



Food Systems Profile

Pointers County, Wisconsin

The production, distribution, consumption, and disposal of food are critical parts of our economy, community well-being, and family health in the Midwest. This profile provides an overview of existing data across a broad scope of food systems activities. It also documents how key indicators are changing over time and serves as a baseline for community leaders and educators to identify opportunities for growth in regional food systems. Data for this profile was compiled from existing secondary data sources including the U.S. Census of Agriculture and the U.S. Department of Agriculture. Regional averages include Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

	Pointers County, WI	State average	Regional average
Food access			
Percent of households with no car & greater than 10 miles to a grocery store, 2006 (%)	0.21	0.41	0.93
Percent of low-income households greater than 10 miles to a grocery store, 2006 (%)	1.45	2.83	7.41
Number of grocery stores per 1K population, 2008	0.16	0.22	0.32
Number of convenience stores (no gas) per 1K population, 2008	0.01	0.02	0.04
Number of convenience stores with gas per 1K population, 2008	0.39	0.55	0.56
Number of SNAP-authorized stores per 1K population, 2009	0.70	0.56	0.81
Number of WIC-authorized stores per 1K population, 2009	0.16	0.21	0.30
Number of fast-food restaurants per 1K population, 2008	0.67	1.13	0.89
Number of full-service restaurants per 1K population, 2008	0.45	0.49	0.53
Food assistance			
Percent of low-income receiving SNAP, 2007 (%)	38.39	25.70	28.85
Percent of students free-lunch eligible, 2008 (%)	33.21	25.07	29.50
Health			
Adult obesity rate, 2008 (%)	26.50	28.40	29.18
Low-income pre-school obesity rate, 2009 (%)	13.80	13.62	13.80
Adult diabetes rate, 2008 (%)	9.00	8.45	9.23
Local and direct markets			
Number of farms with direct sales per 10K population, 1997	3.49	17.28	12.60
Number of farms with direct sales per 10K population, 2002	4.28	16.94	13.91
Number of farms with direct sales per 10K population, 2007	7.03	22.12	16.20
Farm-direct sales per capita, 1997 (\$)	2.23	7.25	3.98
Farm-direct sales per capita, 2002 (\$)	2.26	8.84	6.22
Farm-direct sales per capita, 2007 (\$)	2.08	14.25	8.75
Number of farmers' markets, 2009	1.00	2.60	1.37
Number of farmers' markets, 2010	1.00	2.93	1.78
Percent change in number of farmers' markets, 2009-2010 (%)	0.00	21.14	12.85
Number farmers' markets per 10K population, 2010	0.15	0.55	0.59
Number of farm-to-school programs, 2009	0.00	0.07	0.04
Number of farms selling directly through CSA, 2007	3.00	6.07	8.77

The Food Systems Profile tool was developed by the University of Wisconsin-Extension with a grant from the North Central Regional Center for Rural Development. Find regional maps and worksheets for understanding and using this profile at www.apl.wisc.edu/.

	Pointers County,	State average	Regional average
Processing and distribution			
Number of food processors	8.00	13.17	6.19
Number of fruit and vegetable preserving and specialty food mfg	0.00	1.17	0.40
Number of fruit and vegetable canning, pickling, and drying mfg	0.00	0.75	0.22
Number of cheese mfg	0.00	2.43	0.26
Number of animal slaughtering and processing mfg	1.00	1.93	1.21
Number of perishable prepared food mfg	0.00	0.22	0.14
Number of breweries	0.00	0.35	0.09
Number of wineries	1.00	0.40	0.29
Production agriculture general characteristics			
Number of farms, 2007	1,295.00	1,089.76	764.89
Land in farms (acres), 2007	374,133.00	210,983.39	325,034.84
Percent of county land area in farming, 2007 (%)	68.36	46.87	70.25
Average size of farm (acres), 2007	289.00	193.13	574.68
Number of vegetable, melon, potato farms per 10K population, 2002	1.03	9.43	4.84
Number of vegetable, melon, potato farms per 10K population, 2007	2.84	10.50	5.47
Sales per capita vegetable, melon, potato farms, 2002 (\$)	6.39	159.38	62.32
Sales per capita vegetable, melon, potato farms, 2007 (\$)	4.76	188.75	77.96
Number of fruit, nut, and berry farms per 10K population, 2002	1.18	4.96	2.78
Number of fruit, nut, and berry farms per 10K population, 2007	1.80	6.60	3.21
Sales per capita fruit, nut, and berry farms, 2002 (\$)	2.82	91.40	17.25
Sales per capita fruit, nut, and berry farms, 2007 (\$)	0.82	111.91	21.05
Number of farm proprietors, 2010	1,042.00	971.07	646.71
Share of total proprietorships that are farms, 2010 (%)	13.00	17.42	23.27
Farm employment share of total employment, 2010 (%)	2.90	6.31	9.72
Average farm compensation per job, 2010 (\$)	4,036.06	9,914.05	7,055.08
County-wide average compensation per job, 2010 (\$)	45,155.00	43,136.65	42,323.57
Cash receipts per farm proprietor, 2010 (\$)	24,469.07	20,912.00	63,801.34
Percent of farms by value of sales \ Less than \$9,999, 2007 (%)	47.72	57.24	48.36
Percent of farms by value of sales \ \$10,000 to \$99,999, 2007 (%)	26.64	23.88	25.49
Percent of farms by value of sales \ \$100,000 or more, 2007 (%)	25.64	19.15	25.50
Percent of gross cash receipts (including federal payments) from & products, 2010 (%)	27.25	60.31	38.88
Percent of gross cash receipts (including federal payments) from crops, 2010 (%)	68.07	36.98	56.41
Percent of gross cash receipts from federal payments, 2010 (%)	4.68	2.70	4.70
Number of farms with agritourism and recreational activity, 2002	22.00	8.72	6.00
Number of farms with agritourism and recreational activity, 2007	29.00	7.89	5.57
Average gross revenue per farm from agritourism and recreational activity, 2002	7,636.36	2,645.00	4,305.71
Average gross revenue per farm from agritourism and recreational activity, 2007	6,344.83	12,785.49	11,886.02
Number of farms with organic production, 2007	2.00	17.79	13.12
Number of farms selling value-added products, 2007	44.00	39.73	43.26