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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.

Louisiana By-the-Numbers

Jobs

222,000

Total

23,000

Direct

Labor Income

\$10.3 B

Total

\$1.2 billion

Direct

Contribution to GDP

\$21.0 B

Total

\$3.2 billion

Direct

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State Spotlight:

When four-year-old Jack's grandfather was in the hospital, his doctor suggested the family begin cooking more low-carb, high-protein foods. Jack and his dad jumped at the opportunity to make a delicious and nutritious meal together and created a tutorial video for the whole family, detailing how to make "Jack's Famous Meatballs."

The video of Jack making his Jennie-O turkey meatballs was a hit, and the family shared it online – including to Jennie-O directly.

Shortly after, Jack's grandfather passed away. Hearing their story, Jennie-O reached out with a plan to honor his life and spread Jack's Famous Meatballs to others in need. With the help of Master Chef Ron DeSantis, Jack cooked his legendary meatballs for patients at the American Cancer Society Hope Lodge in New Orleans.

Jack continues to share his passion for making cooking videos and has whipped up crawfish frittatas, chili and ground turkey tacos alongside his dad.

"And it all started with a simple meatball," said Chef DeSantis.