



# WISCONSIN

## TOP 5 CROPS: WISCONSIN

1. CORN
2. CRANBERRIES
3. APPLES
4. SOYBEANS
5. POTATOES

### Crop Protection Leaders

Wisconsin is home to four leading crop protection companies: BASF Corporation, BMO Capital Markets, Eka Chemicals, Inc., and the Monsanto company. These companies provide thousands of jobs, boosting our economy and securing our state food supply.

- In the Badger State, an investment of \$1.00 in crop protection products yields up to 14 times that in direct economic returns, which the farming community can then reinvest to make Wisconsin's agricultural economy even stronger.
- The net benefits Wisconsin's agricultural economy gains from securing crops with various crop protection technologies ranges from \$110 to \$355 million, depending upon the product.

### CropLife America: Helping to Feed a Hungry World

*America's crop protection industry is helping to feed a hungry world, decrease food costs, drive our economy, and protect our environment.*

Crop protection technologies help control the thousands of weed species, harmful insects, and numerous plant diseases that afflict crops and threaten both the abundance and the safety of our food supply.

- The crop protection industry is one of the most highly-regulated in the U.S. today, ensuring the safety of users and consumers, and reducing environmental impacts. As the nation and the world confront the threat of climate change, the industry stands at the forefront of sustainable agriculture, helping farmers do more with less through innovation, while protecting the soil and natural habitats of the land they farm.
- Crop protection products help American farmers improve agricultural productivity, generating robust crop yields that drive local economies and create jobs from the farm, to the distribution system, to the grocery stores and restaurants who sell these plentiful foods. The strong crop yields made possible by crop protection also help keep food costs down so American families can afford meals for their table.

In Wisconsin, the crop protection industry brings these same commitments, values, and technologies to the state's **\$11.3 billion food and agricultural economy**, safeguarding the state's food supply and protecting its environment.

### Agriculture in Wisconsin: Driving the State Economy

*Wisconsin is a top ten agriculture state economy, employing 564,563 people, and ranks 9th in the nation for total agricultural cash receipts.*

**78,463  
FARMS**

78,463 farms cover over 15 million acres across our state, powering a diverse agricultural economy.

**\$8.9  
BILLION**

Wisconsin's agricultural products have an annual market value of \$8.9 billion, including 30% from crop production valued at \$2.7 billion.

**\$669  
MILLION**

Wisconsin's top crop, corn, adds \$669 million to the state's agricultural industry. Wisconsin is ranked 10th in the nation in corn production, supplying over 3% of the nation's corn output.

Without crop protection, the vital economic impact of Wisconsin's agricultural industry would be virtually devastated.

# CROP PROTECTION IN THE BADGER STATE

## Ensuring Wisconsin's Robust and Healthy Food Supply

*The food supply nourishing Wisconsin families—and exported around the globe—is fundamentally reliant upon crop protection technologies.*

Every spring and summer, plant diseases reproduce in countless numbers, infecting – and ultimately killing – Wisconsin crops. Each year, **2.5 million weeds** prepare to emerge on every acre of Wisconsin's cropland, competing with crops for water, nutrients, space, and sunlight. And across Wisconsin, crop feeding insects reproduce in countless numbers, feeding on crops, reducing yields, making crops unmarketable, and in some cases killing the plant entirely.

These infestations threaten Wisconsin's food supply, economy, environment, and health of our citizens. Crop protection products stem those threats, preventing crop loss and protecting the agricultural base.

## Safeguarding Wisconsin's Environment and its Citizens

*Few industries play a greater role in driving sustainable agriculture than crop protection.*

Crop protection technologies enable Wisconsin farmers to manage weeds without plowing or tilling the soil, reducing erosion and avoiding runoff into rivers and streams, while also reducing fuel consumption. Nationwide, this practice saves **337 million gallons of tractor fuel annually**, and prevents **356 billion pounds of disturbed soil** from eroding into rivers and streams.

*In Wisconsin, crop protection technologies enable no-till production on 877,000 acres, preventing 4.4 billion pounds of soil erosion annually.*

Planting more acres of arable farmland decreases animal habitats, impacting biodiversity. Crop protection technologies enable Wisconsin farmers to do more with less, reducing the need to convert additional acreage for crops.

Many invasive weeds and nuisance plants grow back when mowed or pulled. Far from being a simple annoyance, weeds kill native plants, suffocate lakes, and plug reservoir intakes, destroying the natural habitats of fish, birds, and mammals. Crop protection products are indispensable weapons, enabling Wisconsin growers to successfully preserve several endangered species populations that had nearly vanished.

*Crop protection also guards the health of the food supply that sustains Wisconsin families and the world.*

The ever-increasing reach of the global economy has allowed infectious agents like salmonella and E. coli to enter our food supply. The U.S. commitment to crop protection technologies serves as a first line of defense, attacking these threats and generating a safe, healthy, and robust food supply for Wisconsin and the nation.

What would the Badger State's food supply look like **WITHOUT** crop protection?

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## NO CORN

The delicious sweet taste of corn is a classic American summer experience, but without crop protection technologies this top crop for Wisconsin would be ravaged by aggressive weeds and vicious crop-attacking insects, with a loss to the state's economy of up to \$30 million.

## NO CRANBERRIES

Wisconsin's production of this small tart berry would be cut by 40% to 60%, with a value loss to Wisconsin's economy of up to \$26 million a year.

## NO APPLES

Wisconsin apples are the state's third leading crop, filling children's lunchboxes and offering a healthy midday snack. Without crop protection, the ruinous impact of insects and plant diseases would virtually wipe out Wisconsin's entire apple crop.