

HAWAII



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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.

Hawaii By-the-Numbers

Jobs

80,000

Total

9,000

Direct

Labor Income

\$3.7 B

Total

\$419.8 million

Direct

Contribution to GDP

\$6.3 B

Total

\$656.4 million

Direct

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State Spotlight:

Highly regarded by many as some of the best coffee in the world, Kona Coffee is native to the lush landscape of the Big Island and offers a smooth, bright flavor. Big Island-based coffee producer, Greenwell Farms, recently introduced the newest innovation of Kona Coffee, called Mamo, which took 20 years to develop with a team of experts and scientists.

The new varietal made its debut at the Kona Coffee Cultural Festival and was produced by breeding two Arabica coffee plants, Maragogype and Mokka. Its name, Mamo, is a Hawaiian word for 'descendant.' The new bean helps showcase the unique flavors of the islands and the importance of Hawaiian coffee.

Greenwell Farms has been growing Kona coffee since 1850, attracting both locals and tourists alike to its 85 acres of coffee orchards on the Big Island.