



**FOR IMMEDIATE RELEASE**  
September 24, 2015

**CONTACT:** Adrienne Seiling  
(703) 821-0770

## **Frozen Food and Beverage Business Boosts U.S. Economy**

*Sector supports 670,000 jobs across 49 states  
and contributes \$56 billion to U.S. GDP according to new study*

**McLean, Va.** – The frozen food and beverage business plays a significant role in the U.S. economy according to a new study commissioned by the [American Frozen Food Institute](#) (AFFI). The study found that in 2012, the industry contributed \$56 billion to U.S. GDP and accounts for 670,000 jobs across 49 states.

According to the report, each direct job among frozen food and beverage makers supports 3.35 jobs elsewhere in the U.S. economy. Counting direct, indirect and induced economic effects, the frozen food and beverage community's total impact on U.S. labor income was \$35 billion. (Direct and indirect effects are the jobs created by frozen food and beverage companies and the jobs that come into existence as a result of their economic productivity. Induced effects are jobs created as a result of frozen food and beverage employees spending their income).

"Frozen food and beverage makers and distributors in their quest to offer consumers convenient and nutritious products also make a vital contribution to communities large and small in nearly every corner of the country," said AFFI President and CEO Kraig R. Naasz. "Understanding the positive role served by frozen food and beverage makers aids our efforts to advocate for sensible policies that drive economic growth and ensure the rightful place of frozen food as part of nutritious diet."

The study, which was conducted by the Policy Navigation Group, provides a comprehensive estimate of the frozen food and beverage community's impact on the broader U.S. economy, as well as its contribution to the economies of individual states and U.S. congressional districts.

### **Regional Economic Impact of Frozen Food Production**

On a regional level, the study finds that the footprint of frozen food and beverage production is widespread in the U.S. and a vast majority of the 435 U.S. congressional districts. On average, frozen food and beverage makers contributed more than \$400 million per state. The top 10 states, in terms of the total number of jobs directly or indirectly attributable to the industry in 2012, were California (49,000 jobs), Washington (33,400), Texas (29,200), Illinois (26,000), Ohio (25,400), Oregon (21,600), Wisconsin (20,300), Florida (17,500), Pennsylvania (15,900) and Tennessee (13,800).

In addition to reporting the frozen food and beverage industry's impact on a national and state level, the study also breaks down the direct versus indirect impact of the industry.

A copy of the study is available [here](#).

### **About the Frozen Food Economy Study**

The primary tool used in the performance of this study is the I-O model and dataset developed and maintained by IMPLAN Group LLC. The model tracks the flow of resources to and from businesses and individuals within a region. To estimate these regional impacts, IMPLAN combines national industry production functions with county-level economic data. IMPLAN collects data from a variety of economic data sources to generate average output, employment and productivity for each industry in a given county. The tool shows the economic event's direct, indirect and induced impacts to gross receipts, or output, within each of the model's more than 450 industries. The economic impact of frozen food and beverage production is the sum of these three effects.

### **About the American Frozen Food Institute**

The American Frozen Food Institute is the national trade association that promotes and represents the interests of all segments of the frozen food and beverage community. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at [www.affi.org](http://www.affi.org).

###