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**FOOD INDUSTRY IN THE USA. THE MOST PROFITABLE
FOOD COMPANIES
(ХАРЧОВА ПРОМИСЛОВІСТЬ В США. НАЙПРИБУТКОВІШІ
КОМПАНІЇ З ВИГОТОВЛЕННЯ ЇЖИ)**

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В статті представлено особливості розвитку харчової промисловості в США, наведено приклади найбільш прибуткових компаній по виробництву харчової продукції.

Ключові слова: харчова промисловість, прибуток.

In the article the features of food industry development in the USA are presented and the examples of the most profitable food companies are given.

Keywords: food industry, revenue.

The food industry is one of the United States' largest manufacturing sectors, accounting more than 10 percent of all shipments. The American food industry generates approximately one trillion dollars a year in sales. Of the subsectors comprising the food manufacturing industry, the largest four are: meat products, dairy products, grain and oilseed milling and other food, making up 66 percent of total shipment values of 511 billion. Other sectors include fruit and vegetable preserving and specialty food manufacturing, which accounted 10 percent, bakeries and tortilla manufacturing (10 percent), animal food (6 percent), sugar and confectionary products (5 percent) and seafood products (2 percent) [3].

Employment in the food manufacturing sector was 1,472 million (as in 2005). Food manufactures are increasingly concerned with implementing greater automation in the manufacturing process. Spending for plant equipment, upgrades and automation is currently at stronger levels than in past years. Increasing use of automation and advances in technology are increasing productivity in the food manufacturing industry. In particular, automation is being heavily used in packaging, inspection and inventory control. The U.S. processed food industry is a major participant of the global economy, both exporting and in foreign direct investment. More than a third of the world's top 50 food and beverage processing firms are headquartered in the United States. Major foreign companies active in the USA include "Unilever", "Danone", "Heineken" and other. Only 10 companies control almost every large food and beverage brand in the world. These companies are: "Nestle", "PepsiCo", "Coca-Cola", "Unilever", "Danone", "General Mills", "Kellogg's", "Mars", "Associated British Foods" and "Mondelez" – each employs thousands and makes billions of dollars in revenue every year [2].

For example: "Kellogg's" – revenue 13.5 billion. "Mondelez" – revenue 29.6 billion. This snack-centric company's brands include "Oreo", "Trident Gum" and "Sour Patch Kids". Mars – revenue 33 billion. "Mars" is best known for its chocolate brands, such as "M&M", but it also owns "Uncle Ben's" rice, "Starburst" and "Orbit Gum" [4].

"Coca-Cola" – revenue 44.3 billion. "Coca-Cola" is moving beyond soda, with beverage brands including "Dasani", "Fuze" and "Honest Tea". "Tyson Foods" – revenue 40.01 billion. The company is the world's second largest processor and marketer of chicken, beef, and pork [1].

The food industry in the USA has many drawbacks. Americans use a lot of trans-fats in food production. For example, the backing-giant "Nabisco", producer of "Oreo" sandwich cookies, a product so well-known and well-loved in America that it even frequently appears on crossword puzzles. The trans-fats used to manufacture "Oreo" added greatly to the cookie's distinctive taste, consistency and ease of manufacture. When trans-fats became the focus of health issues and after

litigation and public pressure on the subject, scientists at Nabisco's parent company "Kraft" were faced with the task of eliminating the trans-fats the trans-fats from "Oreo" and other products without altering the taste and feel of this culturally important food item [3].

Issues of food safety can affect the food industry in a dramatic way; the American meat industry lost billions as a result of the discovery a handful of "mad cow" animals. Coli contamination of the country's spinach led to millions of dollars of losses in only a few short weeks. Commodity supply issues can also affect major production food companies. The increasing use of both sugar cane and grains for the production of E85 ethanol motor fuel has sent cost ripples through the industry. Drought and climate and well as energy supply issues come into play. The major players in the American food industry are finding it more and more difficult to maintain sales and earnings growth.

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