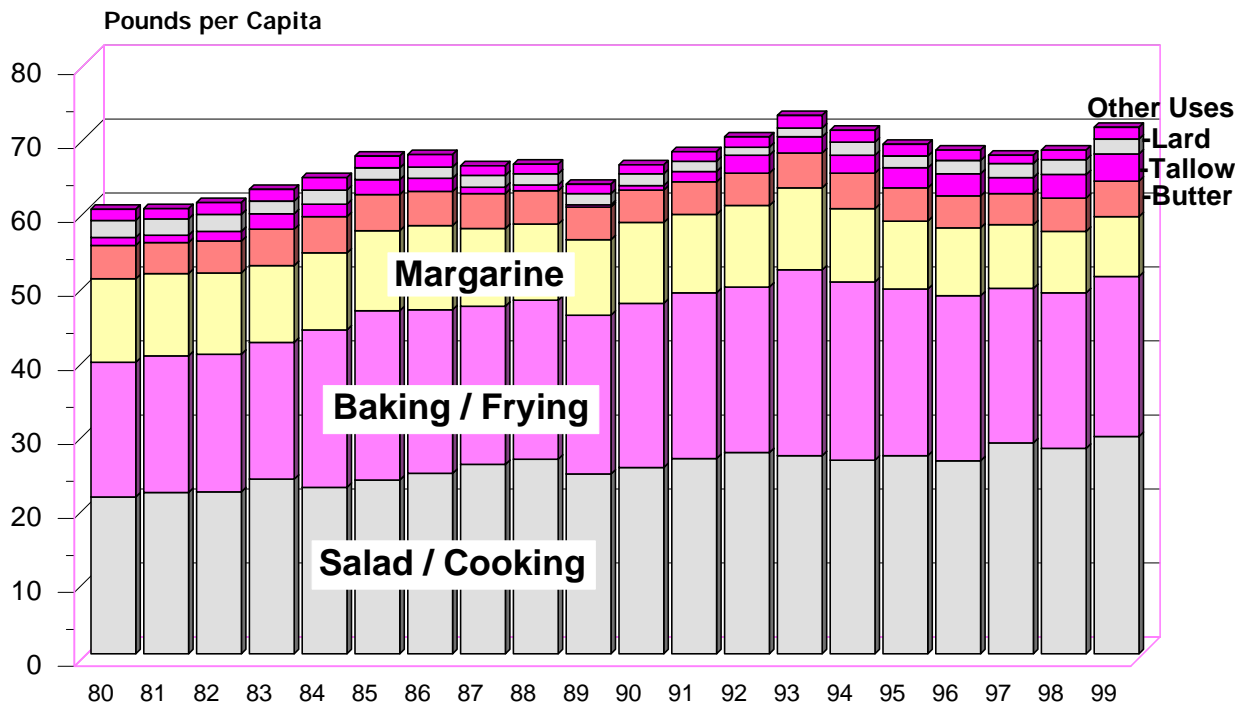


# MARKETING SERVICE

## BULLETIN

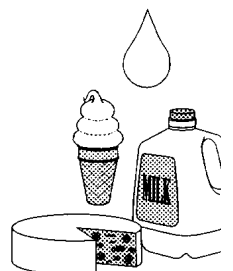
### Per Capita Consumption of Fats & Oil in Food Products



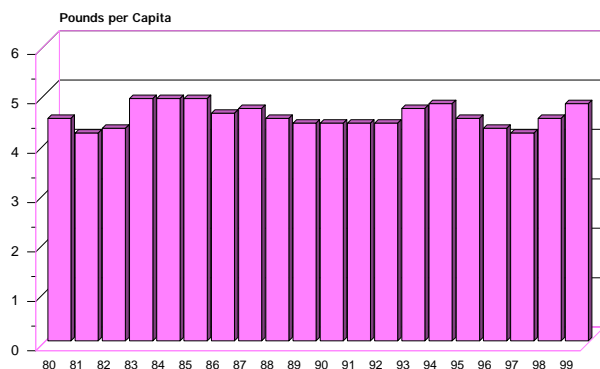
Source: USDA, ERS, Oil Crops Situation and Outlook Yearbook, October 2000

Per capita consumption of fats and oil in food products totaled 68.5 pounds during 1999. This was the second consecutive yearly increase, as indicated by the graph above. The 1998 and 1999 increases reversed a four year trend of yearly declines dating back to 1994. Prior to 1994 per capita fat and oil consumption in food products had increased for four consecutive years, reaching a high of 69.7 pounds during 1993. Comparing 1999 data with 1980 reveals that the total pounds consumed increased by 44.2% over this 20-year period. This translates into a per capita increase in fat and oil consumption of 20.4%.

The relatively strong fat and oil product consumption patterns depicted here persist despite the proliferation of medical research projects, new product development, new labeling requirements, and advertisement and promotion campaigns all promoting reduced fat, lowfat and no fat food products. The graphs and table which follow detail these per capita consumption patterns over the past 20 years. The October 2000 edition of Oil Crops Situation and Outlook Yearbook published by the Economic Research Service (ERS) is the source for all data used in this Bulletin.



### Per Capita Consumption of Fats & Oil in Food Products: Butter



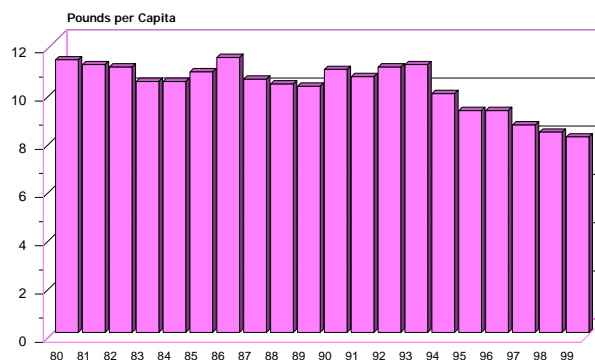
Source: USDA, ERS, Oil Crops Situation and Outlook Yearbook, October 2000

Per capita consumption of butter has increased during each of the past two years, with 1999 consumption 14.3% higher than 1997. These increases follow three consecutive years of declining consumption. The most recent year in which U.S. per capita butter consumption reached levels greater than the 4.8 pounds recorded during 1999 was 1985.

Butter consumption per person during 1999 was 59.2% as great as margarine consumption. However, this was the largest butter-to-margarine ratio recorded over the past twenty years. The average during the 1980 through 1999 time period was 42.7% (butter consumption as a percentage of margarine consumption).

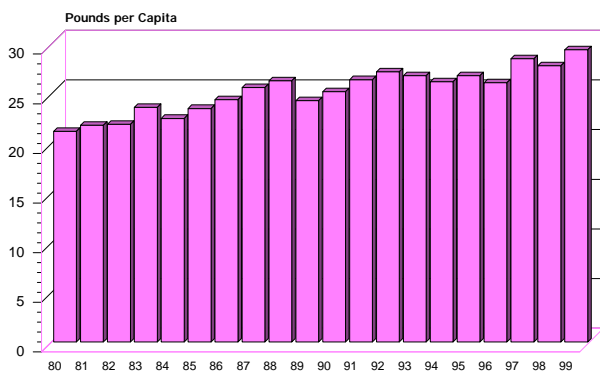
Per capita consumption of margarine decreased for the third consecutive year, and the fifth year out of the past six. (During 1996 margarine consumption per person was unchanged compared with 1995.) Margarine consumption during 1999 was lower than any other year during the past twenty, as indicated by the accompanying graph. During 1999 margarine consumption was 28.3% lower per person compared with 1980. Declining per capita consumption has been the prevailing trend during this time frame, with year-to-year decreases recorded in 13 out of the past 20 years.

### Per Capita Consumption of Fats & Oil in Food Products: Margarine



Source: USDA, ERS, Oil Crops Situation and Outlook Yearbook, October 2000

### Per Capita Consumption of Fats & Oil in Food Products: Salad / Cooking



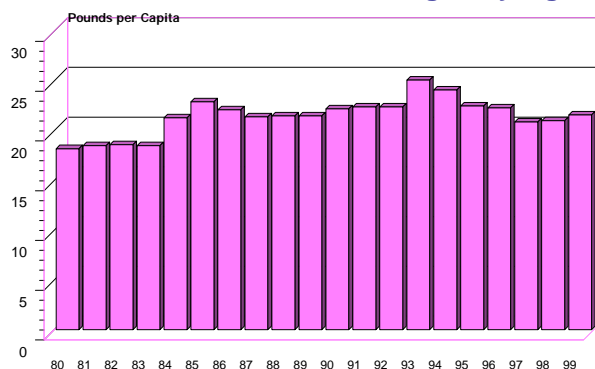
Source: USDA, ERS, Oil Crops Situation and Outlook Yearbook, October 2000

Per capita consumption of fats and oil in salad and cooking has exhibited a persistent upward trend over the past twenty years. Comparing 1999 with 1980, consumption has increased by 38.7% per person. Moreover, per capita consumption of fats and oil in this category increased during 14 out of the past twenty years. Decreases have occurred during four of the last seven years, however. Despite these recent yearly declines, per capita consumption in salad and cooking during 1999 was the highest recorded over the time period examined. This record consumption is attributable to large increases registered during 1997 and 1999 (+9.2% during 1997; +5.8% during 1999).

Per capita consumption of fats and oil in baking and frying increased by 2.9% during 1999 compared with the previous year. However, this increase follows five consecutive yearly declines during which per capita consumption decreased by 16.3%. Consumption of fats and oil in this category declined during nine out of the past 20 years, and during 1999 was 13.9% lower than the peak amount recorded during 1993. Despite these decreases, consumption per person during 1999 was 18.7% greater than the amount consumed during 1980.

The consumption of fats and oil in tallow, lard, and other edible food uses is depicted by the graph on page four.

### Per Capita Consumption of Fats & Oil in Food Products: Baking / Frying



Source: USDA, ERS, Oil Crops Situation and Outlook Yearbook, October 2000

# Fats & Oils: Domestic Consumption in Food Products

	All Food Products ( Fat Content )		Butter ( Actual Weight )		Margarine ( Actual Weight )		Salad / Cooking	
YEAR	Total	Per Capita	Total	Per Capita	Total	Per Capita	Total	Per Capita
	( million lbs )	( pounds )	( million lbs )	( pounds )	( million lbs )	( pounds )	( million lbs )	( pounds )
1980	12,966	56.9	1,017	4.5	2,575	11.3	4,837	21.2
1981	13,138	57.1	975	4.2	2,557	11.1	5,008	21.8
1982	13,477	58.0	1,010	4.3	2,564	11.0	5,081	21.9
1983	13,986	59.7	1,149	4.9	2,432	10.4	5,526	23.6
1984	14,507	61.4	1,163	4.9	2,456	10.4	5,325	22.5
1985	15,291	64.1	1,164	4.9	2,573	10.8	5,612	23.5
1986	15,491	64.4	1,114	4.6	2,746	11.4	5,872	24.4
1987	15,284	62.9	1,132	4.7	2,551	10.5	6,222	25.6
1988	15,512	63.3	1,102	4.5	2,528	10.3	6,449	26.3
1989	14,955	60.5	1,077	4.4	2,513	10.2	6,019	24.3
1990	15,754	63.0	1,095	4.4	2,716	10.9	6,300	25.2
1991	16,367	64.8	1,100	4.4	2,672	10.6	6,660	26.4
1992	17,089	66.8	1,114	4.4	2,803	11.0	6,945	27.2
1993	17,993	69.7	1,209	4.7	2,889	11.1	6,928	26.8
1994	17,722	68.0	1,255	4.8	2,593	9.9	6,824	26.2
1995	17,431	66.3	1,186	4.5	2,421	9.2	7,057	26.8
1996	17,324	65.3	1,148	4.3	2,432	9.2	6,924	26.1
1997	17,383	64.9	1,114	4.2	2,302	8.6	7,651	28.5
1998	17,740	65.6	1,208	4.5	2,257	8.3	7,531	27.8
1999	18,698	68.5	1,305	4.8	2,204	8.1	8,030	29.4

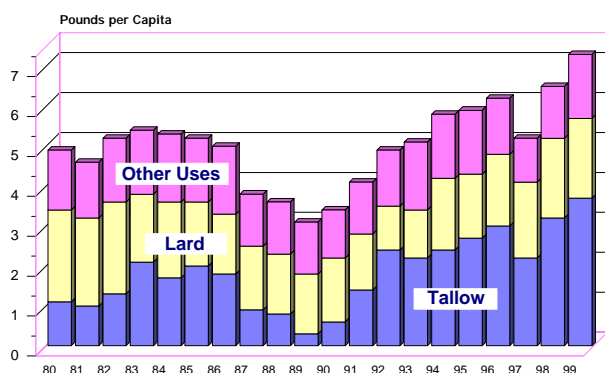
	Baking / Frying		Lard* ( Direct Use )		Tallow* ( Direct Use )		Other Edible Uses*	
YEAR	Total	Per Capita	Total	Per Capita	Total	Per Capita	Total	Per Capita
	( million lbs )	( pounds )	( million lbs )	( pounds )	( million lbs )	( pounds )	( million lbs )	( pounds )
1980	4,137	18.2	534	2.3	241	1.1	343	1.5
1981	4,251	18.5	510	2.2	223	1.0	320	1.4
1982	4,322	18.6	537	2.3	304	1.3	374	1.6
1983	4,332	18.5	402	1.7	496	2.1	365	1.6
1984	5,030	21.3	443	1.9	410	1.7	404	1.7
1985	5,466	22.9	377	1.6	471	2.0	375	1.6
1986	5,318	22.1	371	1.5	438	1.8	404	1.7
1987	5,195	21.4	379	1.6	226	0.9	316	1.3
1988	5,270	21.5	385	1.5	206	0.8	318	1.3
1989	5,309	21.5	379	1.5	63	0.3	313	1.3
1990	5,558	22.2	402	1.6	154	0.6	291	1.2
1991	5,654	22.4	350	1.4	364	1.4	321	1.3
1992	5,722	22.4	291	1.1	610	2.4	367	1.4
1993	6,488	25.1	299	1.2	565	2.2	451	1.7
1994	6,291	24.1	471	1.8	632	2.4	426	1.6
1995	5,914	22.5	429	1.6	711	2.7	434	1.6
1996	5,911	22.3	468	1.8	796	3.0	361	1.4
1997	5,603	20.9	519	1.9	580	2.2	297	1.1
1998	5,668	21.0	542	2.0	862	3.2	365	1.3
1999	5,886	21.6	548	2.0	996	3.7	431	1.6

**Source:** United States Department of Agriculture, Economic Research Service, Market and Trade Economics Division, Oil Crops Situation and Outlook Yearbook, October 2000, OCS-2000.

\* Direct use is an ERS calculation. Factory use as a proxy for domestic consumption in other edible products.

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	11/2000	10/2000	11/2000	10/2000	11/2000	10/2000
Pacific Northwest	13.66	11.79	3.23	1.77	35.06	30.23
Western	10.68	11.49	2.11	1.47	28.71	29.60
Arizona-Las Vegas	11.84	11.99	-----	-----	36.87	36.72
<b>Central</b>	<b>10.85</b>	<b>11.40</b>	<b>2.28</b>	<b>1.38</b>	<b>30.43</b>	<b>29.63</b>
Southwest	12.59	12.89	4.02	2.87	52.65	47.53
Upper Midwest	10.00	10.88	1.43	0.86	21.66	20.93
Southeast	14.14	13.89	-----	-----	68.55	66.37
Mideast	11.91	12.04	3.34	2.02	45.70	43.32
Appalachian	14.76	14.27	-----	-----	74.50	72.68
Northeast	13.36	13.32	4.79	3.30	49.16	48.51
Florida	15.90	15.48	-----	-----	90.14	89.80

### Per Capita Consumption of Fats & Oil in Food Products: Tallow, Lard, Other



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