

NEBRASKA



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A stylized map of Nebraska is shown in a light yellow color. The letters "NE" are overlaid on the map in a large, bold, black, outlined font.

NE

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.

Nebraska By-the-Numbers

Jobs

259,000

Total

41,000

Direct

Labor Income

\$15.2 B

Total

\$2.3 billion

Direct

Contribution to GDP

\$25.1 B

Total

\$4.7 billion

Direct

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State Spotlight:

Conagra Brands' annual 'Shine the Light on Hunger' campaign rallies support to combat food insecurity in the Greater Omaha area, which is home to the company's largest workforce. The program serves as a city-wide call to action for businesses, organizations, leaders and the community to donate foods and funds, benefitting the Food Bank for the Heartland. The Conagra Brands Foundation also matches all cash donations to the campaign, up to \$100,000.

Each year, Conagra also sponsors an ice skating rink in downtown Omaha during the Holiday Lights Festival, with a portion of the admission fee directly benefitting the food bank. Additionally, groups of Conagra employees volunteer their time to prepare and serve over 1,500 hearty meals at six shelters in the Greater Omaha area.

In 2018, through Conagra's leadership, this campaign helped raise the equivalent of over 2 million meals for the food bank.