

# Where does YOUR food dollar go?

Farmers receive an average of **16 cents** of every retail dollar spent on food in grocery stores and restaurants. In 1980, farmers received 31 cents out of every retail dollar spent on food in America. The remaining off-farm costs (marketing expenses associated with processing, wholesaling, distributing and retailing of food products) account for **84 cents** of every retail dollar spent on food.



Source: 2013 AFBF Food Farm Facts

## Did YOU Know?

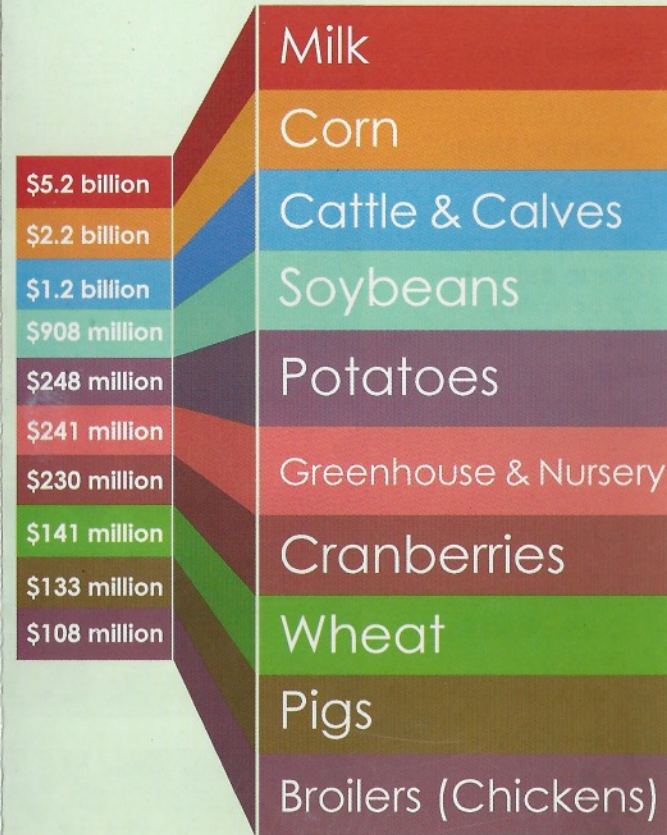
Wisconsin is home to **59,000** colonies of bees.

There are nearly **17 million** acres of timberland in Wisconsin.

Wisconsin grows **27%** of the U.S. total of cabbage for sauerkraut. Ranking it #1.

Wisconsin leads the nation in the export of ginseng root.


# Wisconsin's Top Commodities



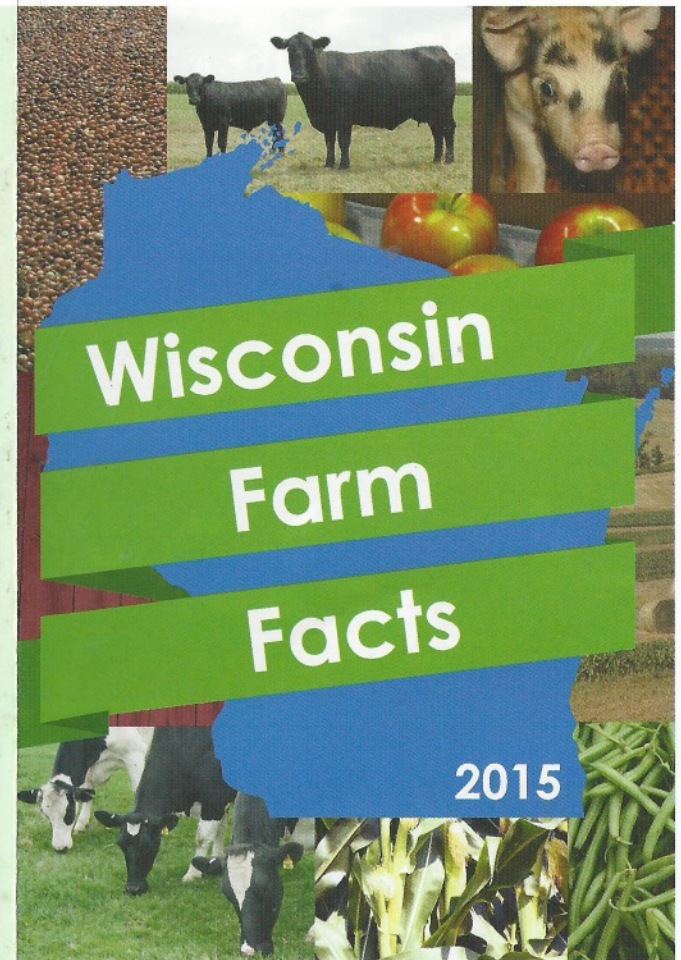
Source: Wisconsin 2014 Agricultural Statistics

## Make this brochure come to life with Aurasma!

What do you need to do?

1. Download the Aurasma app (it's free!)
2. Open the app and tap on the arrow on the bottom (middle) which brings you to the menu.
3. Tap the magnifying glass to search.
4. Search "WIAITC".
5. Tap WIAITC Public Aura's and tap "follow".
6. With the Aurasma app open, place your device over the photo with a  symbol next to it and learn even more!

It's just like using a QR code but with pictures and video!



The Wisconsin Ag in the Classroom program is coordinated by the Wisconsin Farm Bureau Foundation with funding from other agricultural groups and a grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection. Learn more at [www.wisagclassroom.org](http://www.wisagclassroom.org).