

# The Economic Importance of Food and Fiber

The background of the slide is a stylized, colorful illustration of a farm scene. It features a red barn with a white roof, several silos, and a wooden fence in the foreground. The scene is set against a blue sky with white clouds. The overall style is reminiscent of a folk-art or naive painting style.

## A Spotlight on Morgan County, Georgia

Prepared for  
Morgan County Cooperative Extension

April 2015 by:

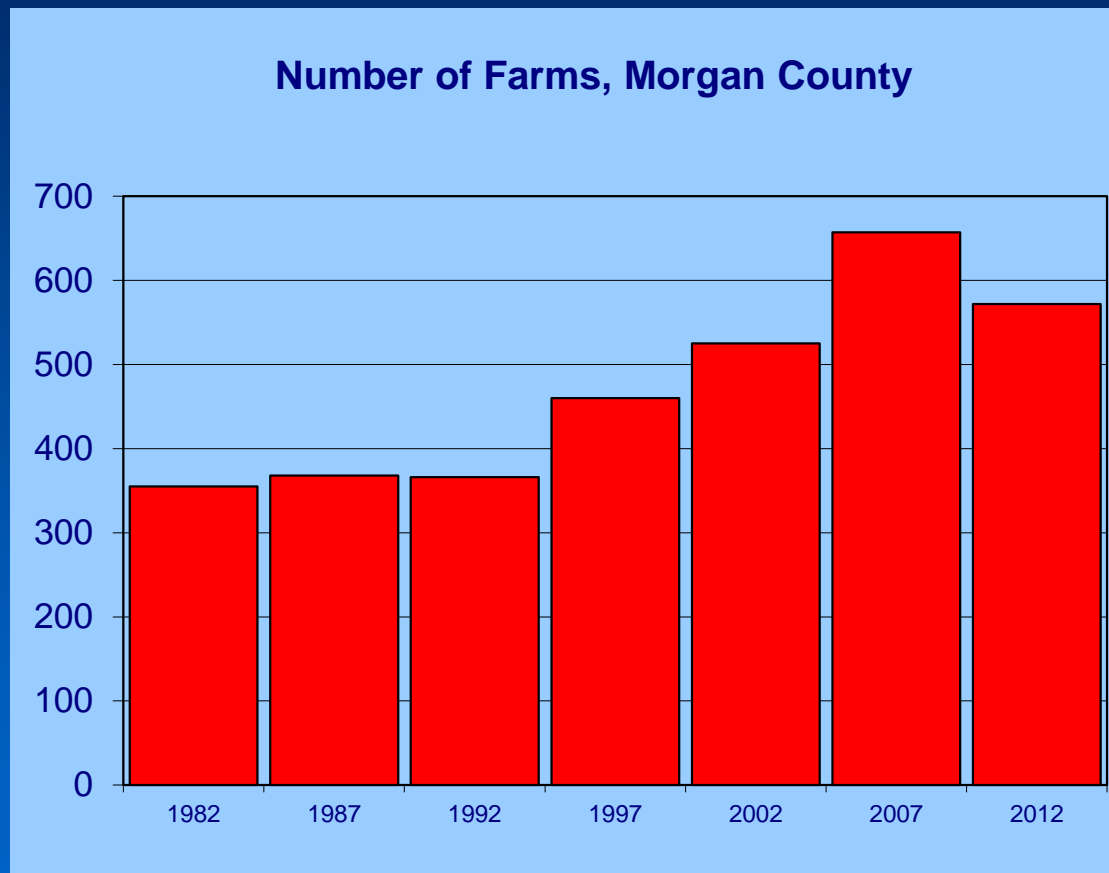
The Center for Agribusiness  
and Economic Development

College of Agricultural  
and Environmental Sciences

The University of Georgia

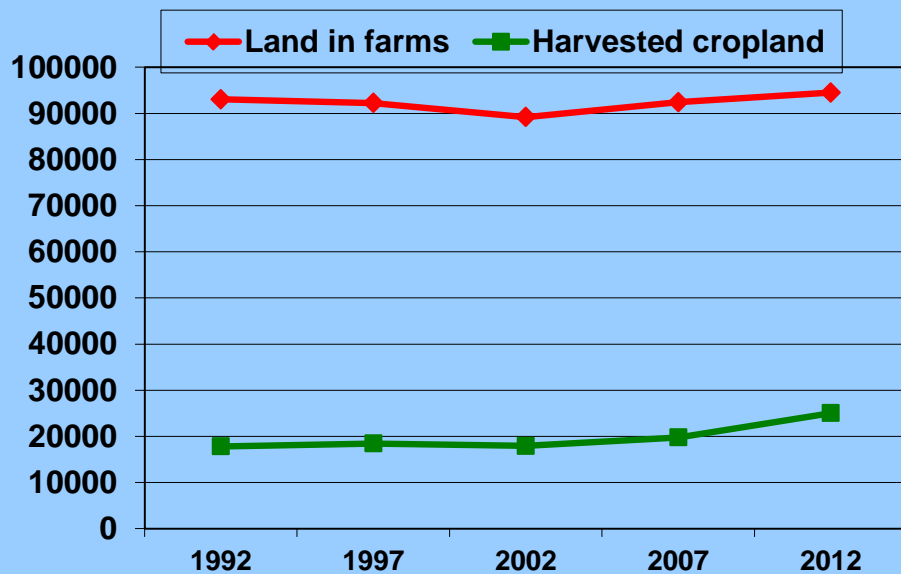
# Trends in Morgan County: Number of Farms

---

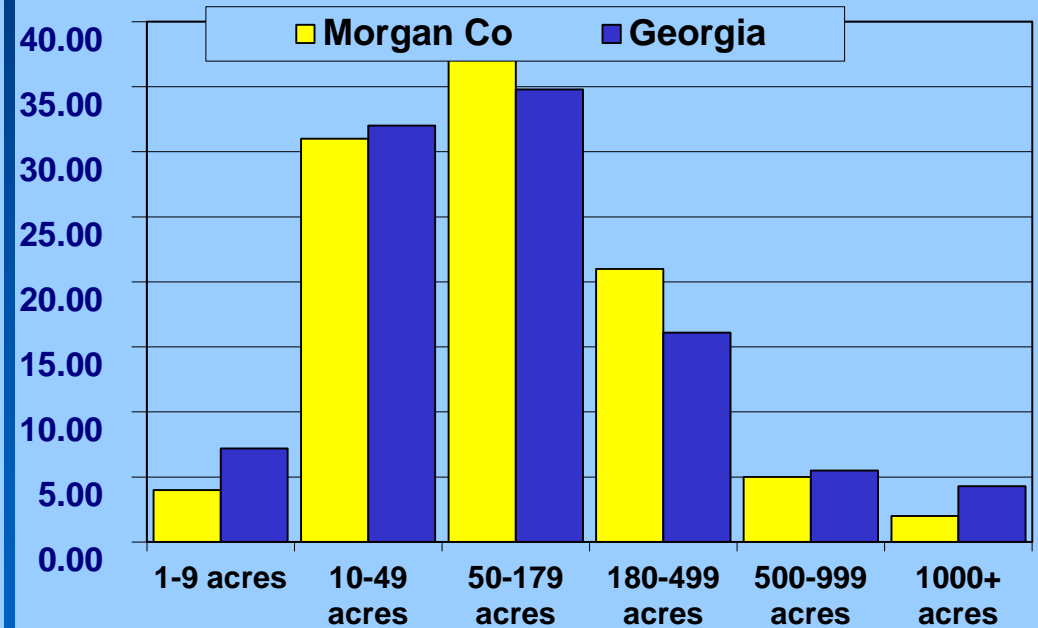


# Trends in Morgan County: Land in Farms, Harvested Cropland & Farms by Size

Land in Farms & Harvested Cropland  
Morgan County



Percent of Farms by Size, 2012



# Agriculture in Georgia

---

- Georgia's 2013 Farm Gate Value was \$13.59 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 contribution* on Georgia's \$809.9 billion economy.

# What We Know about Morgan County

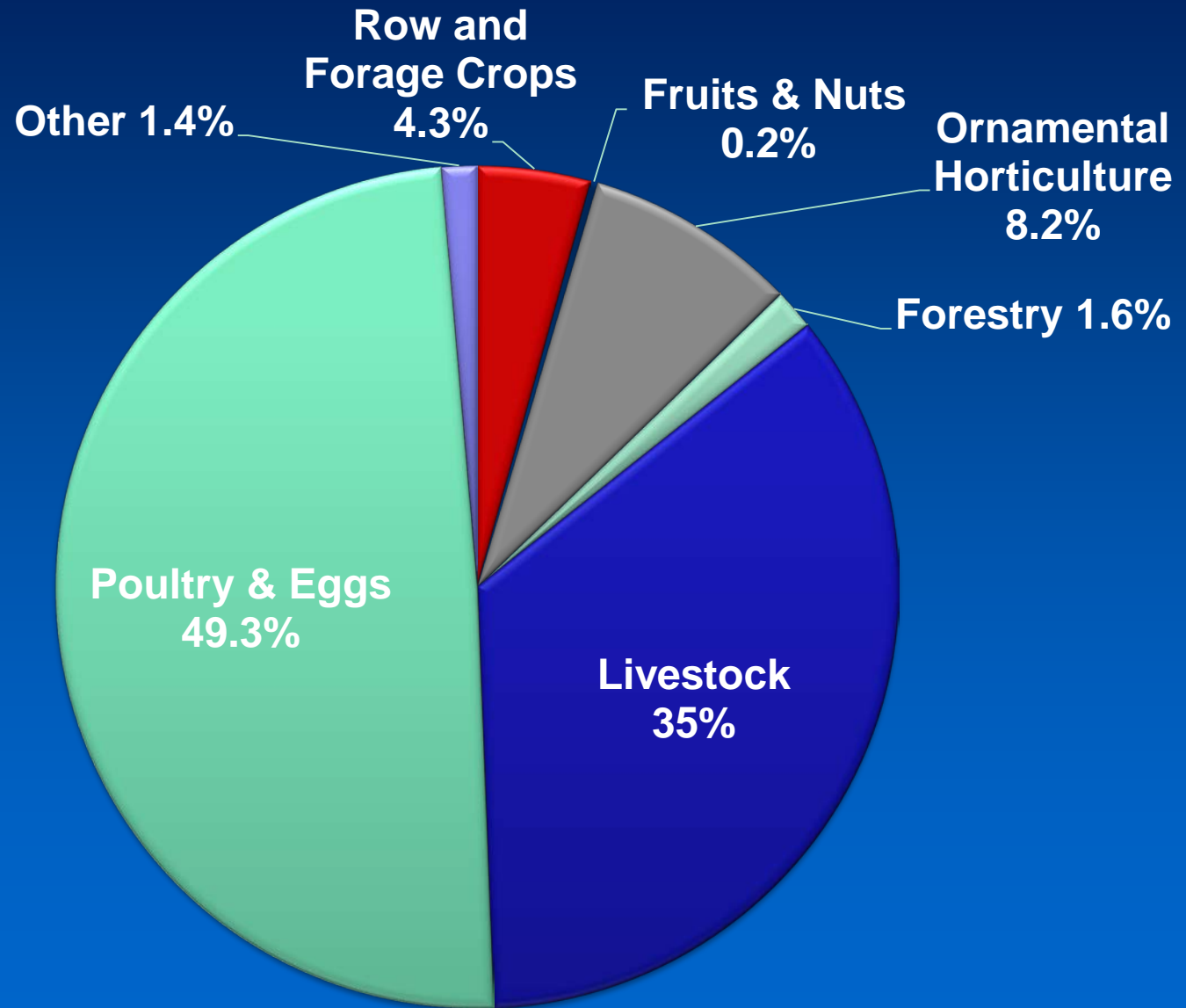
---

- 2013 Farm Gate Value in Morgan Co. was \$137.7 million. Adding \$23.8 million of landscape services increased the total agricultural production value to \$156.9 million.
- The highest value commodity group was poultry and eggs, representing 49.3% of the total agricultural production value.

# Morgan County

## 2013 Agricultural Production Value

---



# What We Did

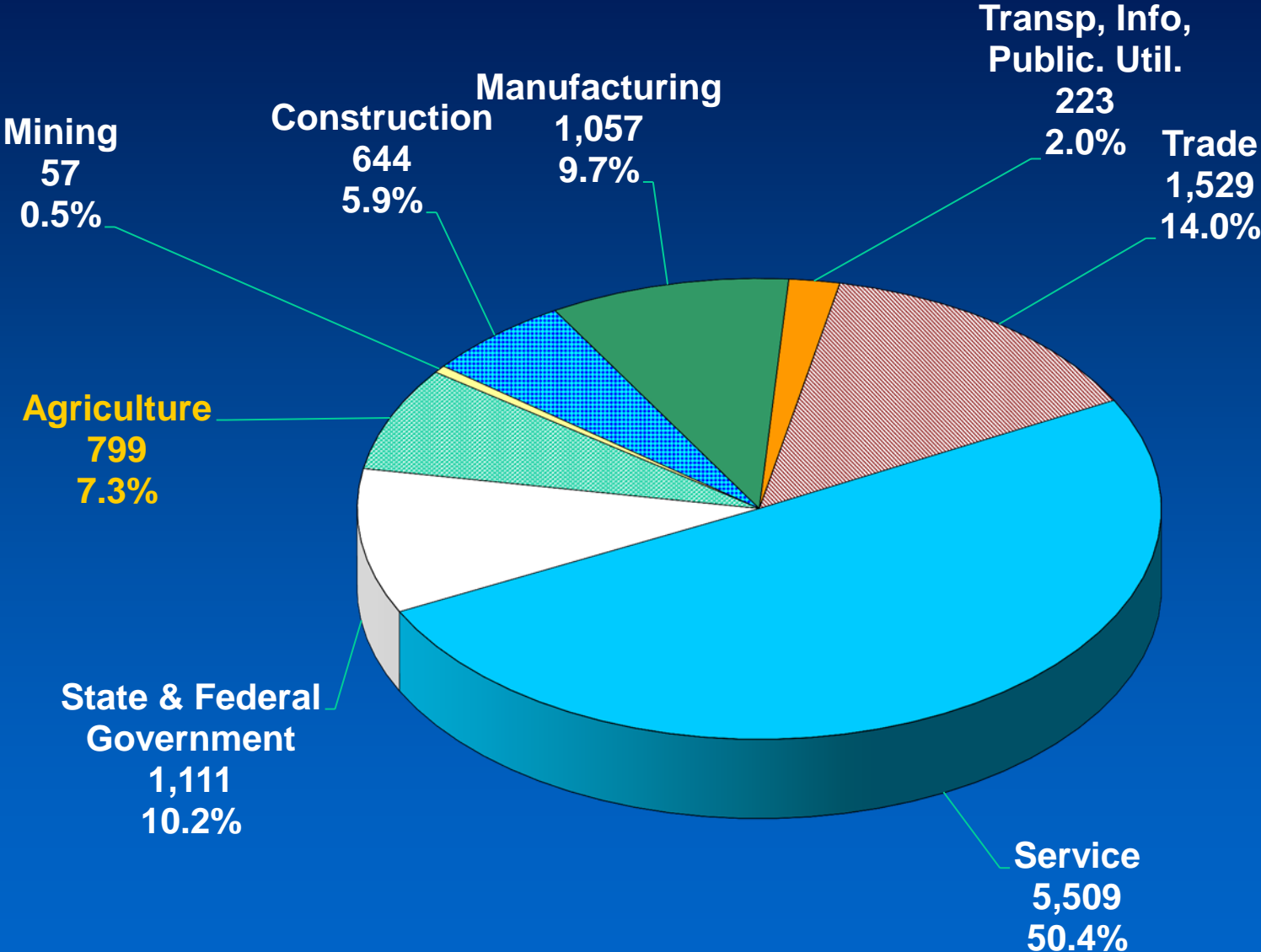
## County Economy Modeled

---

- 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) *economic contribution* of food and fiber production and directly related industries?

# Morgan County Employment

Total Jobs = 10,930



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 \$156.9 million consisting of Farm Gate Value and landscape services comprises 12.3% of the county's economy.
- AG plus directly related businesses (ex. Ag Support Services, Processing, etc.) comprise 13.0% of the county's economy.

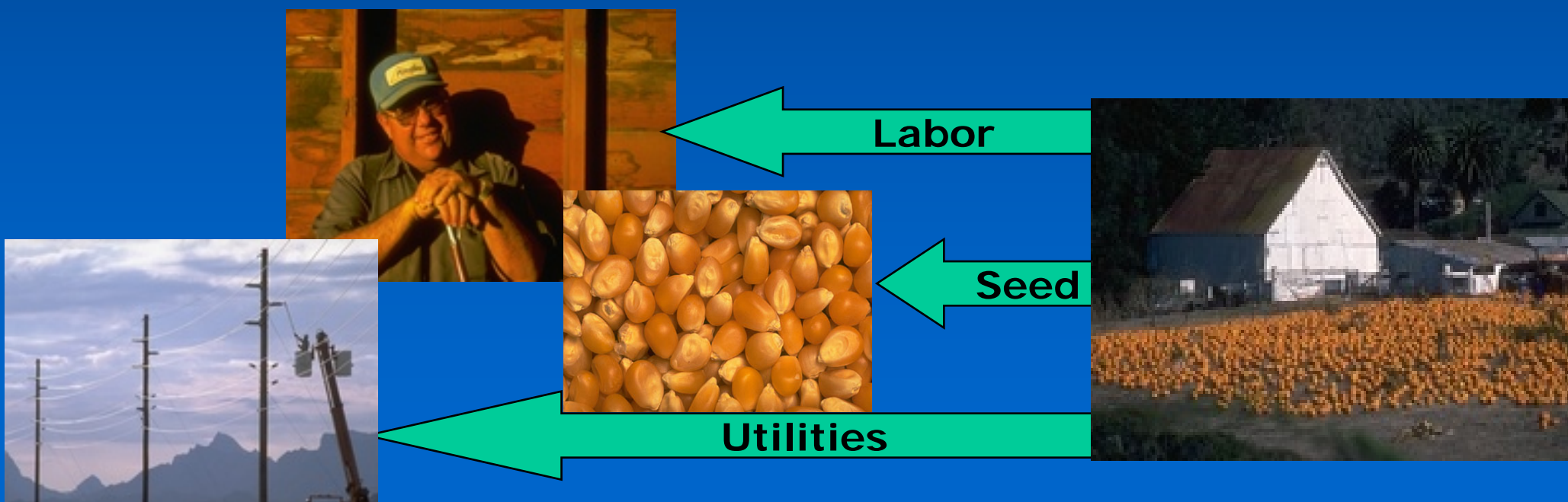
# What is the Impact?

---

- What is the total (direct and indirect) *economic contribution* 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 contribution measures output created due to food and fiber production and processing in the county.

# What Impact Means: A Brief Explanation

- The *economic contribution* 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 *CONTRIBUTION*

Sector	Direct	Total
<b>Ag + Landscape</b>	<b>156,913,760</b>	<b>156,913,760</b>
Mining	0	59,724
Utilities	0	457,703
Construction	0	1,262,691
Manufacturing	0	290,256
Wholesale Trade	0	2,527,205
Retail trade	0	4,146,540
Transportation & Warehousing	0	2,272,953
Information	0	1,105,869
Finance & insurance	0	6,099,806
Real estate & rental	0	11,883,071
Professional- scientific & tech services	0	2,959,419
Management of companies	0	187,782
Administrative & waste services	0	736,468
Educational svcs	0	175,659
Health & social services	0	2,179,727
Arts-entertainment & recreation	0	640,753
Accommodation & food services	0	3,180,362
Other services	0	2,449,852
Government & non NAICS	0	180,641
<b>TOTAL</b>	<b>156,913,760</b>	<b>199,710,239</b>

**Total  
Contribution  
of Production  
AG = \$199.7  
million  
15.7% of total  
economy**

# Morgan County

## Production Agriculture + Directly Related Businesses *ECONOMIC CONTRIBUTION*

Sector	Direct	Total
<b>Ag + Related</b>	<b>164,749,870</b>	<b>164,749,870</b>
Mining	0	62,468
Utilities	0	486,232
Construction	0	1,316,900
Manufacturing	0	303,227
Wholesale Trade	0	2,697,049
Retail trade	0	4,330,924
Transportation & Warehousing	0	2,450,121
Information	0	1,161,465
Finance & insurance	0	6,346,847
Real estate & rental	0	12,396,610
Professional- scientific & tech services	0	3,148,002
Management of companies	0	214,404
Administrative & waste services	0	769,397
Educational svcs	0	182,975
Health & social services	0	2,278,845
Arts- entertainment & recreation	0	672,279
Accommodation & food services	0	3,331,000
Other services	0	2,592,259
Government & non NAICS	0	191,820
<b>Total</b>	<b>164,749,870</b>	<b>209,682,692</b>

**Total  
Contribution  
of AG +  
Related =  
\$209.7 million  
16.5% of total  
economy**

# Morgan County

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

Sector	Direct	Total
<b>Ag + Related</b>	<b>1,543</b>	<b>1,543</b>
Mining	0	1
Utilities	0	0
Construction	0	9
Manufacturing	0	2
Wholesale Trade	0	13
Retail trade	0	65
Transportation & Warehousing	0	22
Information	0	4
Finance & insurance	0	42
Real estate & rental	0	42
Professional- scientific & tech services	0	38
Management of companies	0	1
Administrative & waste services	0	18
Educational svcs	0	7
Health & social services	0	36
Arts- entertainment & recreation	0	13
Accommodation & food services	0	63
Other services	0	55
Government & non NAICS	0	2
<b>Total</b>	<b>1,543</b>	<b>1,977</b>

Total  
Contribution  
of AG + Related  
Employment =  
1,977  
Accounts for  
18.1% of  
employment

# What These Numbers Mean: A Brief Explanation

---

- *Direct* contribution is \$156.9 million. This includes food and fiber production, processing and directly related manufacturing.
- *Indirect* contribution from related sectors is \$42.8 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.



# Morgan County Food and Fiber Economic Importance - Conclusions

---

- The total *economic contribution* of food and fiber production, processing and direct manufacturing is \$209.7 million.
- The total county *output* is \$1,272.7 million.
- Thus, food and fiber (directly and indirectly) account for 16.5% of the total county output, considering the multiplier effects.

# Contact Information

---

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**

