

WYOMING



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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.

Wyoming By-the-Numbers

Jobs

29,000

Total

2,000

Direct

Labor Income

\$1.2 B

Total

\$89.3 million

Direct

Contribution to GDP

\$2.7 B

Total

\$216.3 million

Direct

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State Spotlight:

Navyn Salem was living and raising four children in Rhode Island when she founded Edesia Nutrition, a nonprofit CPG company that manufactures peanut-based therapeutic food for malnourished children. Her product, Plumpy'Nut, is utilized by groups like UNICEF and USAID around the world and is supported by 100% of the sales from her other product, MeWe — squeezable, easy-to-swallow nut butters for babies.

"This is all about giving the best beef producers the tools to better market their premium beef," said Tyler Lindholm, BeefChain program manager and Wyoming State Representative. "Customer demand for naturally raised beef has never been higher and now producers can market their cattle with this USDA-certified program."

BeefChain creates digital records through the supply chain, maintaining an online identify for each animal in the program, providing proof of ownership and information about how the cattle was raised. Ultimately, BeefChain hopes to provide QR codes on beef packaging, giving consumers transparency from the ranch to the supermarket aisle.