

Small Ruminants:

<http://fyi.uwex.edu/wisheepandgoat/>

- Total sales from sheep, goats and their products was \$ 29.673 million or 0.3% of all WI agricultural sales ¹
- There were 2737 sheep and goat farms reported in Wisconsin in the 2012 census ⁴
- WI ranked 1st in the number of dairy goats (44,000) and 18th in overall goat numbers (64,000) ⁵
- WI has the only sheep milk marketing co-operative in the US, the Wisconsin Sheep Dairy Cooperative
- WI is home to several of the largest goat and sheep milk processing facilities in the US

Beef: <http://fyi.uwex.edu/wbic/>

- 17,000 beef producers and 270,000 beef cows exist in Wisconsin, ranking 9th in the U.S. ¹
- Beef cows, beef replacement heifers, steers, and other heifers (excluding dairy replacements) account for 23% of WI cattle¹
- WI ranked 5th in US for number of cattle harvested (1.32 million) and 5th in total pounds of live weight which was 1.8 billion pounds ⁴
- WI ranks 12th for number of cattle on feed (275,000 head)⁵
- Wisconsin is one of 9 states that has seen an increase in overall beef numbers in the past 10 years.⁶

UW
Extension
University of Wisconsin-Extension



DEPARTMENT OF
ANIMAL SCIENCES
University of Wisconsin-Madison

University of Wisconsin, United States Department of Agriculture and Wisconsin counties cooperating.

University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX requirements.

Created 4/2016



Extension Meat Specialist Jeff Sindelar (back to camera) introduces industry professionals to a series of bacon-manufacturing demos during Meat Curing School. (Photo by Jeff Miller/UW-Madison)

Contact Our Specialists: **Area**

Ron Kean Phone: (608) 262-8807 Web: http://fyi.uwex.edu/poultry/ Email: rpkean@wisc.edu	POULTRY
Bernadette (Bernie) O'Rourke Phone: (608) 263-4304 Web: http://fyi.uwex.edu/youthlivestock/ Email: borourke2@ansci.wisc.edu	YOUTH LIVESTOCK
J. (Liv) Sandberg Phone: (608) 263-4303 Web: http://fyi.uwex.edu/horse/ Email: sandberg@ansci.wisc.edu	EQUINE
Jeff Sindelar Phone: (608) 262-0555 Web: http://fyi.uwex.edu/meats/ Email: jsindelar@wisc.edu	MEATS
Alissa Grenawalt Phone: (608) 890-0432 Email: agrenawalt@wisc.edu	OUTREACH SPECIALIST

OTHER RESOURCE AREAS:

BEEF: Web: http://fyi.uwex.edu/wbic/
SHEEP & GOAT: Web: http://fyi.uwex.edu/wisheepandgoat/
SWINE: Web: http://fyi.uwex.edu/swineextension/

UW-Madison Department of Animal Sciences
1675 Observatory Drive
Madison, WI 53706

Animal Sciences Extension

University of Wisconsin-Madison



Meat Science: Jeff Sindelar

<http://fyi.uwex.edu/meats/>

- Total economic impact of WI meat industry: \$26.1 billion (direct+supplier+induced)
- Meat processing is 4th largest manufacturing industry in WI¹
- WI ranks #2 in meat processing facilities (450): 140 federally inspected, 290 state-inspected and 60 custom plants¹
- WI has the largest processed meats industry in US
- WI ranks 5th in US for number of cattle harvested (1.7 million) and 5th in total pounds of live weight
- WI ranks 12th for total red meat production (beef, veal, pork, lamb and mutton)

Poultry: Ron Kean

<http://fyi.uwex.edu/poultry/>

- Total cash receipts from farm marketing for poultry and eggs is \$334.5 million¹
- 17,958 poultry premises registered with WI DATCP²
- WI ranks 19th in the production of eggs (\$129.9 million)¹
- WI leads US in producing certified organic eggs (\$16.6 million) and also produces organic broilers and turkeys
- WI produces 224 million pounds of chicken (53.4 million broilers) worth \$142.9 million
- WI is home to nation's second largest turkey producer¹
- WI continues to see an increase in the number of non-agricultural families keeping small flocks of chickens in both rural and urban settings



¹ 2014 WI Ag Statistics Service

² WI DATCP Livestock Premises Registration - 2012

³ 2008 WI Horse Council survey

⁴ 2012 USDA-NASS survey

⁵ 1/29/2016 USDA-NASS

⁶ Deller, Steve and Radunz, Amy "State of Wisconsin's Beef Industry" 2013

Our Mission . . .

The Department of Animal Sciences Extension specialists provide all Wisconsin people access to unbiased, research-based information concerning livestock, poultry, and their products.

Specialists teach, learn and lead to engage the public and the people who value animal and animal products.

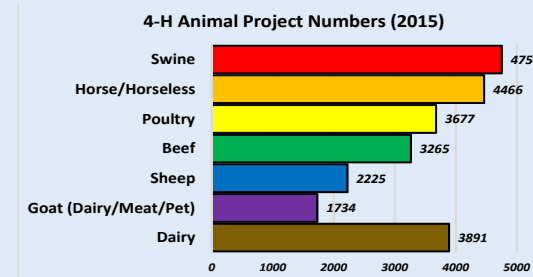


Our Values . . .

- *Make information accessible to all, especially through county Extension educators*
- *Improve animal well-being, environmental stewardship, and economic sustainability and provide safe, wholesome animal products*
- *Foster development of life skills and career exploration for youth through involvement with animals*
- *Engage in discovery that translates into products and services that address current and future challenges in animal agriculture*
- *Focus on leadership and professional development of all WI youth and adults*

Youth: Bernie O'Rourke

<http://fyi.uwex.edu/youthlivestock/>



- Over 60% of 4-Hers are enrolled in an animal project; swine, beef, sheep and goats have all increased in numbers over the past 3 years.
- These projects assist youth to communicate the story of agriculture & creates opportunities for career exploration
- Animals are great vehicles for youth to learn and understand life skills of communication, leadership, responsibility, record keeping, decision making & more!

Equine: Liv Sandberg

<http://fyi.uwex.edu/horse/>

- 4-H horse projects account for 19% of all livestock projects
- 1 in 20 households own or lease at least one horse³
- \$32 million in horse associated revenues; \$799 million in expenses³
- \$1.4 billion total economic impact (expenses, indirect & induced impacts)³
- Horses provide a unique opportunity to introduce animal agriculture to non-agricultural citizens.
- Horses serve as a connection to and generate income for associated industries through outdoor recreational activities, equine assisted therapy businesses, and tourist/entertainment commerce.

Swine: <http://fyi.uwex.edu/swineextension/>

- 2,200 pork operations exist in Wisconsin with most located in southern third of the state¹
- Hogs and pigs are the 10th most popular commodity sold WI.
- Wisconsin ranks 20th nationally in pork production with 90,600 pigs housed in-state¹
- Swine producers ensure the hogs they produce are raised with care by becoming Pork Quality Assurance (PQA) certified in order to market their products.
- Small farms (1-24 animals sold) have increased over the last 15 years