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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.

Wisconsin By-the-Numbers

Jobs

589,000

Total

88,000

Direct

Labor Income

\$30.3 B

Total

\$6.2 billion

Direct

Contribution to GDP

\$51.4 B

Total

\$11.8 billion

Direct

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State Spotlight:

Birds Eye is growing in Wisconsin thanks to a \$78 million investment by Conagra Brands to the Beaver Dam facility. The frozen vegetable manufacturer is expanding and modernizing its 350,000-square-foot facility and will create 140 full-time jobs. According to the Wisconsin Economic Development Corporation, the plant will generate up to 277 jobs in the area.

"Birds Eye frozen vegetables have been a fixture in freezers in Wisconsin and around the country for generations and I applaud the company for continuing to invest and grow our state," said Mark Hogan, secretary and CEO of the Wisconsin Economic Development Corporation.