

MARKETING SERVICE

BULLETIN

Per Capita Consumption of Selected Dairy Products

Dairy product consumption has changed substantially over the past several decades. These changes have important implications for all involved in the production, processing, and marketing of milk and milk-based products. Particularly noteworthy are the trends in per capita consumption. The graphs in this bulletin depict per capita consumption data for various dairy products from 1975 through 2002*.

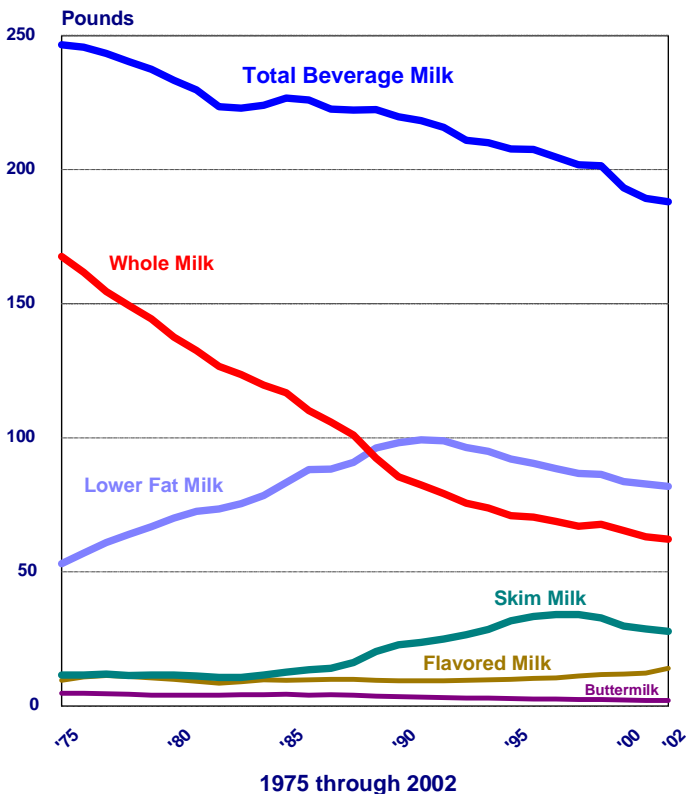
A continual downward trend in per capita sales of total beverage milk is indicated by the graph below. Per capita sales of whole milk, flavored whole milk, and buttermilk have all decreased significantly since 1975. Moreover, per capita sales of whole milk and buttermilk during 2002 were less than 50% of the level recorded in 1975. While lower fat fluid products posted substantial gains during much of this time period, per capita sales have declined in recent years

for all items except flavored lowfat milk. The upper left graph on page 2 depicts 2002 per capita sales as a percentage of 1975 sales for selected fluid milk products.

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Per Capita Sales of Fluid Dairy Products



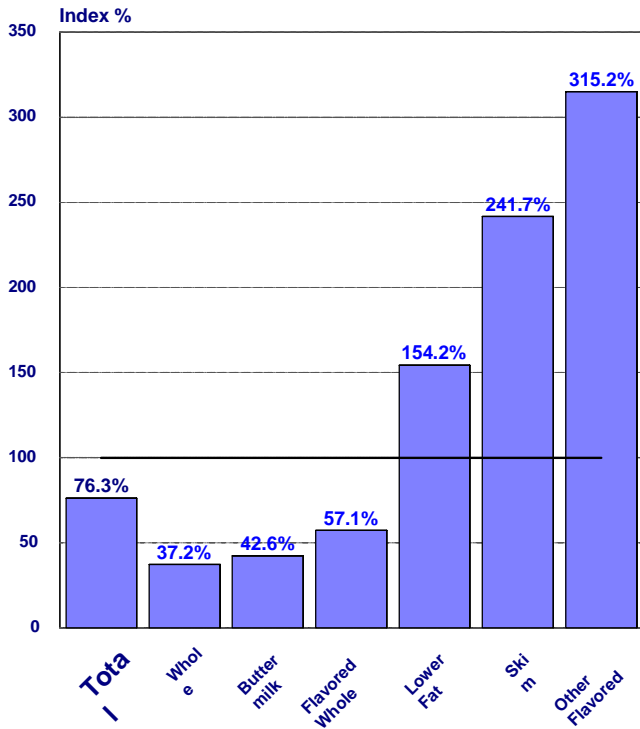
The remaining graphs on pages 2 and 3 depict per capita consumption of selected dairy products. Cheese consumption has exhibited large gains as indicated by these graphs. To emphasize this point, the milk equivalent of cheese consumption has been greater than fluid milk and cream since the late 1980s. Mozzarella has posted the largest gains among hard cheeses with consumption rising from 2.12 pounds per person in 1975 to 9.75 pounds during 2002. Yogurt and cream products also posted significant per capita consumption gains during this time period.

* All 2002 data is preliminary. The source for all data in this bulletin is the June 24, 2003 issue of *Livestock, Dairy, and Poultry Outlook*, United States Department of Agriculture, Economic Research Service.

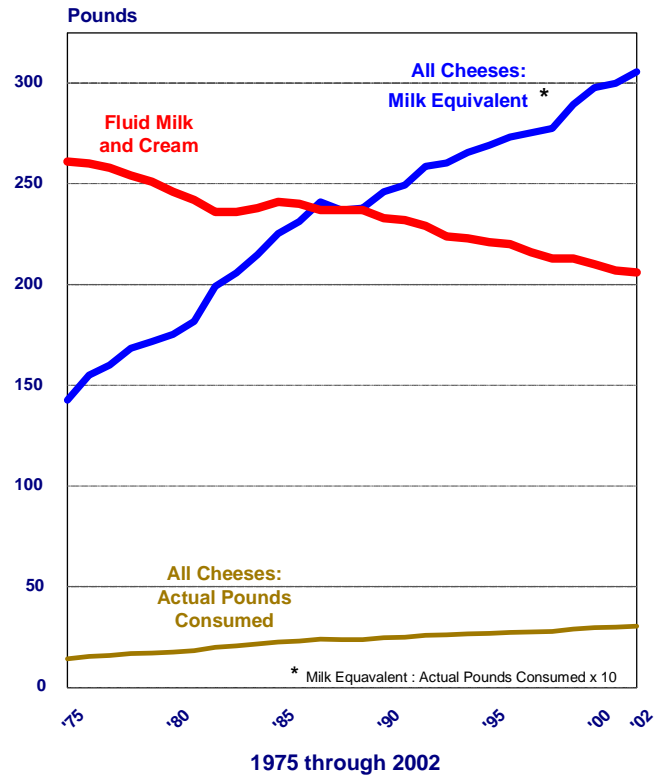


2002 Fluid Milk Sales Index

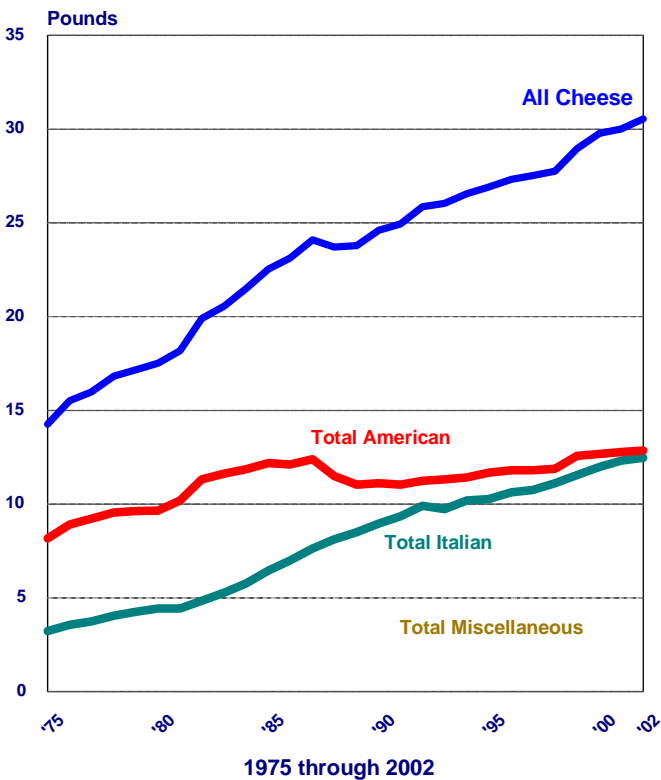
1975 = 100%



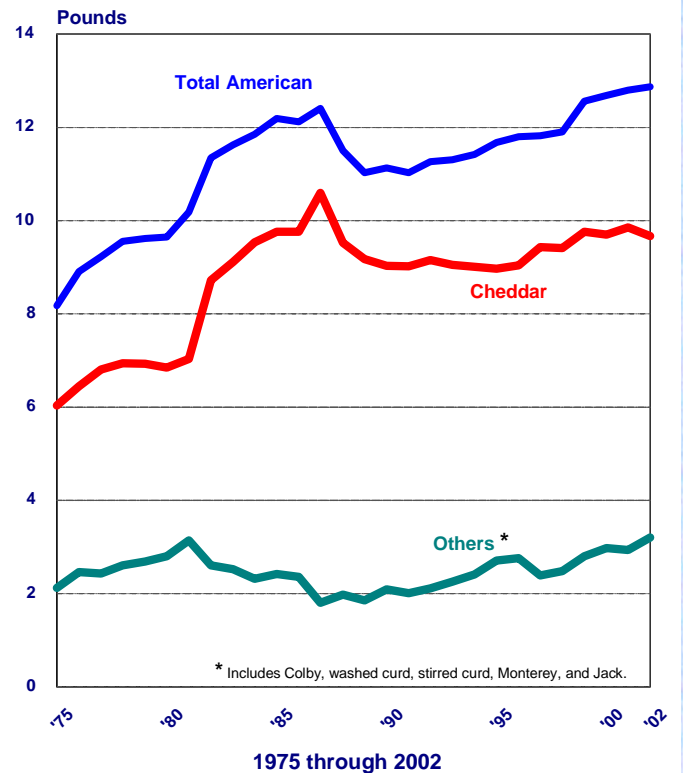
Per Capita Consumption of Dairy Products



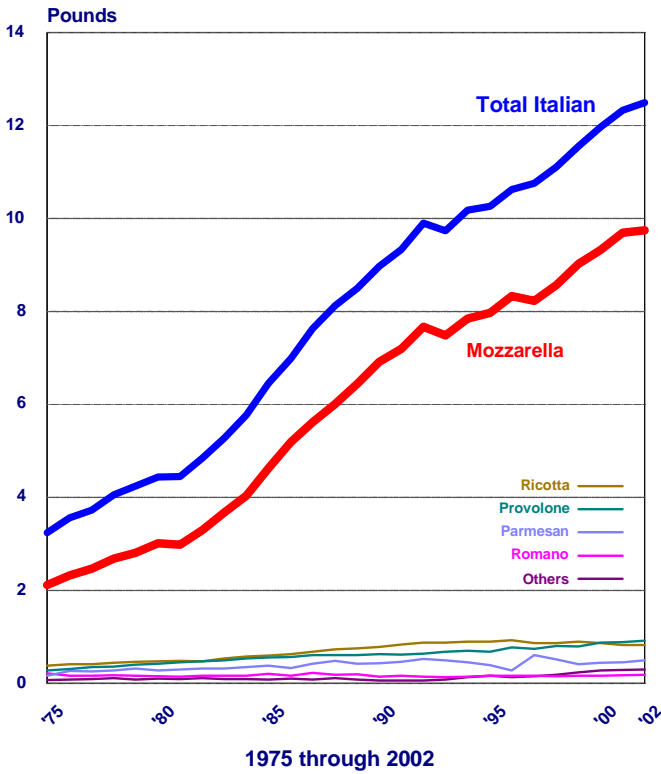
Per Capita Consumption of Cheese



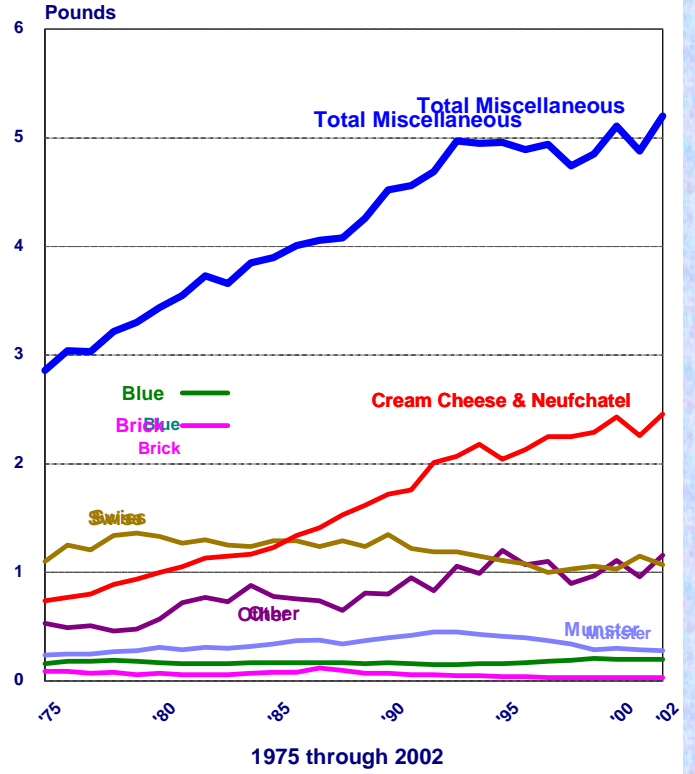
Per Capita Consumption of American Cheese



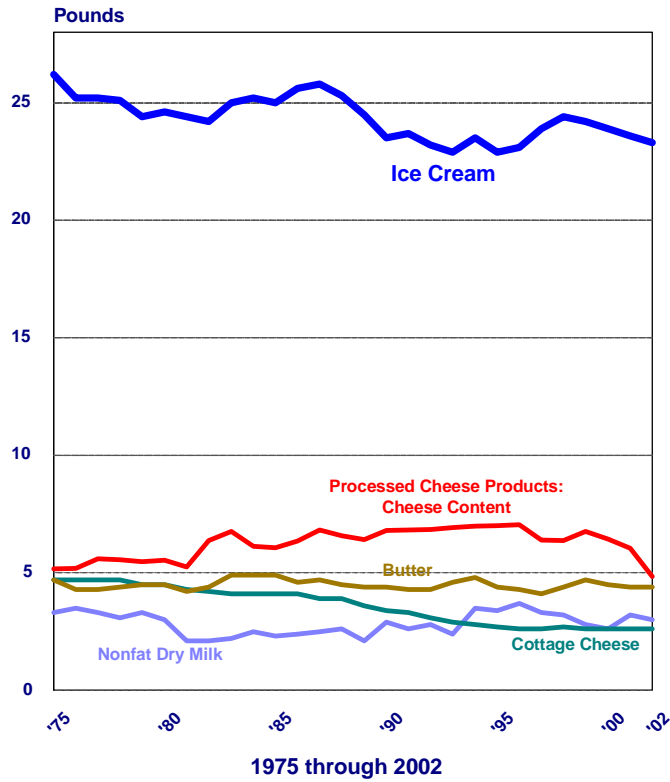
Per Capita Consumption of Italian Cheese



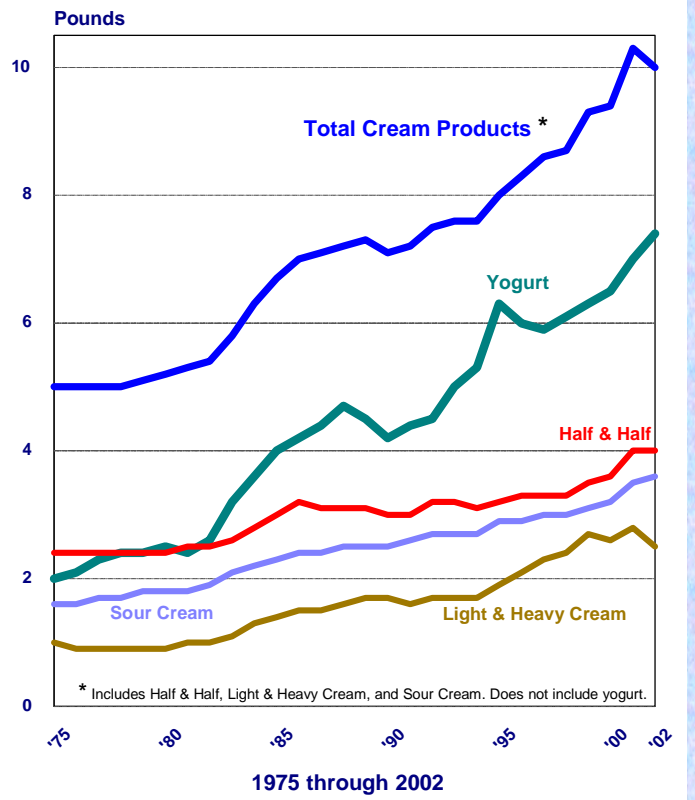
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Miscellaneous Dairy Products



Per Capita Consumption of Selected Class II Products



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	6/2003	5/2003	6/2003	5/2003	6/2003	5/2003
Pacific Northwest	10.37	10.38	0.62	0.67	25.87	28.07
Western	10.24	10.19	0.49	0.48	14.33	14.69
Arizona-Las Vegas	10.47	10.45	-----	-----	27.61	28.89
Central	10.44	10.41	0.69	0.70	25.38	27.12
Southwest	11.33	11.30	1.58	1.59	34.87	35.59
Upper Midwest	10.13	10.11	0.38	0.40	15.65	17.90
Southeast	11.98	11.99	-----	-----	61.57	62.38
Mideast	10.63	10.63	0.88	0.92	33.95	36.68
Appalachian	12.04	12.11	-----	-----	62.33	66.40
Northeast	11.66	11.60	1.91	1.89	41.30	42.14
Florida	13.02	13.10	-----	-----	77.25	79.13

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