

The Economic Importance of Food and Fiber

A Spotlight on Whitfield County, Georgia

Prepared for
Whitfield County Cooperative Extension
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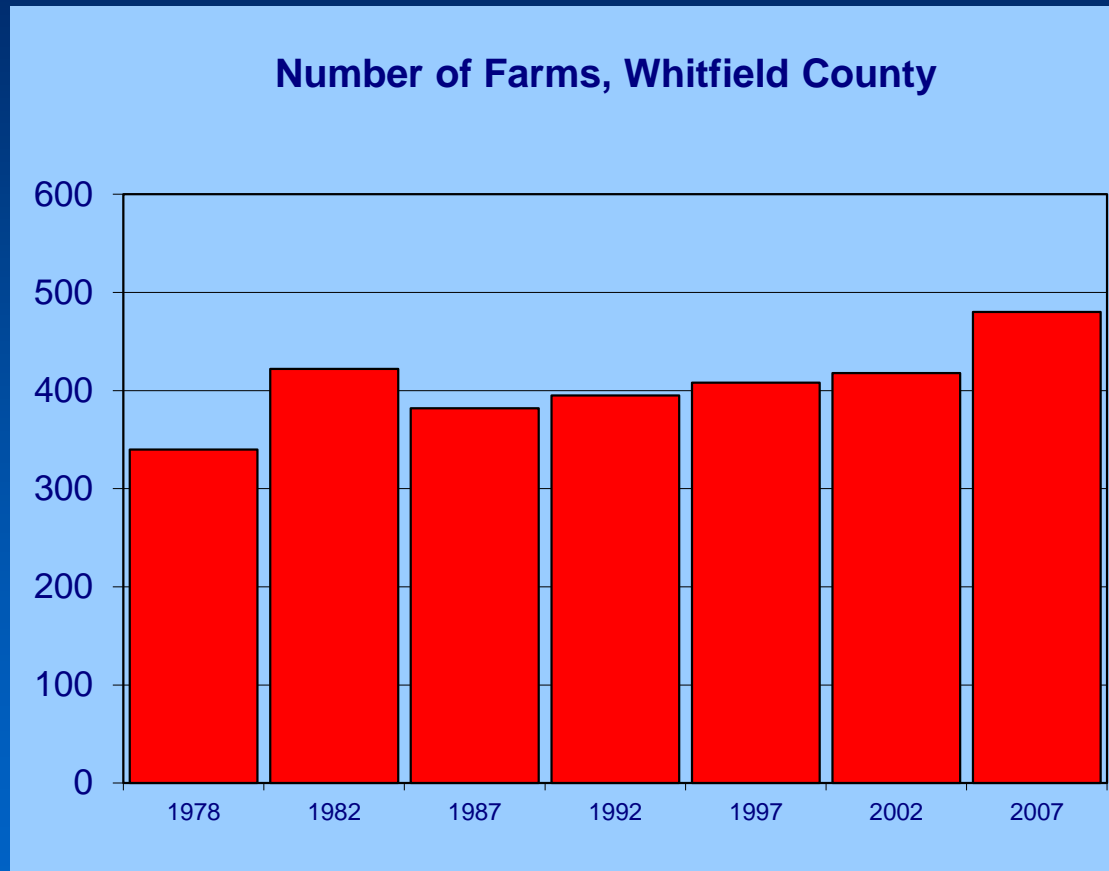
by:

**The Center for Agribusiness
and Economic Development**

**College of Agricultural
and Environmental Sciences**

The University of Georgia

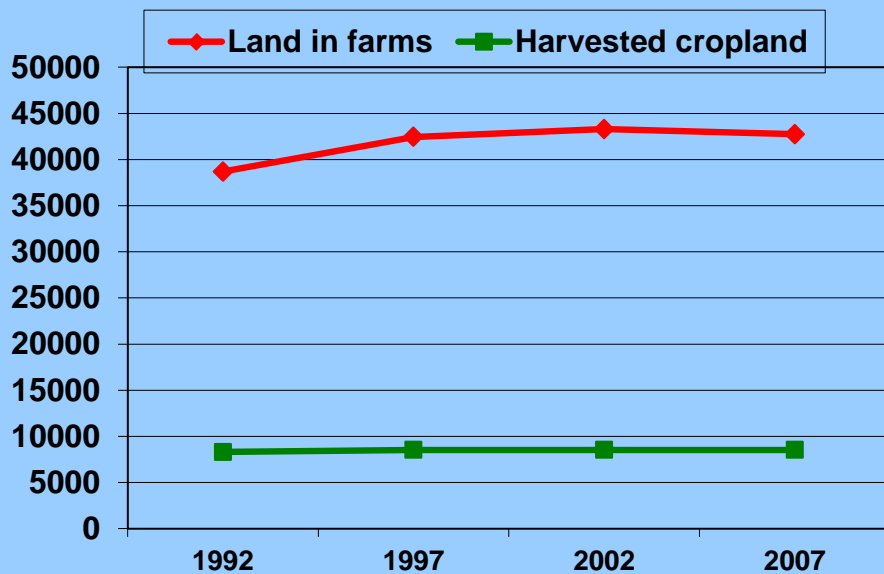
Trends in Whitfield County: Number of Farms



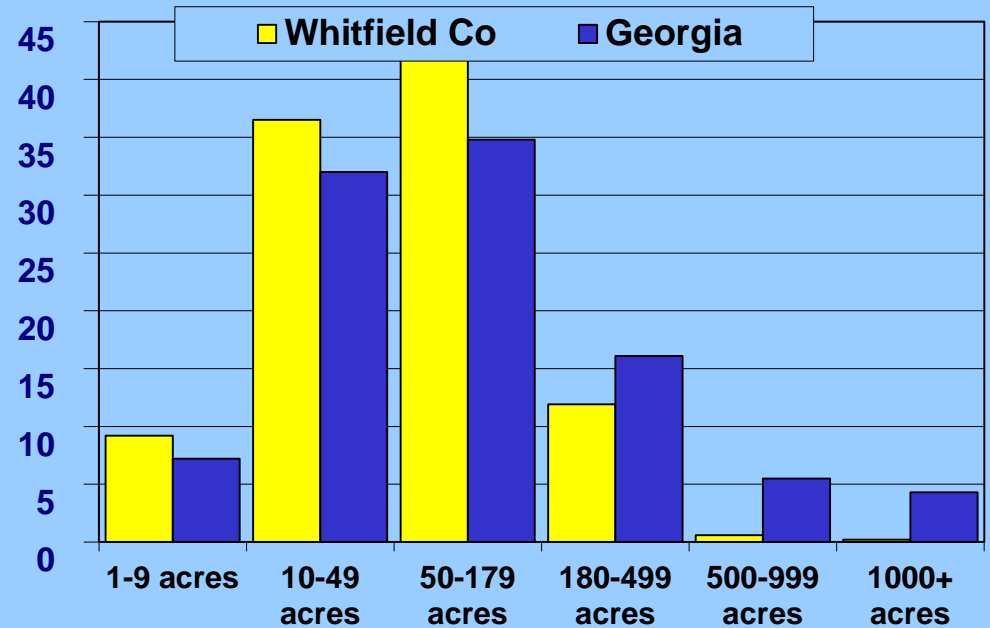
Source: 1978-2007 (quinquennial) Censuses of Agriculture

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

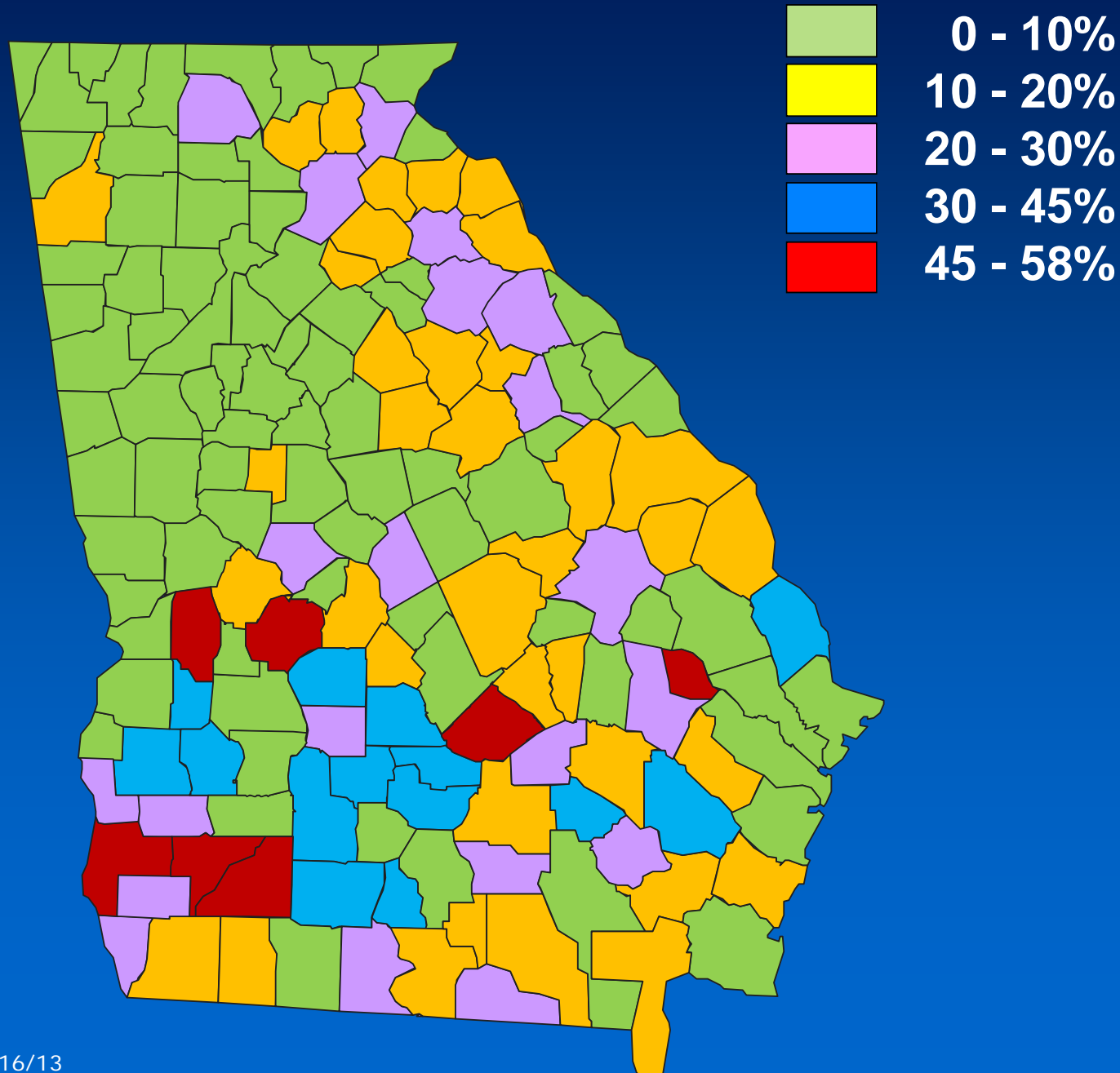
Land in Farms & Harvested Cropland
Whitfield County



Percent of Farms by Size, 2007



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



Agriculture in Georgia

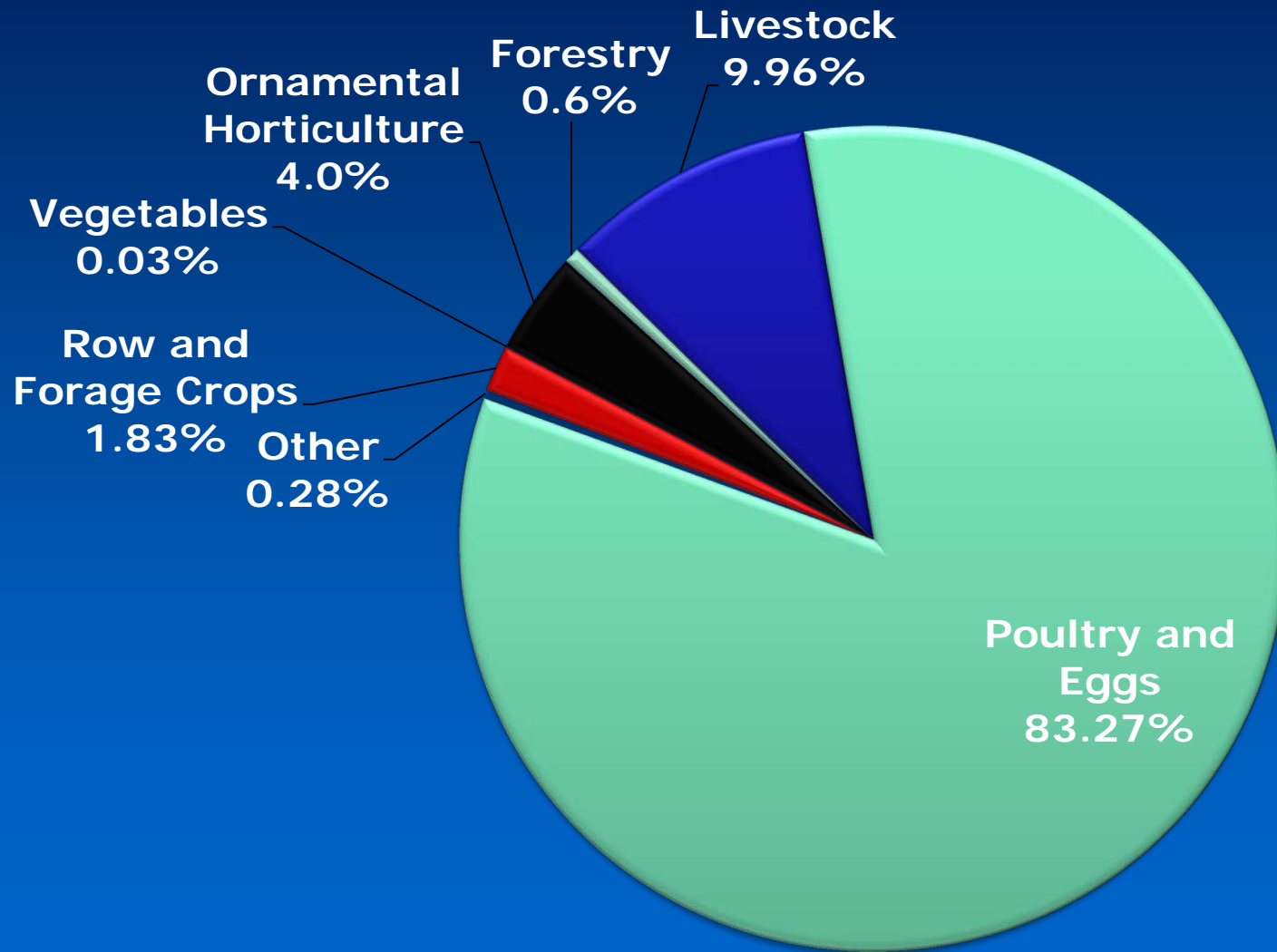
- Georgia's 2012 Farm Gate Value was \$13.88 billion. Adding the value of \$2.1 billion of landscape services increased the total agricultural production value to \$15.1 billion.
- Total food and fiber production and directly related businesses account for a \$76.9 billion *output impact* on Georgia's \$809.9 billion economy.

What We Know about Whitfield County

- 2012 Farm Gate Value in Whitfield Co. was \$82.5 million. Adding \$8.1 million of landscape services increased the total agricultural production value to \$90.6 million.
- The highest value commodity group was poultry and eggs, representing 83.27% of the total agricultural production value.

Whitfield County

2012 Agricultural Production Value



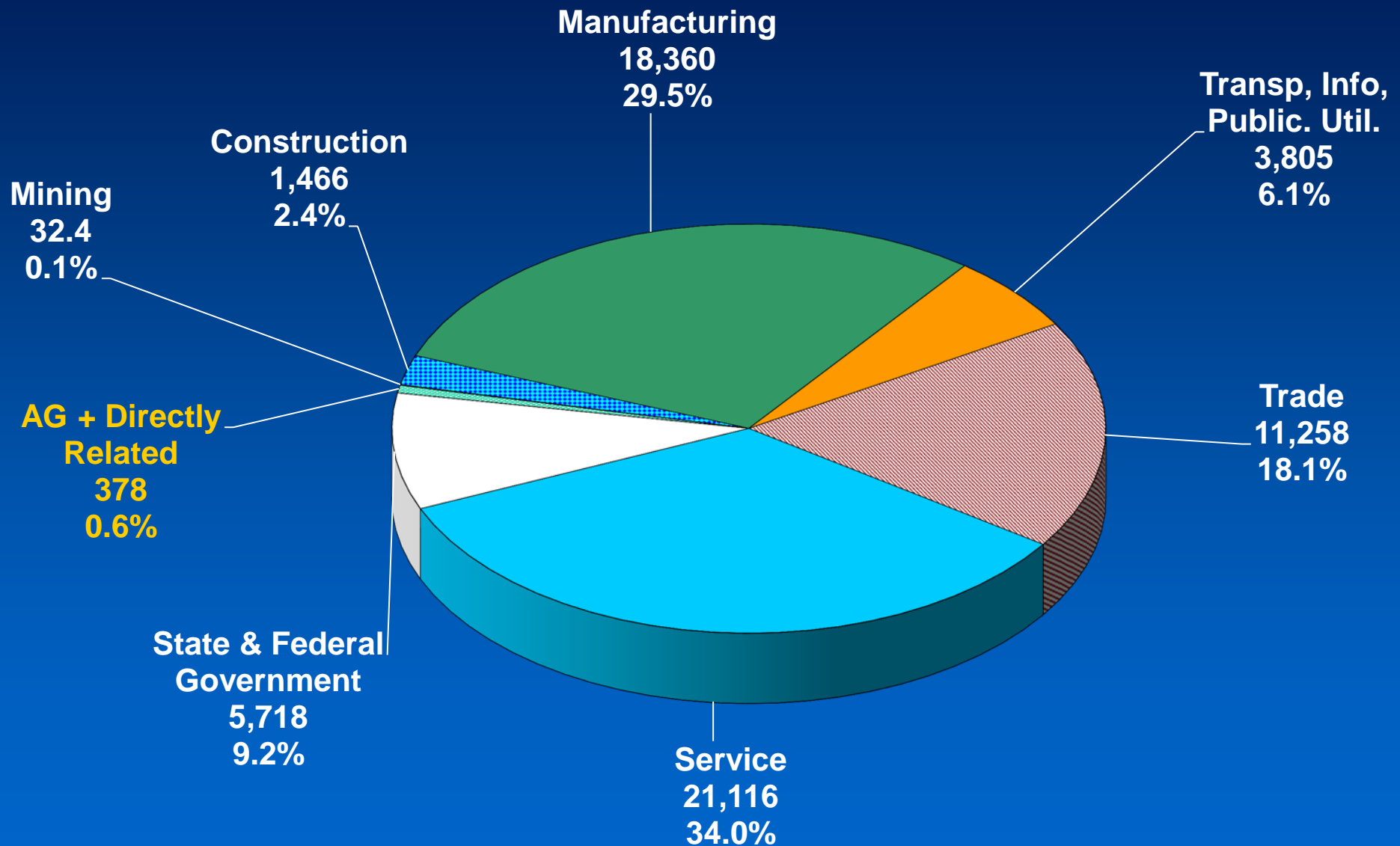
What We Did

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?

Whitfield County Employment

Total Jobs = 62,133

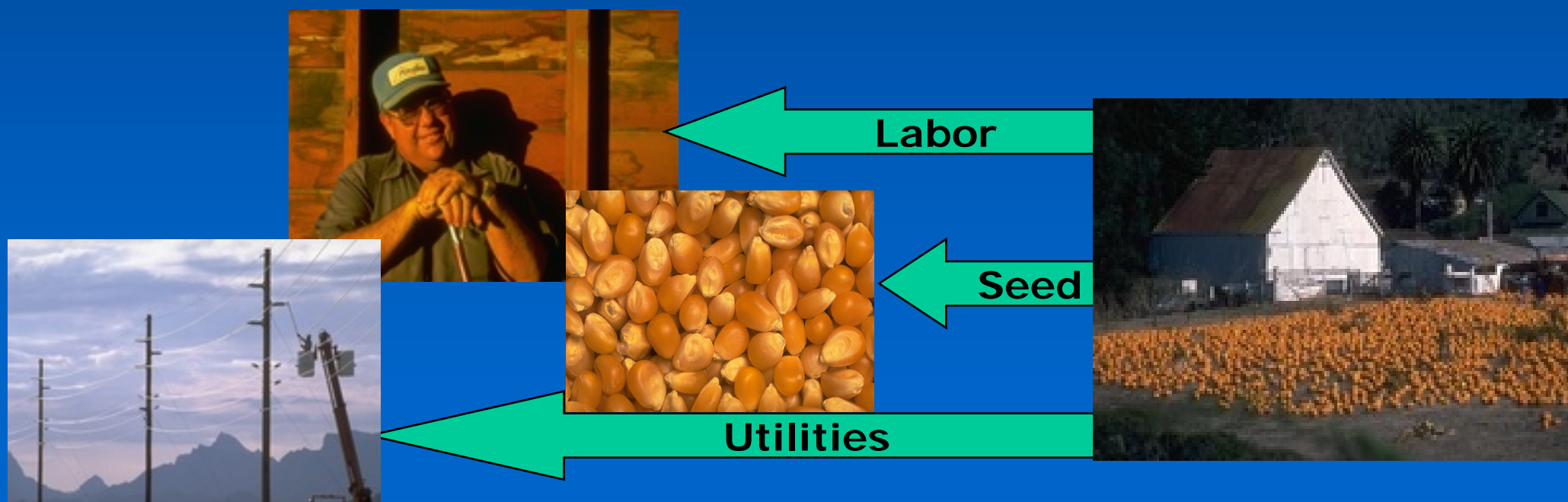


What is the Impact?

- 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.



Whitfield County

Agriculture *IMPACT*

	Direct \$	Total \$
Agriculture	90,624,513	90,624,513
Mining	0	4,897
Construction	0	500,137
Manufacturing	0	301,818
Trans-Utilities-Info	0	2,406,506
Trade	0	3,966,226
Service Industries	0	9,423,303
Government	0	223,075
Total	90,624,513	107,450,475

Total Impact of Production AG = \$107.1 million
0.9% of total economy

Whitfield County

Production Agriculture + Directly Related Businesses *IMPACT*

	Total \$
Agriculture + Direct	112,485,594
Mining	5,209
Construction	587,630
Transp-Utilities-Info	2,894,777
Trade	4,652,598
Government	253,224
Total	120,879,032

Total Impact of AG + Directly Related = \$120.9 million
1.2% of total economy

Whitfield County

Production Agriculture + Directly Related Industries Employment *IMPACT*

	Direct	Total
Agriculture + Direct	608	0
Mining	0	0
Construction	0	5
Manufacturing	0	1
Trans-Utilities-Info	0	15
Trade	0	41
Service	0	89
Government	0	2

Total Impact of AG + Directly Related Employment = 761 Jobs
1.2% of total employment

What These Numbers Mean: A Brief Explanation

- *Direct* impact is \$90.6 million. This includes food and fiber production, processing and directly related manufacturing.
- *Indirect* impact from related sectors is \$16.8 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.

Whitfield County Food and Fiber Impact Conclusions

- The total *impact* of food and fiber production, processing and direct manufacturing is \$120.9 million.
- The total county *output* is \$11,886.2 million.
- Thus, food and fiber (directly and indirectly) account for 1.2% 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
#14-6A**

