Beer Industry Provides 26,435 Jobs in Oregon

by Bend Weekly News Sources

$732 Million Earned in Wages; $2.2 Billion to Oregonâ€™s Economy

This fall, as you kick back in the den to watch football and enjoy a cold beer, itâ€™s a good time to remember that the same people who produce, distribute and sell your brew also provide jobs for 26,435 citizens of Oregon, directly or indirectly.

According to an economic impact study conducted by John Dunham & Associates and sponsored by the National Beer Wholesalers Association (NBWA) and Beer Institute, the beer industry generates $732,402,484 annually in wages and benefits and contributes $2,247,316,216 to the state economy.

â€œThe independent family businesses that distribute beer to retailers large and small are doing their part to keep Americaâ€™s economy strong. These families have been ingrained in their communities for generations and support the local economy, including creating jobs for their neighbors,â€• said Craig Purser, president of NBWA. â€œThis is an industry that prides itself on providing good paying jobs and quality benefits for its employees.â€•

â€œThis study demonstrates that the beer industry is more than just those who make and distribute our products,â€• said Jeff Becker, president of the Beer Institute. â€œWe are an industry of farmers, can manufacturers, truck drivers, retailers, and many others located in virtually every state and local community across the country. These hard-working men and women place tremendous pride in delivering the quality products and services enjoyed by millions of responsible adults every day.â€•

In addition to strengthening the Oregon economy with job creation, the industry plays a significant role in promoting responsible consumption of its products. Oregonâ€™s beer industry â€“ which includes 109 brewers, 35 independent beer distributors and 9,049 retailers â€“ has invested in communities across the state to develop and implement numerous programs to promote responsibility and help fight alcohol abuse. These efforts, along with those of parents, law enforcement, educators, and other community groups have led to significant declines in illegal underage drinking and drunk driving for the past two decades.

Americaâ€™s beer distributors also work within a framework of individual state laws to ensure their products are sold only to licensed retailers who in turn are responsible for selling only to adults of legal drinking age.

The complete Beer Industry Economic Impact study, including a state-by-state and congressional district breakdown of economic contributions, is available at the Beer Serves America Web site, www.beerservesamerica.org.

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