

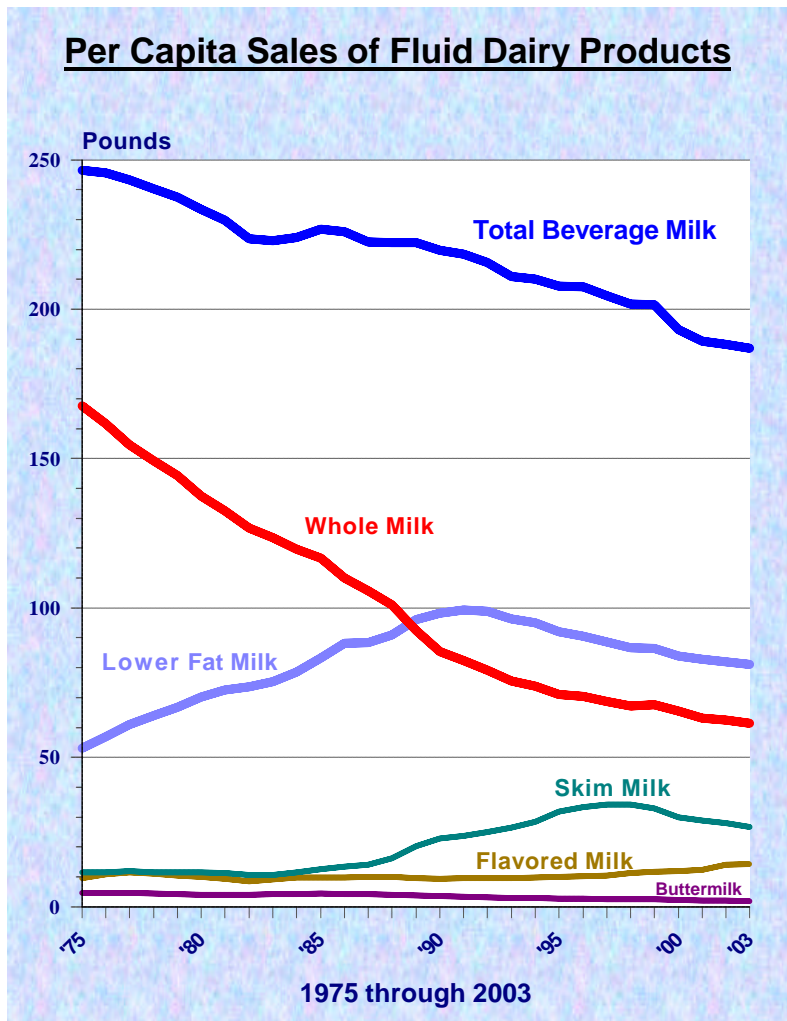
# MARKETING SERVICE

## 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 2003\*.

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 2003 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 two depicts 2003 per capita sales as a percentage of 1975 sales for selected fluid milk products.



per capita sales as a percentage of 1975 sales for selected fluid milk products.

The remaining graphs on pages two and three 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 9.64 pounds during 2003. Yogurt and cream products also posted significant per capita consumption gains during this time period.

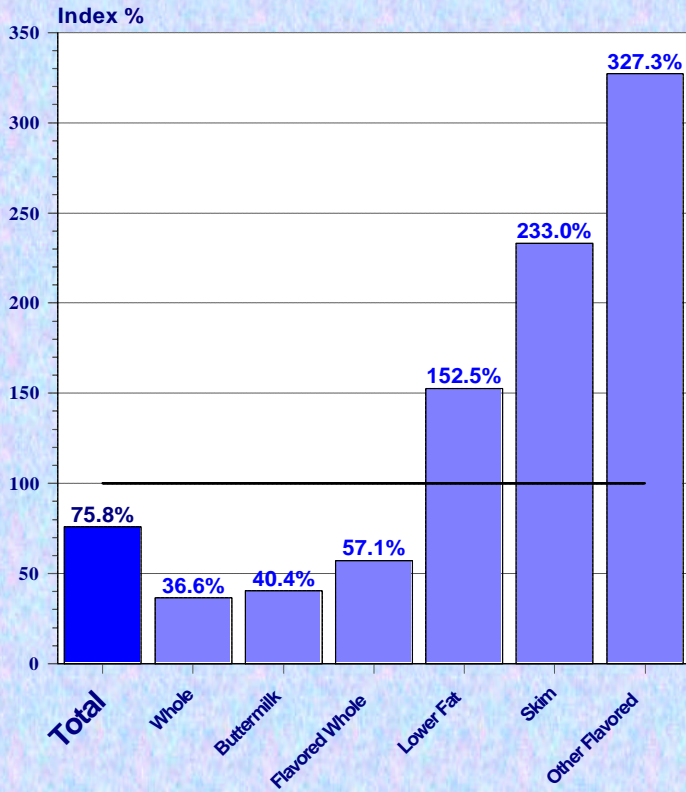
\* All 2003 data is preliminary. The source for all data in this bulletin is the June 29, 2004 issue of *Livestock, Dairy, and Poultry Outlook*, United States Department of Agriculture, Economic Research Service.

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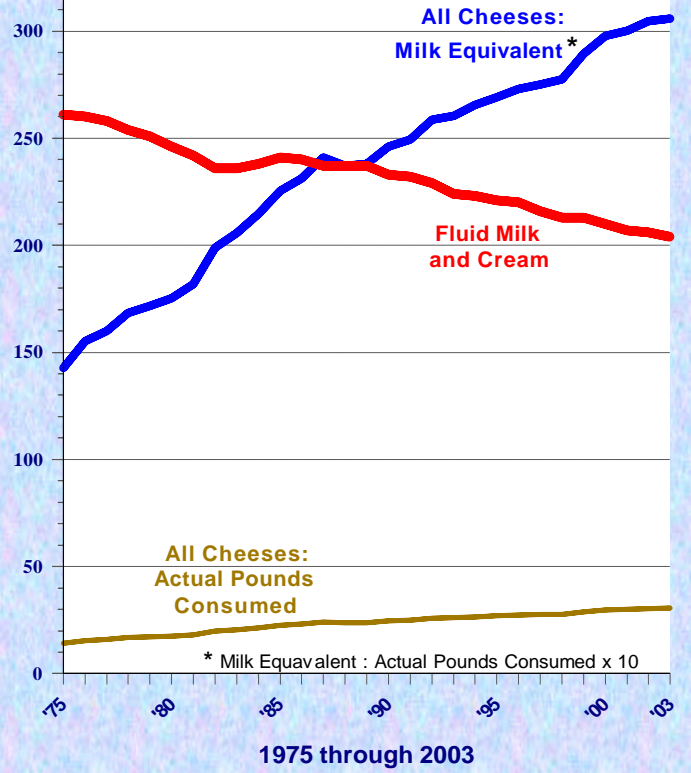
## 2003 Fluid Milk Per Capita Sales Index

1975 = 100%



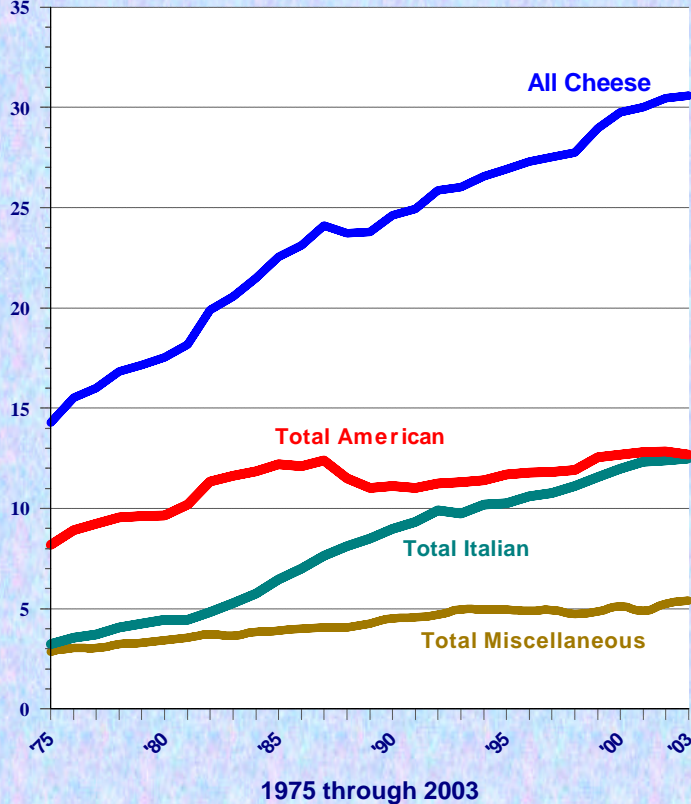
## Per Capita Consumption of Dairy Products

Pounds



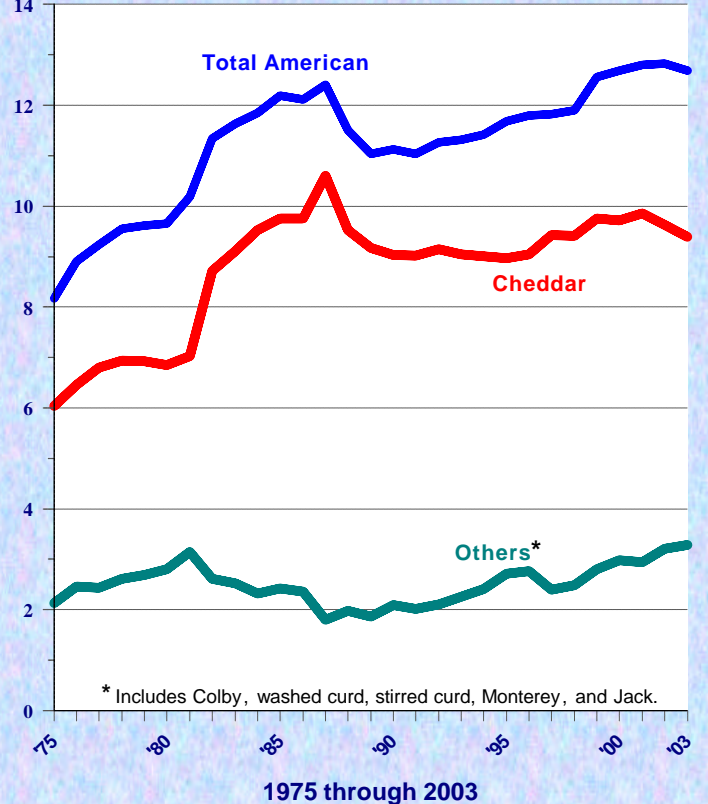
## Per Capita Consumption of Cheese

Pounds

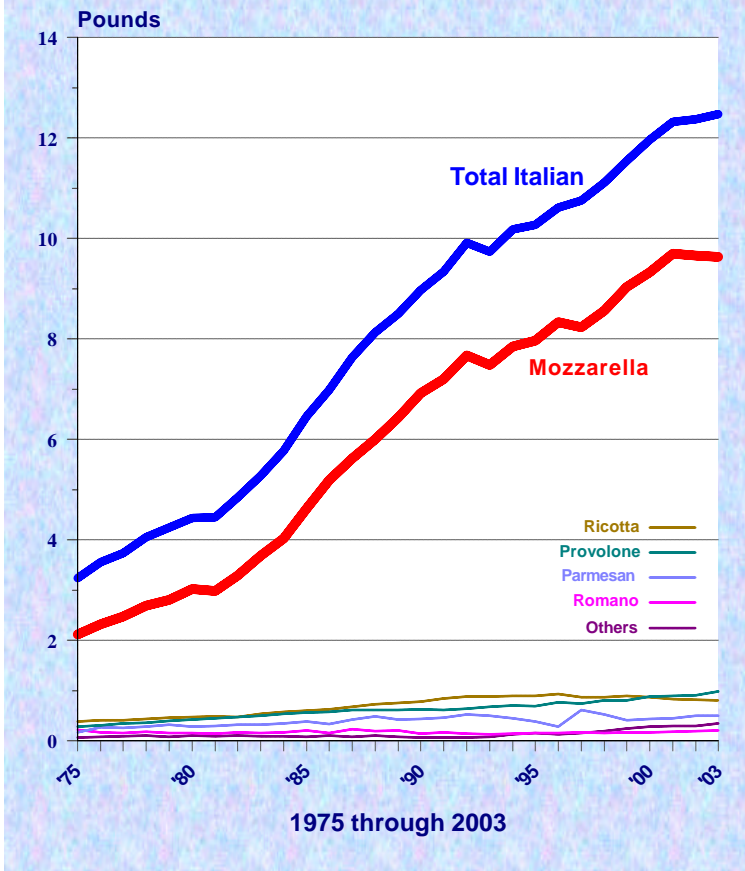


## Per Capita Consumption of American Cheese

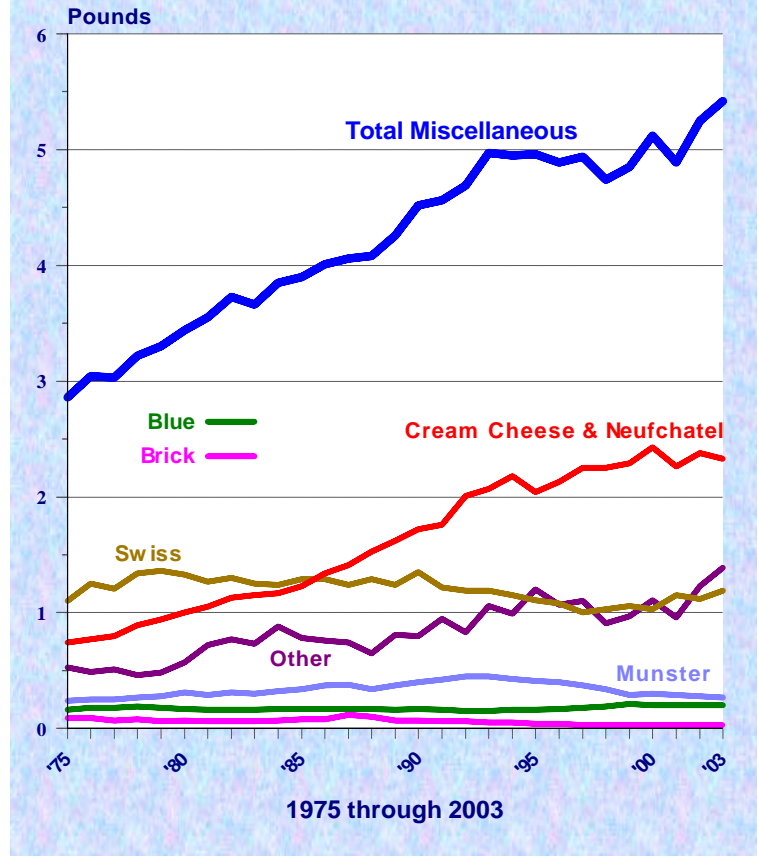
Pounds



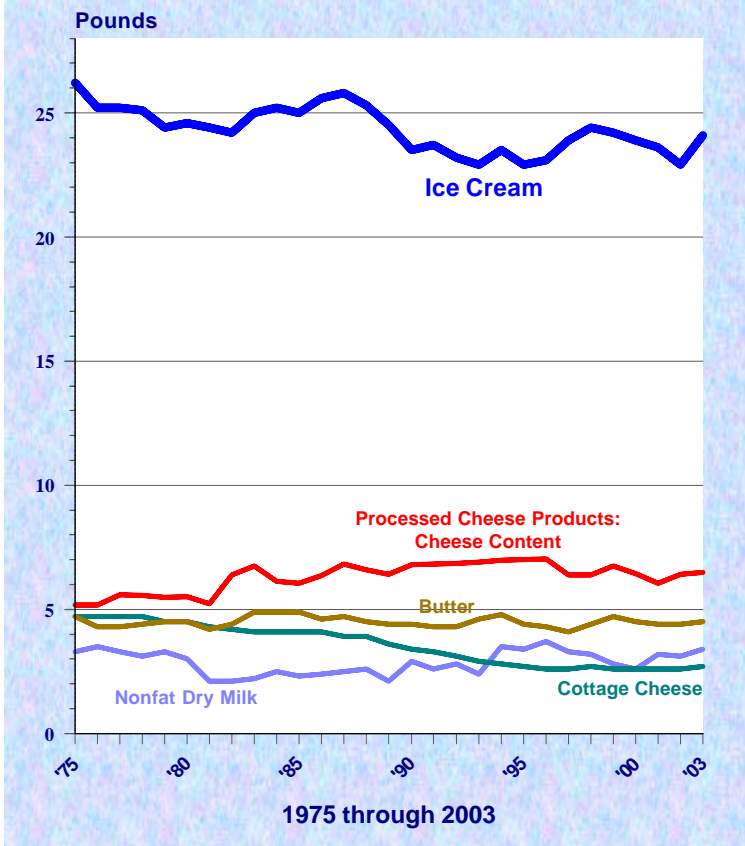
### Per Capita Consumption of Italian Cheese



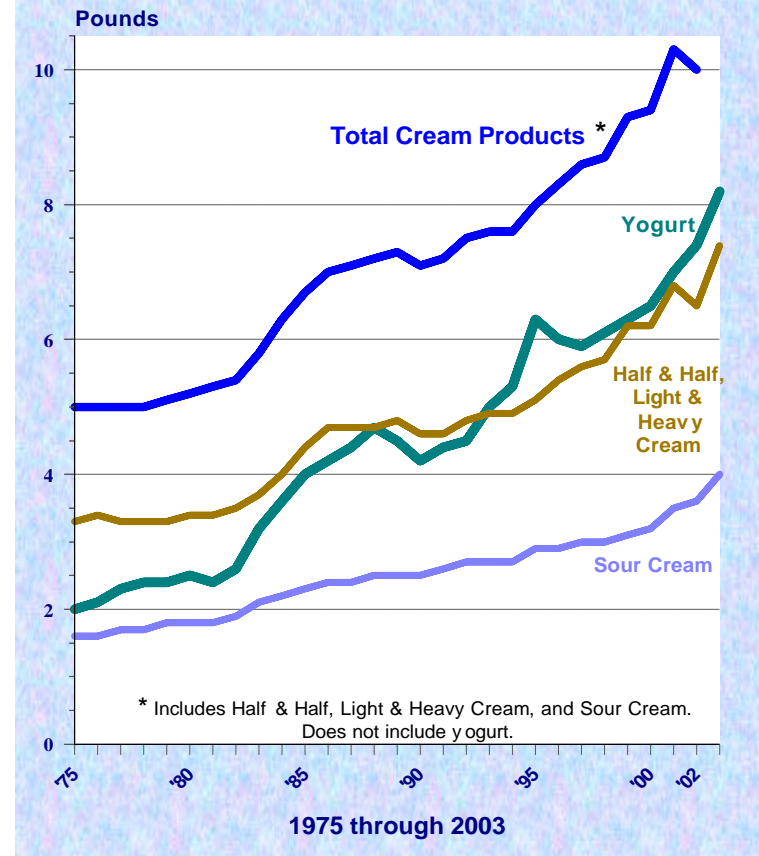
### Per Capita Consumption of Miscellaneous Cheeses



### Per Capita Consumption of Miscellaneous Dairy Products



### Per Capita Consumption of Selected Class II Products



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	6/2004	5/2004	6/2004	5/2004	6/2004	5/2004
Pacific Northwest	17.45	17.40	-0.23	-3.18	27.70	38.41
Arizona-Las Vegas	17.97	19.36	-----	-----	28.74	29.32
<b>Central</b>	<b>18.23</b>	<b>18.40</b>	<b>0.55</b>	<b>-2.18</b>	<b>26.00</b>	<b>50.62</b>
Southwest	19.40	18.67	1.72	-1.91	40.37	47.27
Upper Midwest	17.98	18.61	0.30	-1.97	15.89	53.18
Southeast	20.11	20.27	-----	-----	53.56	57.61
Midwest	18.56	18.99	0.88	-1.59	30.52	54.58
Appalachian	20.54	20.18	-----	-----	60.87	64.17
Northeast	19.70	19.84	2.02	-0.74	45.84	44.76
Florida	22.93	22.23	-----	-----	78.42	75.71

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Website: [www.fmmacentral.com](http://www.fmmacentral.com)  
E-mail: [market.administrator@fmmacentral.com](mailto:market.administrator@fmmacentral.com)  
Phone: 913-495-9300