

# MARKETING SERVICE

B U L L E T I N

## Fluid Milk Product Sales

Fluid milk sales in the U.S. have changed substantially over the past several decades. The graph on this page depicts fluid milk sales by product from 1975 through 2006\*. Although total fluid sales haven't varied dramatically over this time frame, the mix of products comprising this total has changed significantly, as indicated by this graph. Examining this data on a *per capita* basis reveals additional insight into fluid product sales trends. The graphs in this bulletin depict yearly data for various fluid milk products in total and on a per capita basis.

A continuous downward trend in *per capita* sales of total beverage milk is indicated by the top left graph on page 2. However, data for 2006 indicates a small increase (+1.1%) compared with the previous year. This was only the fourth year-to-year increase in per capita sales over the 32-year period depicted by this graph, and the first since 1989. Per capita sales of lower fat, skim, and other flavored milk exhibited increases during 2006, while whole milk, flavored whole milk, and buttermilk sales decreased.

An index for 2006 *per capita* fluid milk sales is detailed by the top right graph on page two. This graph depicts 2006 sales as a percentage of 1975 sales for selected fluid milk products. Per

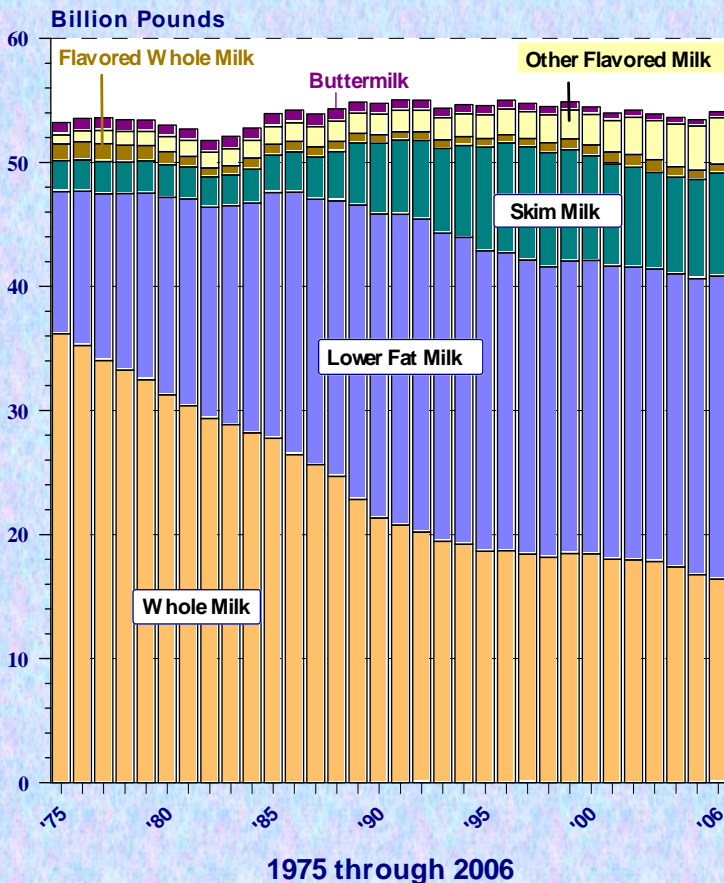
capita sales of whole milk, buttermilk, and flavored whole milk during 2006 were each less than 40% of their respective 1975 levels. Conversely, lower fat, skim, and other flavored milk product per capita sales increased dramatically. Other flavored milk sales in 2006 were 378.8% greater than 1975 on a per capita basis, while skim and lower fat sales increased by 241.7% and 153.5%, respectively.

The remaining graphs on pages two and three detail yearly per capita and total sales of individual fluid milk products from 1975 through 2006. A future bulletin will detail per capita consumption of selected dairy products in addition to these fluid milk products.

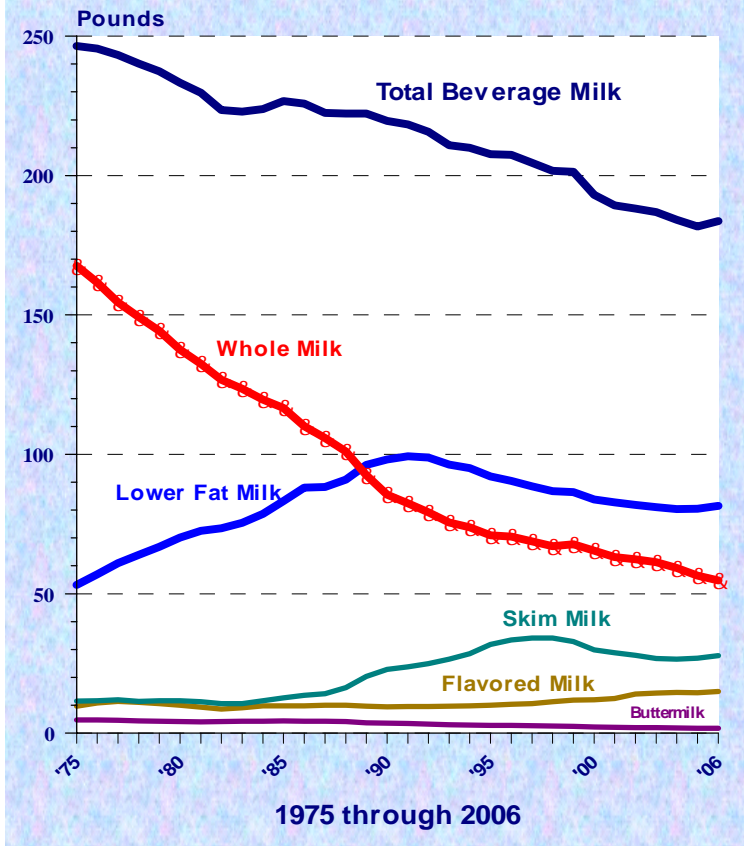
\* All 2006 data is preliminary. The source for sales data in this bulletin is **Livestock, Dairy, and Poultry Outlook**, United States Department of Agriculture, Economic Research Service. ([www.ers.usda.gov/publications/lp](http://www.ers.usda.gov/publications/lp)) Population data used in per capita calculations is from the **U.S. Census Bureau, Population Division**. ([www.censu.gov/popest/states](http://www.censu.gov/popest/states))

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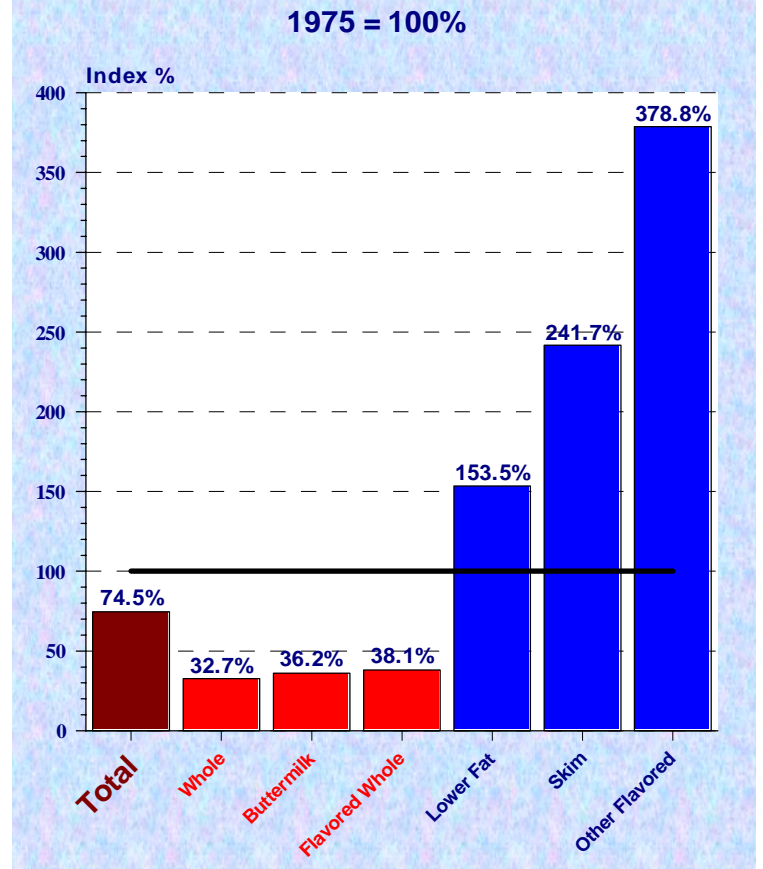
### Fluid Milk Sales By Product



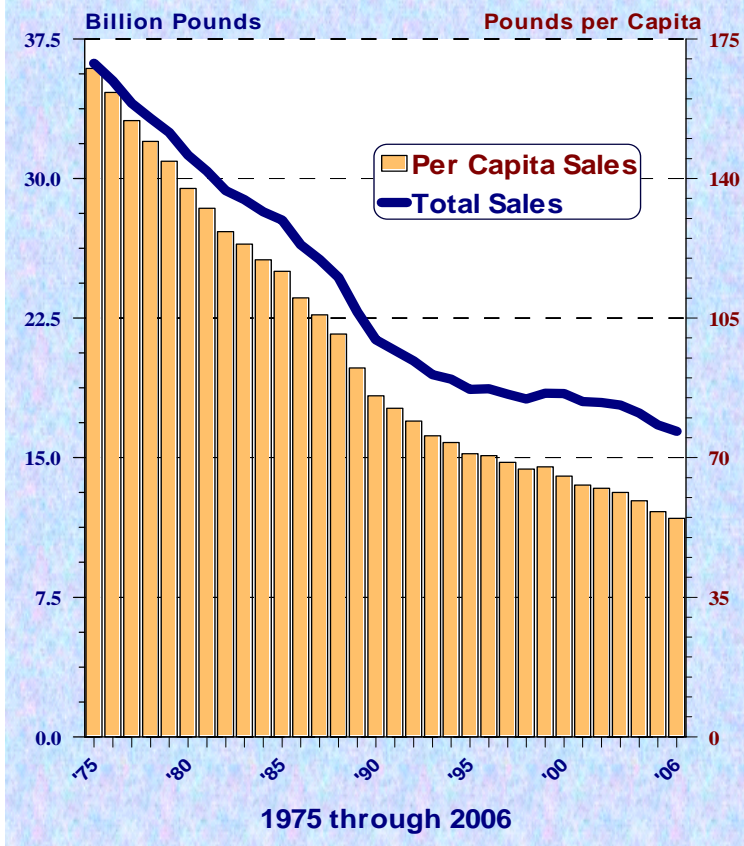
## Fluid Dairy Product Per Capita Sales



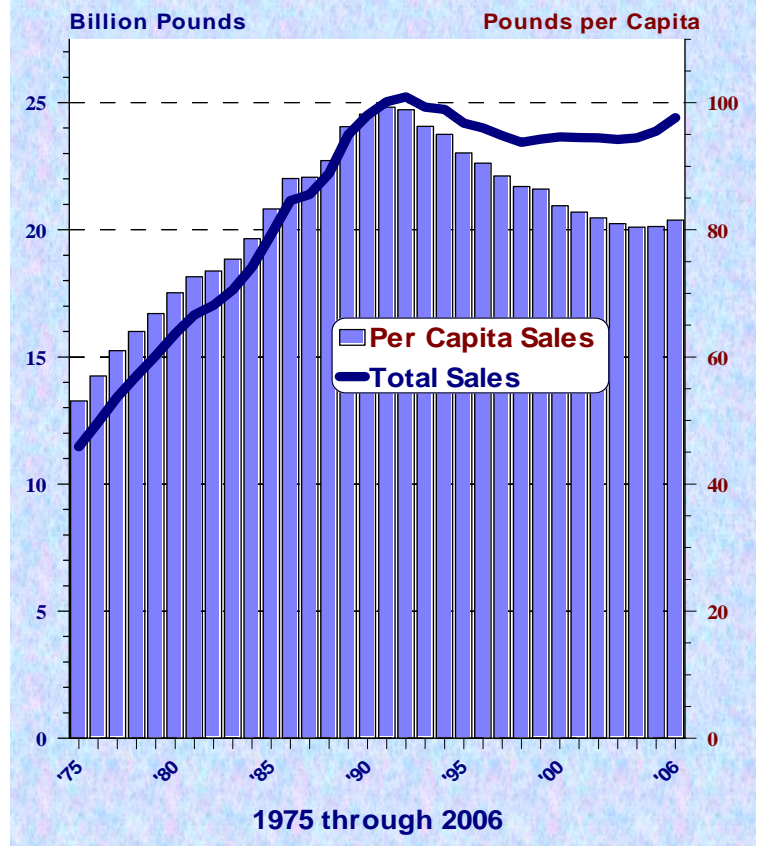
## 2006 Fluid Milk Per Capita Sales Index



## Whole Milk Sales

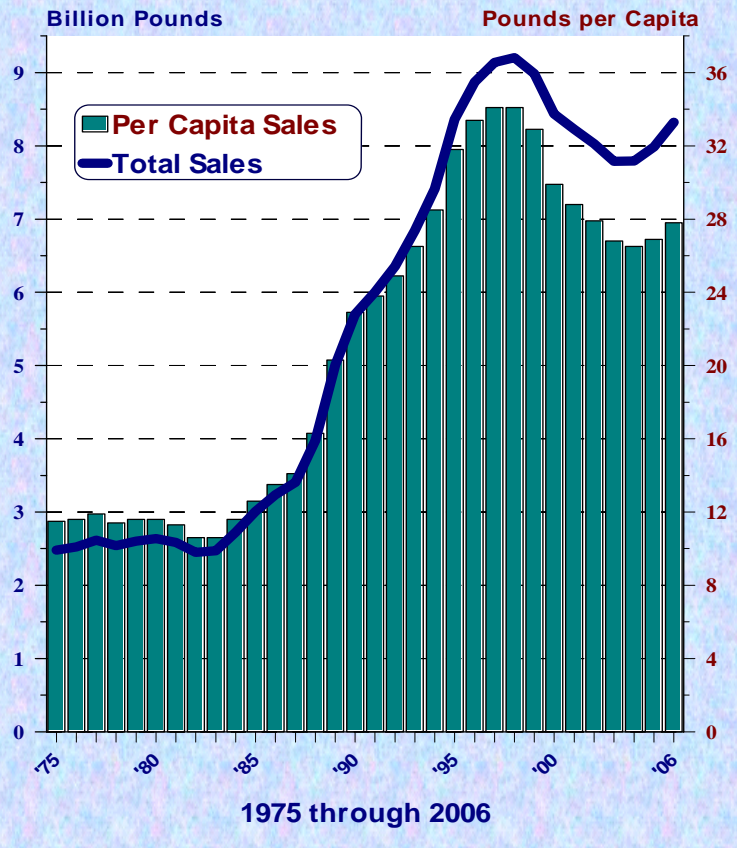


## Lower Fat Milk Sales

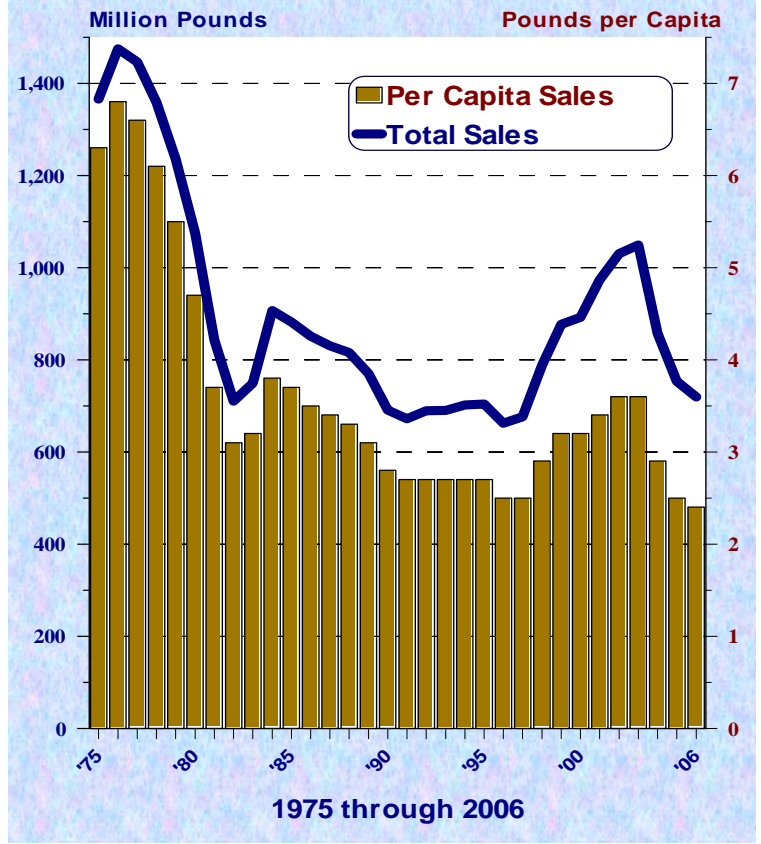




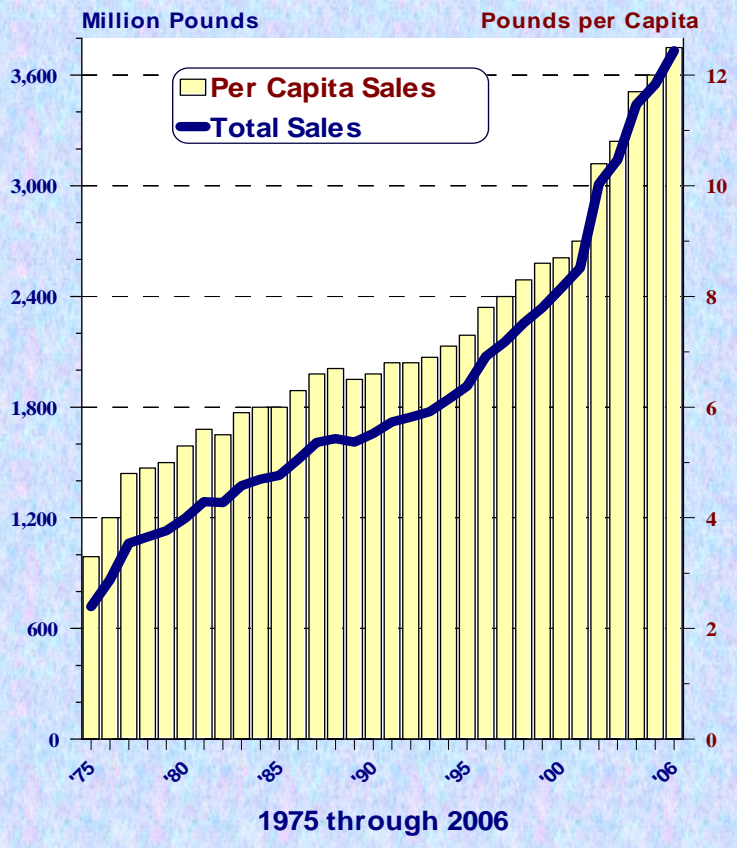
## Skim Milk Sales



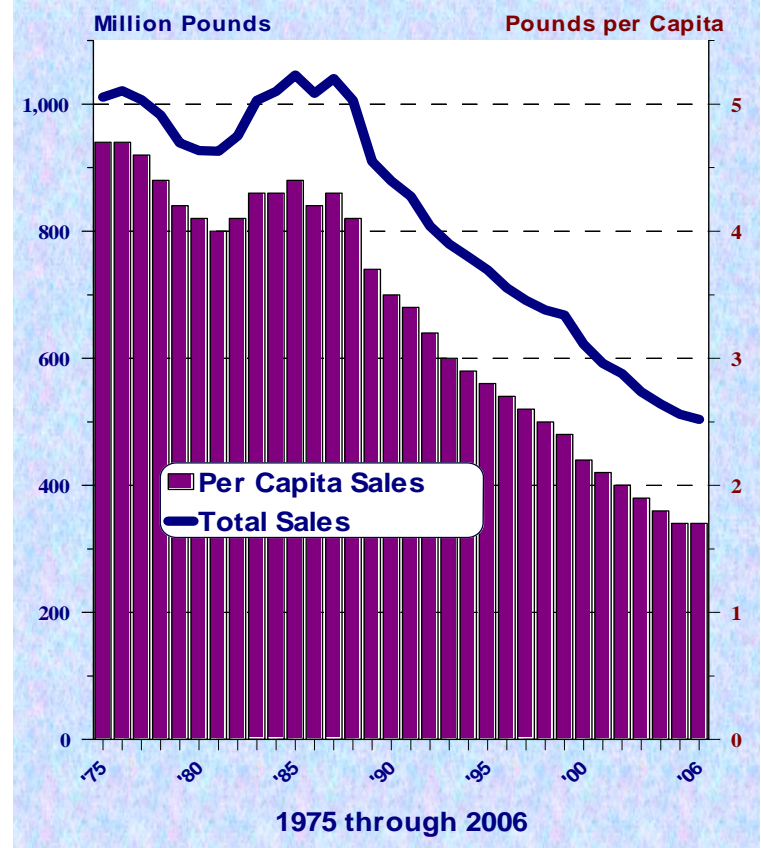
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Jun '07	May '07	Jun '07	May '07	Jun '07	May '07
Northeast	20.80	18.60	0.63	1.00	44.81	44.63
Appalachian	20.70	18.82	-----	-----	73.40	73.71
Florida	21.62	19.55	-----	-----	79.19	74.78
Southeast	20.76	18.73	-----	-----	66.67	57.35
Upper Midwest	20.12	17.65	-0.05	0.05	17.30	20.35
<b>Central</b>	<b>19.80</b>	<b>17.50</b>	<b>-0.37</b>	<b>-0.10</b>	<b>41.17</b>	<b>39.91</b>
Mideast	19.91	17.63	-0.26	0.03	37.54	38.40
Pacific Northwest	20.19	17.87	0.02	0.27	30.63	32.32
Southwest	20.48	18.51	0.31	0.91	73.84	73.31
Arizona	20.30	18.07	-----	-----	33.40	34.08

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