

CALIFORNIA



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The Economic Contributions of the U.S. Consumer Packaged Goods Industry

The consumer packaged goods (CPG) industry is the largest manufacturing employer in the U.S. The food, beverage, household and personal care products we make positively impact the lives of every American, every day. From your toothpaste to your tea and your cleaners to your crackers, the CPG industry has a major impact on the economy. For more information and to download the full report, please visit gmaonline.org/CPGimpact.

California By-the-Numbers

Jobs

2,594,000

Total

277,000

Direct

Labor Income

\$164.9 B

Total

\$19.5 billion

Direct

Contribution to GDP

\$281.8 B

Total

\$42.2 billion

Direct

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State Spotlight:

A new food truck debuted in Los Angeles, but this one won't be selling street tacos or Korean barbeque. La Troka, sponsored by La Plaza de Cultura y Artes and the PepsiCo Foundation, is a mobile teaching garden, promoting healthy lifestyles and fresh foods to local schools and community centers in the Los Angeles area.

The truck teaches local children about fruits and vegetables and gives them the opportunity to cook healthier versions of their favorite foods, including "Baseball Nachos" made with yellow squash instead of cheese. La Troka hopes that these fun, hands-on activities will inspire the students to find inspiration in their kitchens at home when cooking their favorite meals.

"Thanks to the PepsiCo Foundation, the multi-sensory, hands-on explorations facilitate student dialogue and empower students to make healthy food choices while inspiring cultural connections in the process," said LA Plaza CEO John Echeveste. their attitudes shift, and that means a lot to me."