

MARKETING SERVICE

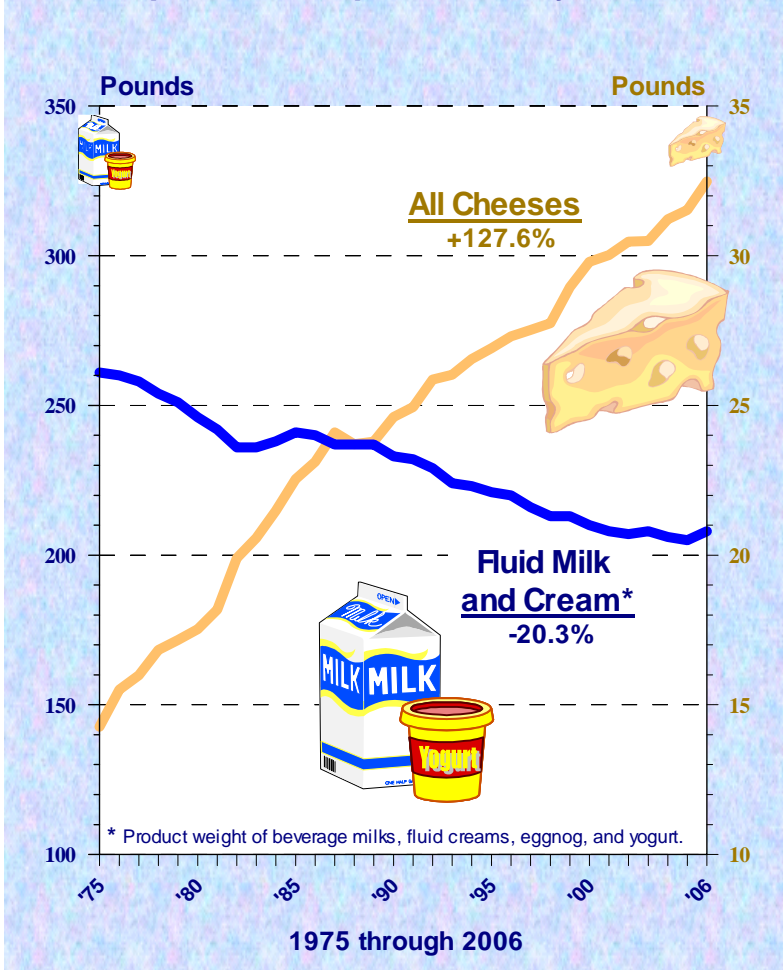
BULLETIN

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 2006*.

A continual downward trend in per capita consumption of fluid milk and cream products is depicted by the graph below and the upper right graph on page two. Comparing 2006 with 1975, fluid milk and cream consumption decreased by 20.3%. This is in sharp contrast to the persistent upward trend in cheese consumption indicated by the graph below. Per capita cheese consumption in 2006 was 127.6% greater than it was in 1975. Similarly, a strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis increased by 67 pounds per person (+12.4%), increasing from 539 pounds in 1975 to 606 pounds in 2006. (For a detailed examination of per capita sales for individual fluid dairy products see the July 2007 issue of this bulletin.)

Per Capita Consumption of Dairy Products



The remaining graphs on pages two and three depict per capita consumption for selected dairy products. The large gains in cheese consumption are further detailed 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 posted the largest gains among hard cheeses with consumption rising from 2.1 pounds per person in 1975 to 10.5 pounds during 2006. Per capita consumption of miscellaneous cheese varieties nearly doubled, increasing from 2.9 pounds in 1975 to 5.7 pounds during 2006. Yogurt and cream products also posted significant per capita consumption gains during this time frame.

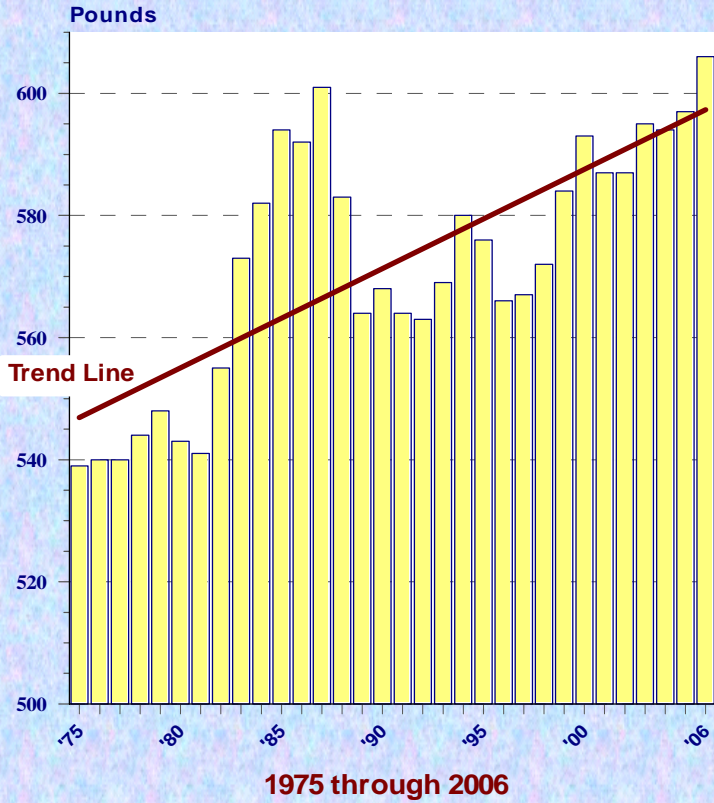
* All 2006 data is preliminary. The source for data in this bulletin is *Livestock, Dairy, and Poultry Outlook*, United States Department of Agriculture, Economic Research Service. (www.ers.usda.gov/publications/ldp)

AUGUST
2007



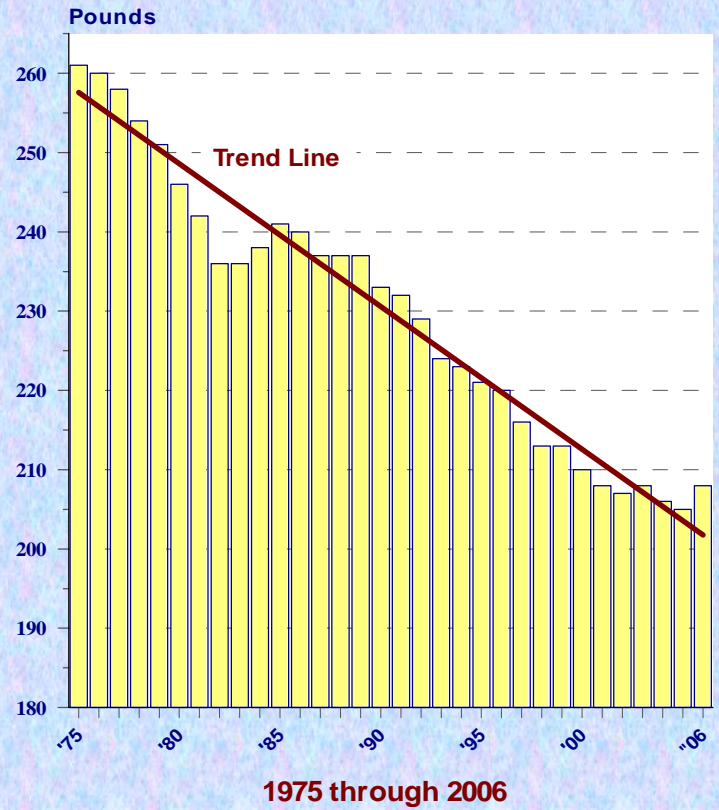
All Dairy Products

Per Capita Consumption: Milk Equivalent,
Milkfat Basis

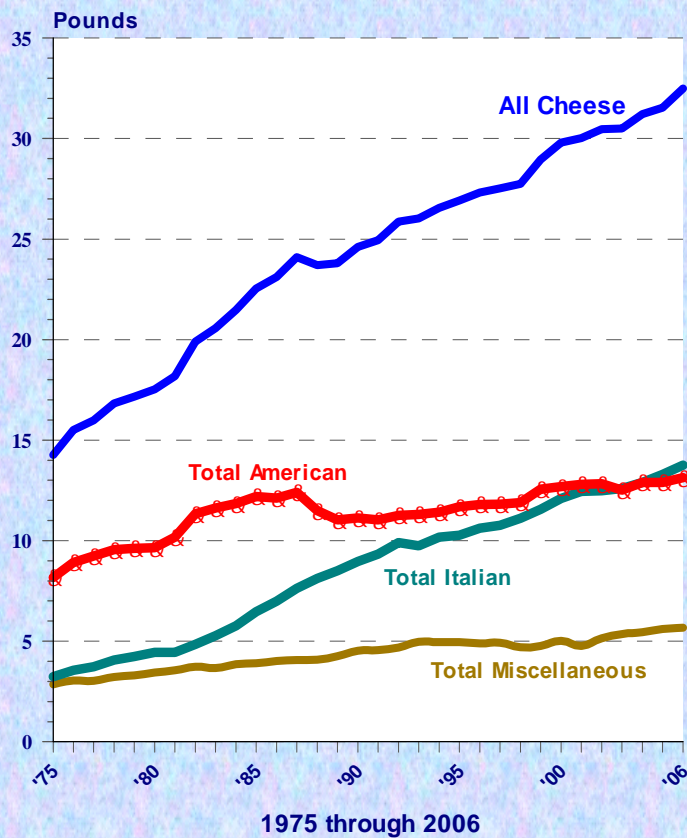


Fluid Milk & Cream

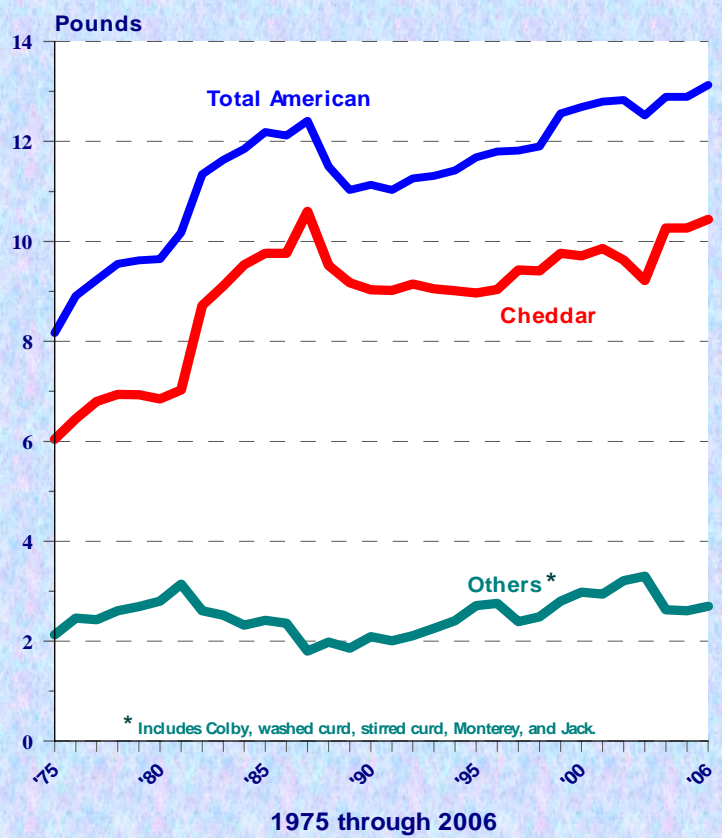
Per Capita Consumption



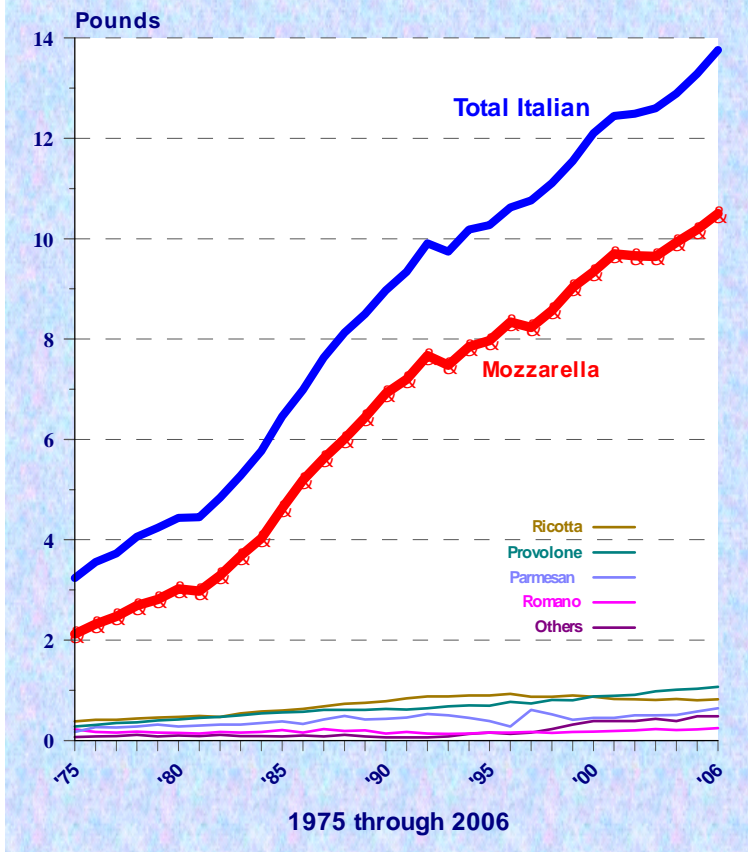
Per Capita Consumption of Cheese



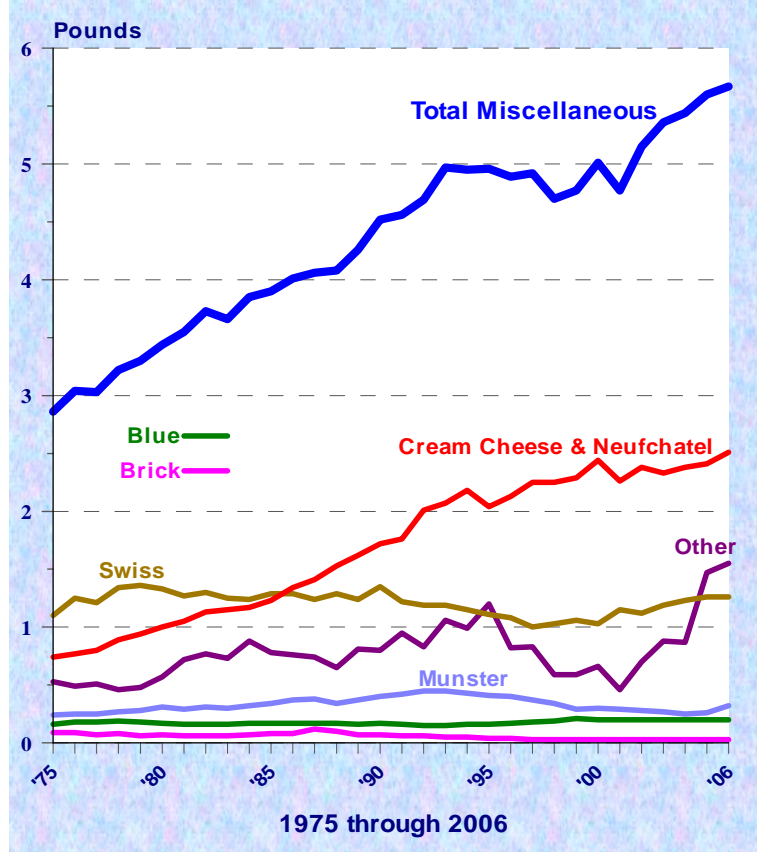
Per Capita Consumption of American Cheese



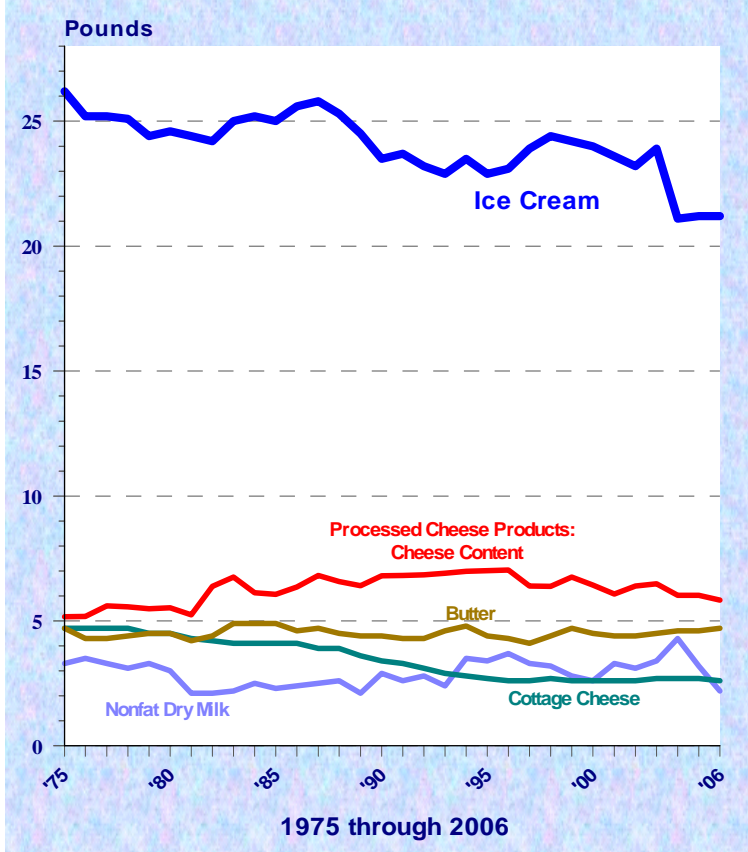
Per Capita Consumption of Italian Cheese



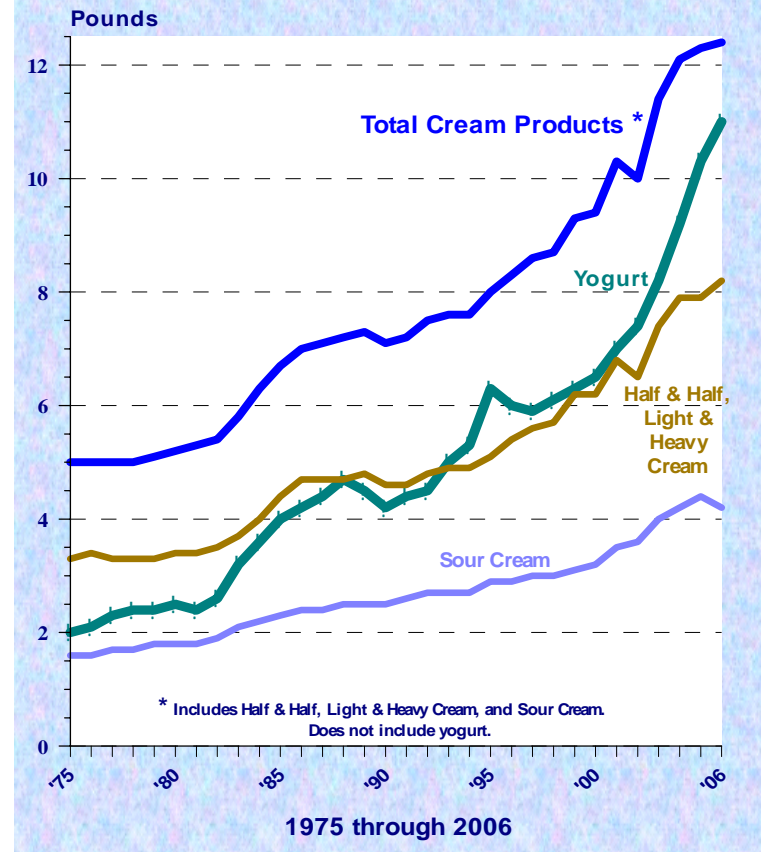
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Miscellaneous Dairy Products



Per Capita Consumption of Selected Class II Products



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Jul '07	Jun '07	Jul '07	Jun '07	Jul '07	Jun '07
Northeast	22.94	20.80	1.56	0.63	42.02	44.81
Appalachian	23.28	20.70	-----	-----	68.08	73.40
Florida	24.22	21.62	-----	-----	80.06	79.19
Southeast	23.29	20.76	-----	-----	65.80	66.67
Upper Midwest	21.65	20.12	0.27	-0.05	14.27	17.30
Central	21.90	19.80	0.52	-0.37	33.61	41.17
Mideast	21.97	19.91	0.59	-0.26	33.96	37.54
Pacific Northwest	21.98	20.19	0.60	0.02	30.10	30.63
Southwest	22.69	20.48	1.31	0.31	29.90	73.84
Arizona	22.09	20.30	-----	-----	34.41	33.40

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