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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.

Oregon By-the-Numbers

Jobs

300,000

Total

42,000

Direct

Labor Income

\$15.1 B

Total

\$2.1 billion

Direct

Contribution to GDP

\$24.4 B

Total

\$3.7 billion

Direct

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State Spotlight:

An Oregon company is responsible for the canned-wine innovation now booming across the country. Union Wine Company, based in Tualatin, originally put their wine into cans to sell at a music festival in 2013. The wine was such a success that the company decided to make it their main business.

Canned wine is easy to throw in a cooler and is simpler to recycle. Today, 55% of Union Wine Company's products are canned and the market for it continues to grow. Union's Underwood brand is now shipped to 49 states and 11 counties, with other wineries increasingly following suit.

"When you look at what organizations like Whole Foods and Gallo are saying about cans and the investment they are making in canned wine, I feel like that is a strong indication that we have really just begun," said Ryan Harms, Union Wine Company founder and owner.