

MICHIGAN



Every day. Everywhere. Powered by CPG.



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.

Michigan By-the-Numbers

Jobs

565,000

Total

59,000

Direct

Labor Income

\$28.8 B

Total

\$3.7 billion

Direct

Contribution to GDP

\$48.8 B

Total

\$7.8 billion

Direct

MICHIGAN



Every day. Everywhere. Powered by CPG.

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

State Spotlight:

Since its founding in Battle Creek, Michigan in 1906, Kellogg has invested heavily in its home state. Kellogg owns and operates three manufacturing plants in Michigan and partners with six Michigan-based co-manufacturers and more than 55 ingredient suppliers to promote local sourcing. In 2018 alone, they invested more than \$100 million in Michigan.

The company and its employees also donate time and resources to local organizations and help create a strong, vibrant community for the future. Over the past 10 years, Kellogg has pledged more than \$34 million to United Way of the Battle Creek and Kalamazoo Region, and continues to be the largest donor to its annual campaign.

They have contributed hundreds of thousands of pounds of food to the Food Bank of South Central Michigan and volunteered tens of thousands of hours at local organizations, including nearly 7,000 hours of volunteer service just in 2018. The company also sponsors many annual community events, including Cereal Festival, Field of Flight and the Festival of Lights, which help drive engagement and economic development in the region.