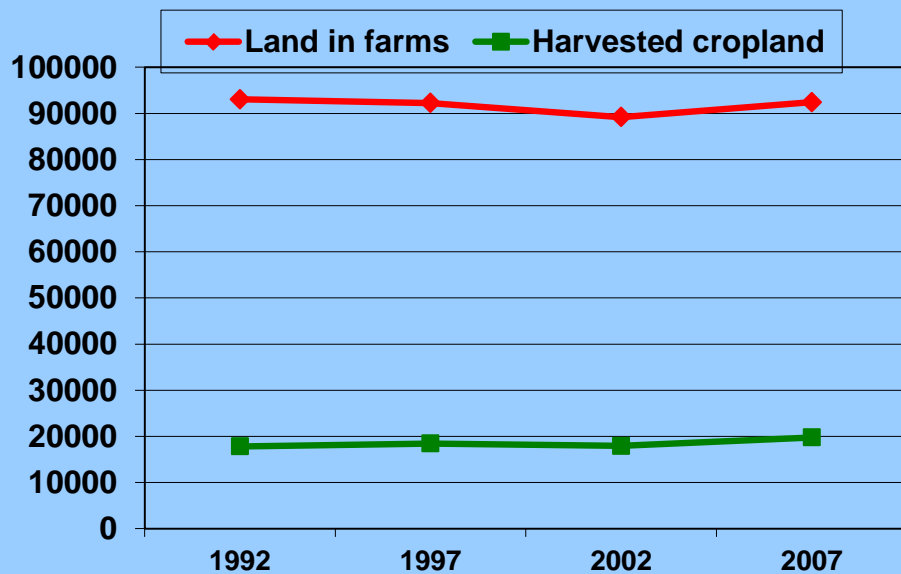
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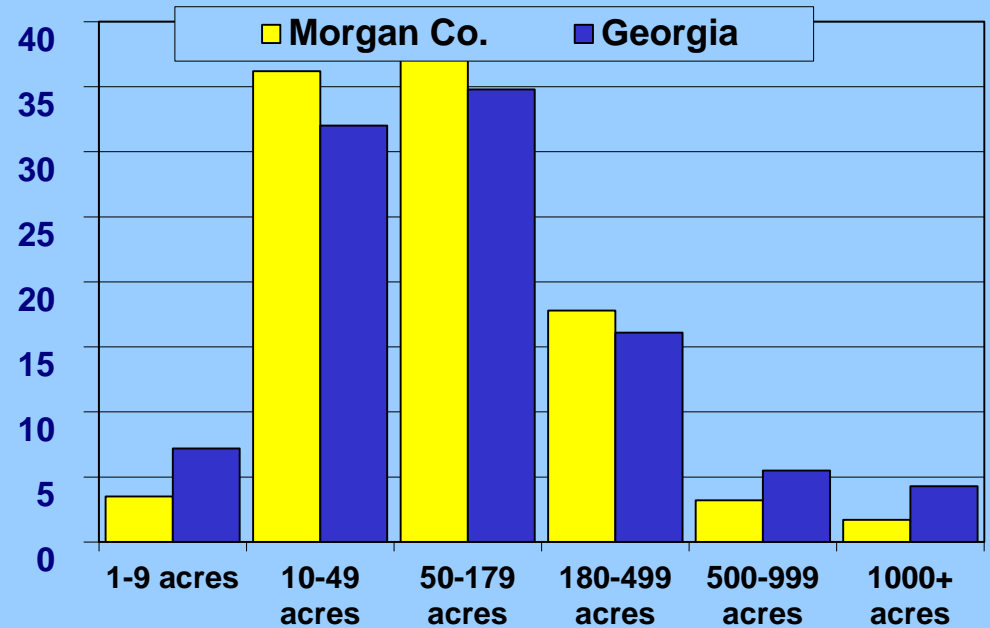
Source: 1978-2007 (quinquennial) Censuses of Agriculture

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

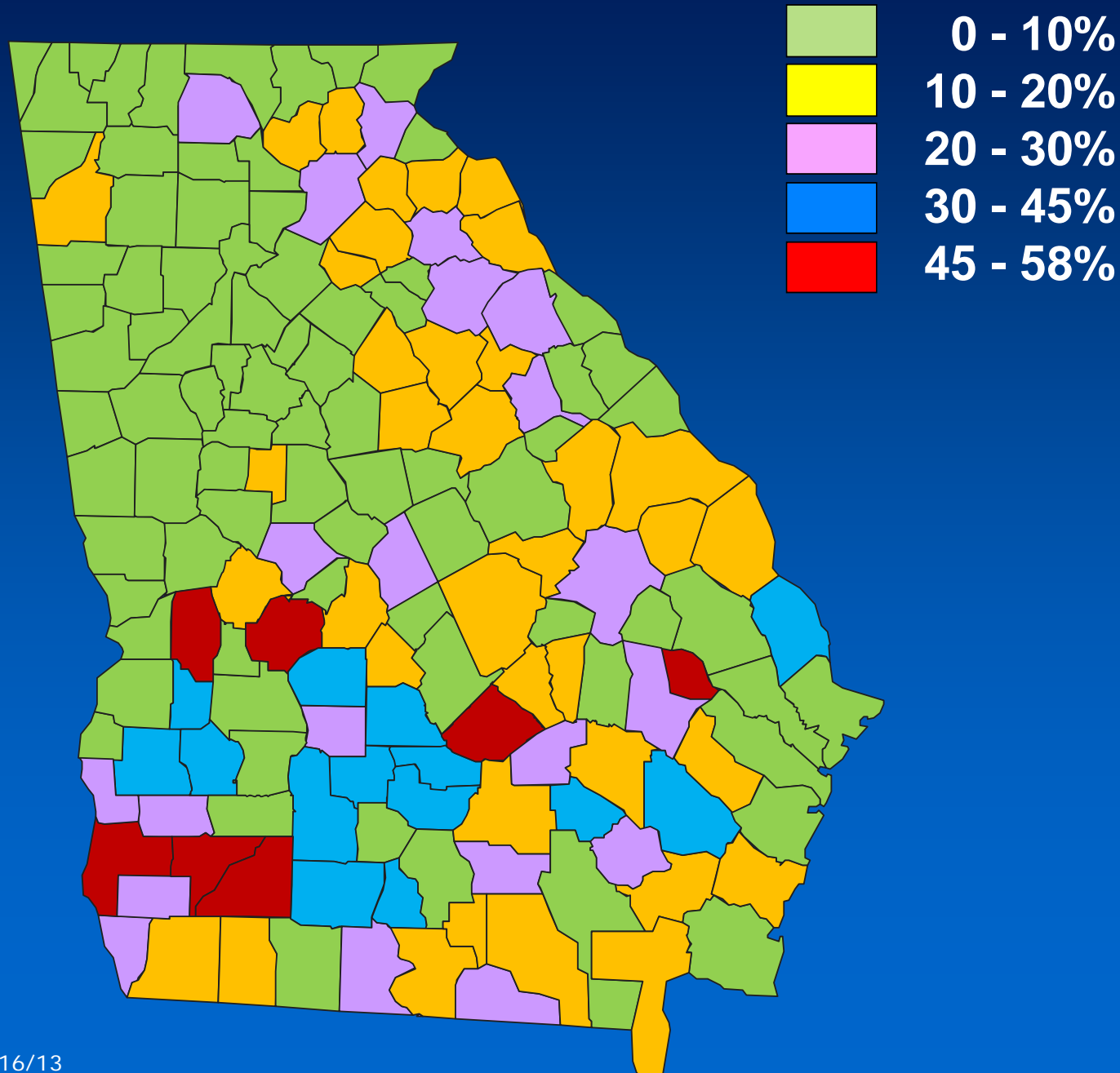
Land in Farms & Harvested Cropland  
Morgan County



Percent of Farms by Size, 2007



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



# Agriculture in Georgia

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- 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.

# What We Know about Morgan County

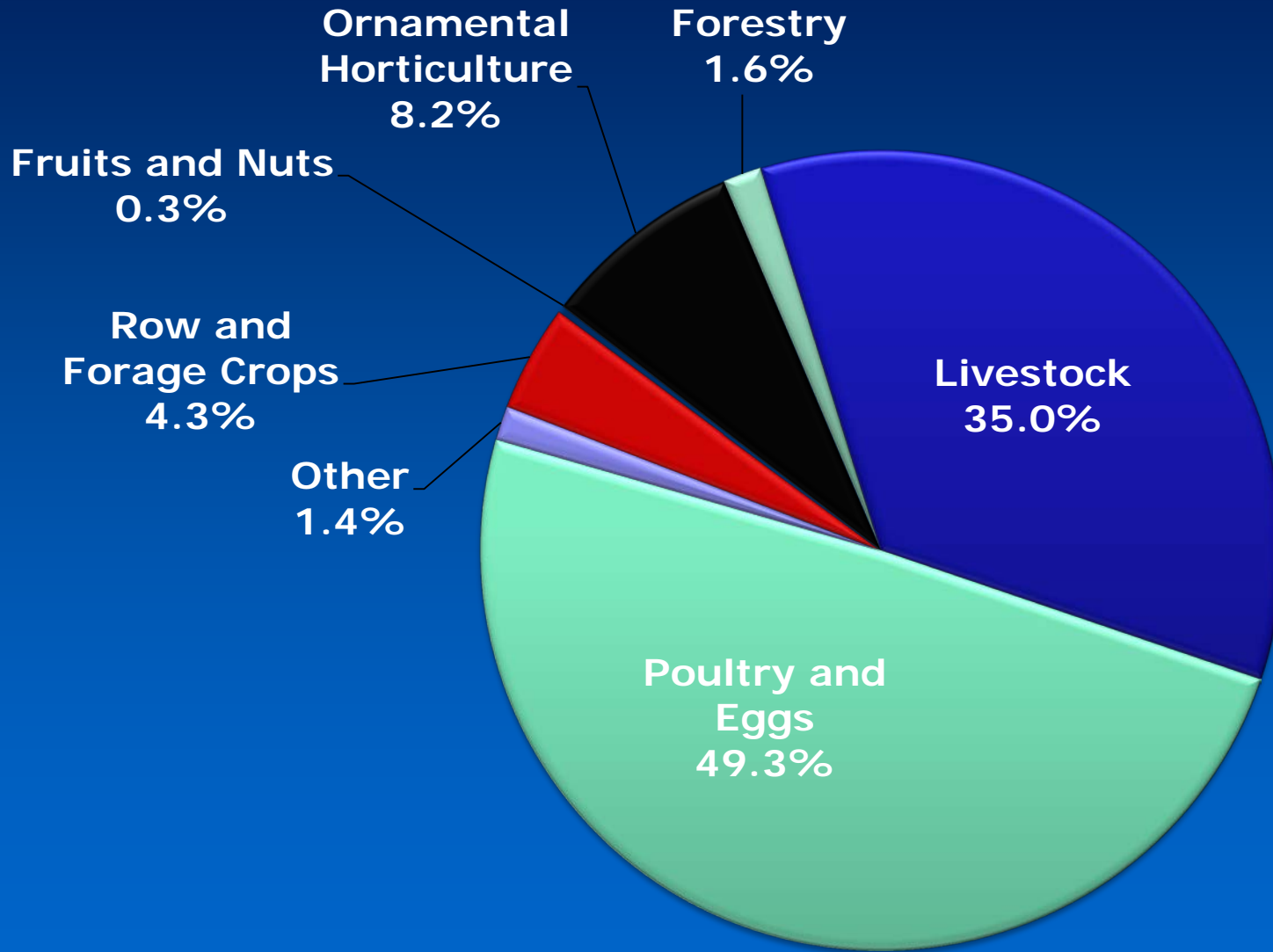
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- 2012 Farm Gate Value in Morgan Co. was \$137.7 million. Adding \$12.4 million of landscape services increased the total agricultural production value to \$150.1 million.
- The highest value commodity group was poultry and eggs, representing 49.3% of the total agricultural production value.

# Morgan County

## 2012 Agricultural Production Value

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# What We Did

## County Economy Modeled

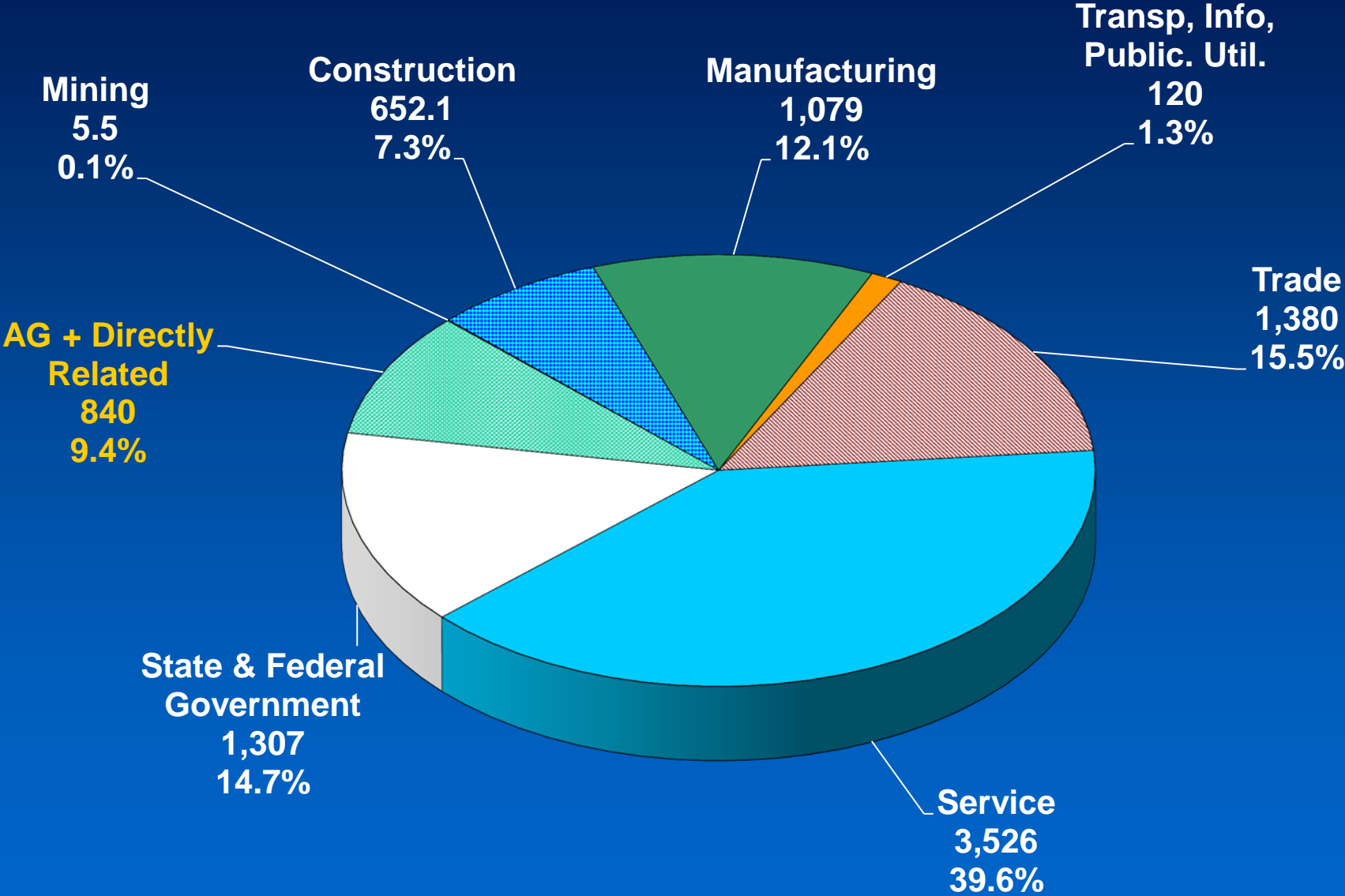
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- The Center for Agribusiness and Economic Development performed an analysis of the county's economy, focusing on the role of food and fiber.
- How much of the county's total current economic output comes from food and fiber production and directly 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



Primary data source: Center for Agribusiness & Economic Development, UGA

# An Economic Snapshot of Morgan County

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- 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?

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- 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.



# Morgan County

## Agriculture *IMPACT*

	Direct \$	Total \$
Agriculture	150,134,241	150,134,241
Mining	0	71,233
Construction	0	1,275,567
Manufacturing	0	23,224,871
Trans-Utilities-Info	0	1,490,742
Trade	0	5,729,505
Service Industries	0	17,996,005
Government	0	805,042
<b>Total</b>	<b>150,134,241</b>	<b>200,727,206</b>

**Total Impact of Production AG = \$200.7 million**  
**17.5% of total economy**

# Morgan County

## Production Agriculture + Directly Related Businesses *IMPACT*

	<b>Total</b> <i>Million \$</i>
Agriculture + Direct	159.0
Mining	.07
Construction	1.3
Manufacturing	23.3
Trans-Utilities-Info	1.6
Trade	6.2
Service	19.5
Government	.9
<b>Total</b>	<b>211.9</b>

Total Impact of AG + Directly Related = \$211.9 million  
18.5% of total economy

# Morgan County

## Production Agriculture + Directly Related Industries Employment *IMPACT*

	Direct	Total
Agriculture + Direct	1,371	1.371
Mining	0	.5
Construction	0	11
Manufacturing	0	18
Trans-Utilities-Info	0	8
Trade	0	60
Service	0	163
Government	0	7

Total Impact of AG + Directly Related Employment = 1,637 Jobs  
18.4% of total employment

# What These Numbers Mean: A Brief Explanation

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- *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.



# What These Numbers Mean:

## A Brief Explanation (continued)

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- 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

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- 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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Prepared by:

Sharon P. Kane, Public Service Associate, Economist  
Karen Stubbs, Research Professional  
Center for Agribusiness & Economic Development  
Dr. Kent Wolfe, Director

*“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**

