

COLORADO



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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](http://gmaonline.org/CPGimpact).

## Colorado By-the-Numbers

### Jobs

**38,000**

Total

**376,000**

Direct

### Labor Income

**\$20.1 B**

Total

**\$20.1 billion**

Direct

### Contribution to GDP

**\$33.9 B**

Total

**\$33.9 billion**

Direct

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### State Spotlight:

When disaster strikes, Anheuser-Busch is ready to help those in their time of crisis. Every year, the brewer pauses beer production at its Fort Collins location to produce clean, canned drinking water that is ready to distribute to communities and first-responders during natural disasters. Since the program began in 1988, Anheuser-Busch has worked with the American Red Cross to provide communities in need with more than 80 million cans of emergency drinking water.

The water produced by 1,500 employees at the company's Colorado brewery is particularly vital to disaster relief efforts on the West Coast. In 2019, Anheuser-Busch teamed up with the National Volunteer Fire Council to donate 1 million cans of water to volunteer firefighters.

"We will be there when America needs us," said Anheuser-Busch CEO Michel Doukeris.