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Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

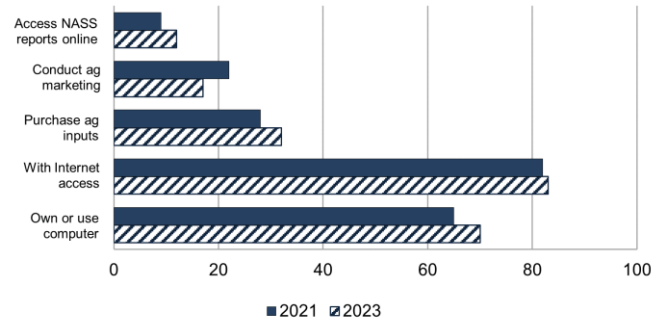
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Seventy percent of Wisconsin farms own or use a desktop or laptop computer, 1 percentage point higher than the U.S. percentage, according to the latest USDA, National Agricultural Statistics Service – *Farm Computer Usage and Ownership* report. Farms using smart phones for their farm business was 73 percent, 9 percentage points below the national percentage.

Eighty-three percent of Wisconsin farms have internet access, up 1 percentage points from 2021. Cellular service is the most common method of accessing the Internet on Wisconsin farms, with 65 percent of farms accessing the internet utilizing cellular methods. The proportion of Wisconsin farms using broadband (DSL, cable, fiber optic) connection was the second most common method for accessing the internet with 56 percent. Satellite service at 16 percent was the third most common way for Wisconsin farms to access the internet.

Farm Computer Usage and Ownership by Percent Wisconsin



Farm Computer Usage – Wisconsin and United States: 2021 and 2023

Farms	Wisconsin		United States	
	2021	2023	2021	2023
	(percent)	(percent)	(percent)	(percent)
Own or use desktop or laptop computer	65	70	67	69
Own or use smartphone	67	73	77	82
Own or use a tablet or other portable wireless computer	26	29	29	32
Own or use some other type of computer	1	(Z)	2	2
With Internet access	82	83	82	85
Purchase agricultural inputs over Internet	28	32	29	32
Conduct agricultural marketing activities over Internet	22	17	21	23
Access USDA NASS reports over Internet	9	12	13	13
Access other USDA reports/services over Internet	23	23	22	20
Conduct business with any USDA website	16	16	16	16
Conduct business with any other Federal government website	8	8	12	11
Conduct business with any non-agricultural website	48	55	47	49
Primary method of Internet access ¹				
Dialup	4	3	2	2
Broadband (DSL, cable, fiber optic)	54	56	50	51
Cellular	62	65	70	75
Satellite	16	16	19	23
Other	2	(Z)	2	2
Using precision ag practices to manage crops or livestock	15	18	25	27

(Z) Less than half of the unit shown.
¹ Does not add to 100% due to operators with multiple types of internet access.

UNITED STATES

Nationally, 85 percent of farms reported having access to the internet. In 2023, 32 percent of farms used the internet to purchase agricultural inputs, which was an increase of 3 percent from 2021. Additionally, 23 percent of farms used the internet to market agricultural activities, which was an increase of 2 percent from 2021. Farms which conducted business with non-agricultural websites in 2023 increased by 2 percent to 49 percent.

In 2023, 51 percent of internet connected farms utilized a broadband connection while 75 percent of internet connected farms had access through a cellular data plan. Additionally, 69 percent of farms had a desktop or laptop computer while 82 percent of farms had a smart phone.

The complete report can be found on the USDA NASS website at www.nass.usda.gov/Publications.