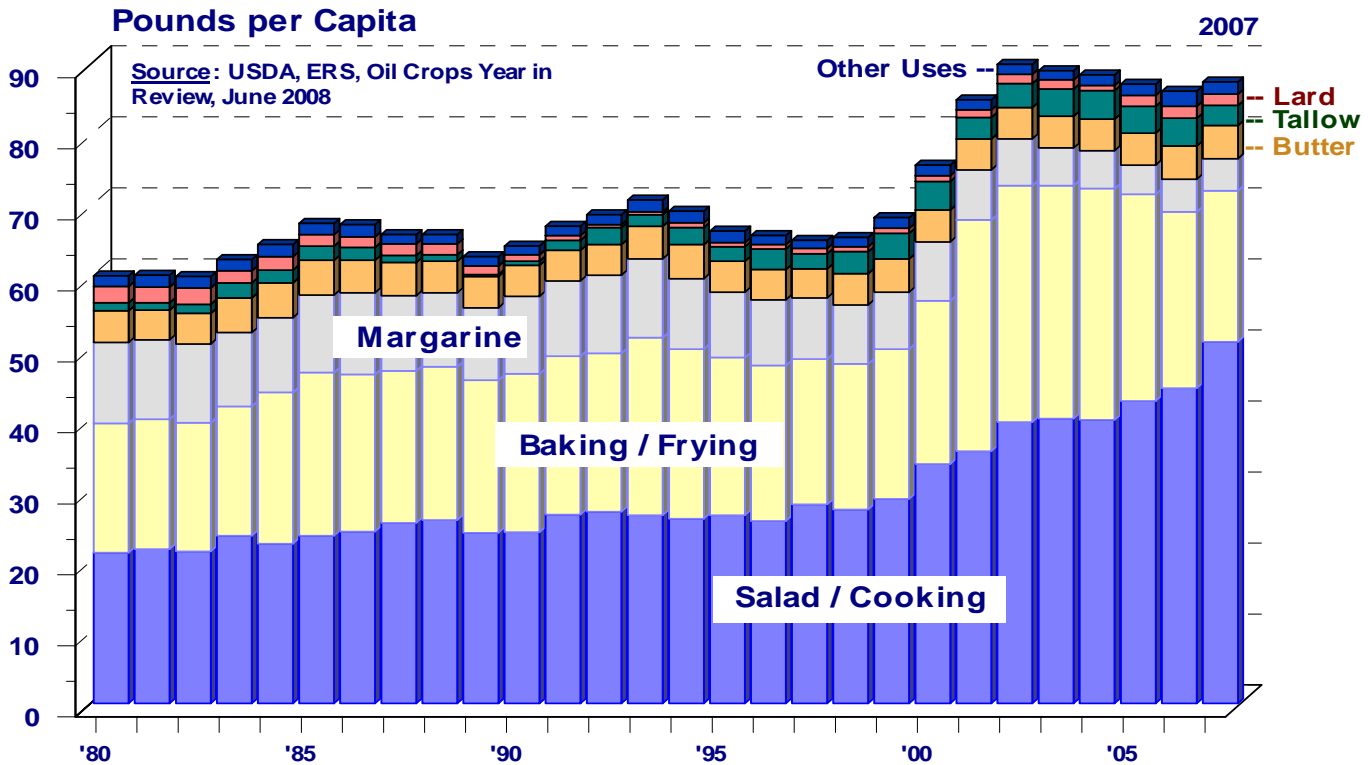


# MARKETING SERVICE

B U L L E T I N

## Per Capita Consumption of Fats and Oils in Food Products

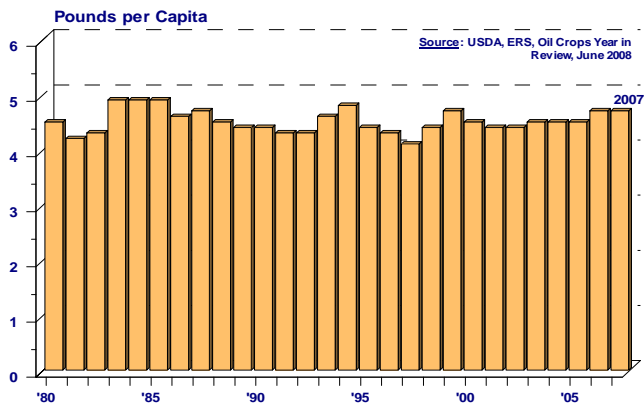


Consumption of fats and oils in food products increased by 1.2 pounds per capita in 2007 compared with the previous year. The 85.6 pounds consumed per person during 2007 computes to a 1.4% increase compared with 2006. This increase follows four consecutive years of per capita consumption decreases for fats and oils in food products. Prior to the first of these four consecutive decreases in 2003, per capita consumption had increased in 15 of the previous 22 years. It should be noted that unusually large consumption increases for baking/ frying in 2001 and salad/cooking in 2000 coincided with a change in the data source. Census Bureau data was the source for these categories, except for the 2000 through 2002 time period when USDA Economic Research Service (ERS) estimates were used. Comparisons between the time periods for these two categories and for all food uses may not be appropriate due to changes in the methodology used to calculate per capita consumption.

The data depicted in the graph above is detailed in the table on page 3 of this bulletin. The graphs on pages 2 and 4 depict per capita consumption patterns for each category of fats and oils in food products over the past 28 years. The June 2008 edition of Oil Crops Year in Review, published by the Economic Research Service,



## Per Capita Consumption of Fats and Oils in Food Products: Butter



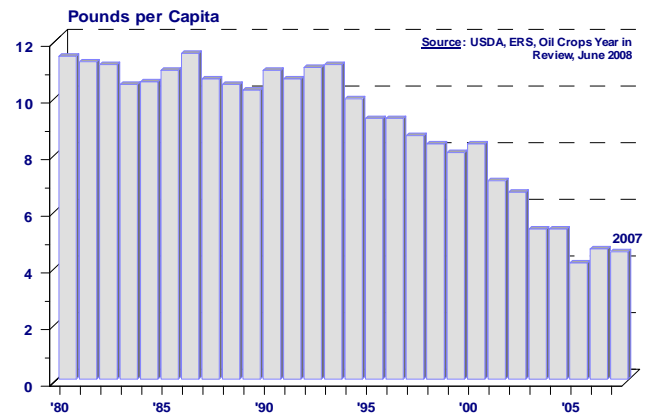
Butter consumption per person remained unchanged in 2007, following a 0.2 pound increase in 2006. Per capita butter consumption remained virtually unchanged in the five preceding years (2000-2005), with maximum year-to-year variation of 0.1 pounds. Over the 28 years depicted in the accompanying graph, butter consumption has ranged from a high of 4.9 pounds per capita during 1983-85 to a low of 4.1 pounds in 1997.

Butter consumption in 2007 was 104.4% of margarine usage on a per capita basis. This was the 2nd highest butter-to-margarine ratio recorded during the 1980 through 2007 period - the highest was 111.9% recorded in 2005. The average butter-to-margarine ratio during this period was 56.5%, with a low of 37.9% in 1981.

Consumption of margarine in 2007 was 4.5 pounds per capita, which was a 0.1 pound decrease compared with 2006. Per capita margarine consumption decreased or remained unchanged in 12 of the last 15 years. Furthermore, consumption per capita increased only 8 times compared with the previous year during the period depicted by the accompanying graph.

Per capita margarine consumption has exhibited a persistent downward trend since the early 1990s, as indicated by the graph to the right. During 2007, margarine consumption was only 39.5% of the amount recorded in 1980 on a per capita basis.

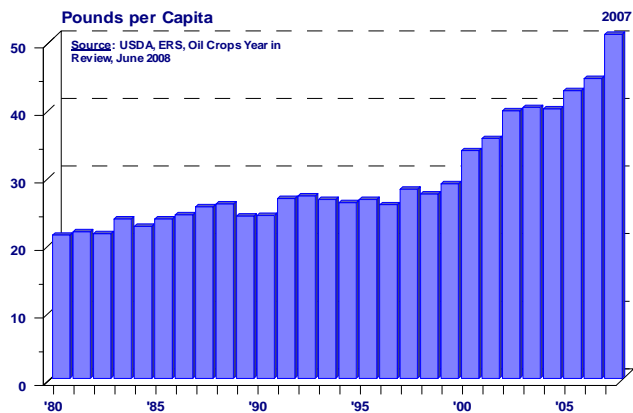
## Per Capita Consumption of Fats and Oils in Food Products: Margarine



The trend in per capita consumption of fats and oils in salad and cooking has exhibited a persistent upward trend over the 28 years depicted in the graph to the left. The total for 2007 was 50.9 pounds per person, an increase of 6.5 pounds (+14.6%) compared with 2006.

Precise comparisons to pre-2000 yearly data may not be appropriate due to the data source changes previously noted. However, the trend of increasing per capita consumption of fats and oils in the salad/cooking category is prevalent during both periods covered by the different data sources.

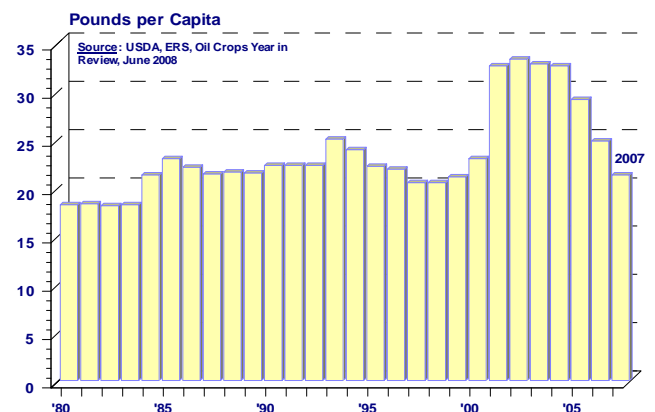
## Per Capita Consumption of Fats and Oils in Food Products: Salad / Cooking



Per capita consumption of fats and oils in the baking and frying category totaled 21.3 pounds in 2007, a decrease of 3.5 pounds (-14.1%) compared with 2006. This was the fifth consecutive year that per capita consumption decreased in this category.

Comparing 2007 with 2002, the peak year for this category, per capita consumption decreased 12.0 pounds (-36.0%). Even though comparisons over the entire period depicted by the graph to the right may not be appropriate due to data source changes, the overall trend for this category had been increasing prior to the last five years.

## Per Capita Consumption of Fats and Oils in Food Products: Baking / Frying



# Fats and Oils: Domestic Consumption in Food Products

YEAR	Lard* ( Direct Food Use )		Butter ( Actual Weight )		Margarine ( Actual Weight )		Tallow** ( Direct Food Use )	
	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	534	2.3	1,018	4.5	2,591	11.4	241	1.1
1981	510	2.2	975	4.2	2,573	11.2	223	1.0
1982	536	2.3	1,011	4.3	2,582	11.1	313	1.3
1983	401	1.7	1,150	4.9	2,446	10.4	501	2.1
1984	442	1.9	1,176	4.9	2,472	10.5	418	1.8
1985	377	1.6	1,276	4.9	2,588	10.9	476	2.0
1986	369	1.5	1,203	4.6	2,761	11.5	443	1.8
1987	379	1.6	1,141	4.7	2,565	10.6	231	1.0
1988	365	1.5	1,125	4.5	2,543	10.4	210	0.9
1989	295	1.2	1,168	4.4	2,526	10.2	68	0.3
1990	225	0.9	988	4.4	2,731	10.9	154	0.6
1991	175	0.7	1,145	4.3	2,691	10.6	367	1.4
1992	105	0.4	1,245	4.3	2,821	11.0	612	2.4
1993	95	0.4	1,243	4.6	2,887	11.1	412	1.6
1994	181	0.7	1,278	4.8	2,610	9.9	639	2.4
1995	104	0.4	1,240	4.4	2,463	9.2	533	2.0
1996	150	0.6	1,142	4.3	2,471	9.2	784	2.9
1997	208	0.8	1,130	4.1	2,344	8.6	584	2.1
1998	194	0.7	1,210	4.4	2,297	8.3	868	3.1
1999	186	0.7	1,307	4.7	2,241	8.0	996	3.6
2000	221	0.8	1,266	4.5	2,353	8.3	1,125	4.0
2001	325	1.1	1,265	4.4	2,012	7.0	869	3.0
2002	370	1.3	1,272	4.4	1,889	6.6	974	3.4
2003	369	1.3	1,302	4.5	1,549	5.3	1,108	3.8
2004	220	0.7	1,324	4.5	1,554	5.3	1,163	4.0
2005	460	1.5	1,351	4.5	1,207	4.1	1,116	3.8
2006	499	1.7	1,407	4.7	1,389	4.6	1,160	3.9
2007 <sup>2/</sup>	474	1.6	1,426	4.7	1,359	4.5	848	2.8

YEAR	Baking / Frying		Salad / Cooking		Other Edible Uses*		All Food Products	
	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	4,150	18.2	4,837	21.2	343	1.5	12,991	57.0
1981	4,199	18.3	4,986	21.7	384	1.7	13,141	57.1
1982	4,195	18.1	4,980	21.4	374	1.6	13,271	57.2
1983	4,269	18.2	5,524	23.6	365	1.6	13,937	59.5
1984	5,039	21.3	5,319	22.5	404	1.7	14,541	61.5
1985	5,478	23.0	5,617	23.6	375	1.6	15,413	64.6
1986	5,328	22.1	5,831	24.2	404	1.7	15,547	64.6
1987	5,205	21.4	6,156	25.4	316	1.3	15,251	62.8
1988	5,282	21.6	6,324	25.8	318	1.3	15,433	63.0
1989	5,322	21.5	5,940	24.0	313	1.3	14,892	60.2
1990	5,571	22.3	6,040	24.1	291	1.2	15,256	61.0
1991	5,663	22.3	6,743	26.6	321	1.3	16,337	64.4
1992	5,732	22.3	6,946	27.0	367	1.4	17,014	66.2
1993	6,495	25.0	6,907	26.5	451	1.7	17,664	67.9
1994	6,305	23.9	6,845	26.0	426	1.6	17,507	66.5
1995	5,926	22.2	7,057	26.5	434	1.6	17,016	63.8
1996	5,914	21.9	6,924	25.7	361	1.3	17,023	63.1
1997	5,606	20.5	7,652	28.0	297	1.1	17,127	62.8
1998	5,669	20.5	7,532	27.3	365	1.3	17,434	63.1
1999	5,886	21.1	8,030	28.8	431	1.5	18,368	65.8
2000 <sup>1/</sup>	6,482	23.0	9,522	33.7	429	1.5	20,674	73.2
2001 <sup>1/</sup>	9,315	32.6	10,144	35.5	408	1.4	23,682	83.0
2002 <sup>1/</sup>	9,607	33.3	11,430	39.6	402	1.4	25,311	87.8
2003	9,549	32.8	11,683	40.1	386	1.3	25,375	87.1
2004	9,576	32.6	11,724	39.9	436	1.5	25,421	86.5
2005	8,644	29.1	12,658	42.6	480	1.6	25,404	85.6
2006	7,434	24.8	13,323	44.4	642	2.1	25,295	84.4
2007 <sup>2/</sup>	6,459	21.3	15,393	50.9	507	1.7	25,908	85.6

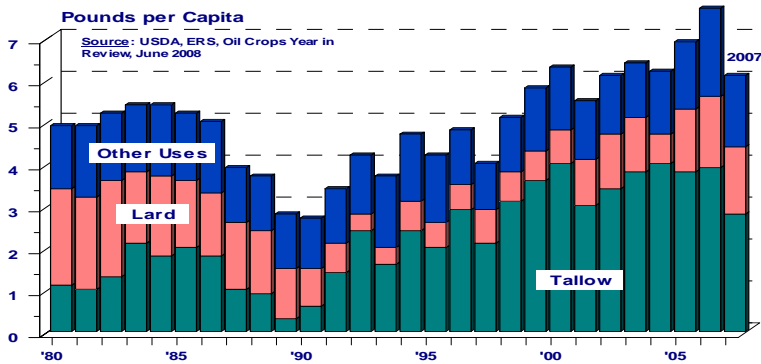
**Source:** United States Department of Agriculture, Economic Research Service, Market and Trade Economics Division, Oil Crops Year in Review, June 2008, OCS-2008.

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

<sup>1/</sup> Economic Research Service estimates. <sup>2/</sup> Preliminary.

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	June '08	May '08	June '08	May '08	June '08	May '08
Northeast	19.56	18.18	-0.69	0.00	43.76	42.92
Appalachian	20.22	19.11	-----	-----	67.06	70.18
Florida	22.36	21.38	-----	-----	75.56	84.25
Southeast	20.80	19.60	-----	-----	70.25	64.74
Upper Midwest	19.79	17.99	-0.46	-0.19	16.77	20.33
<b>Central</b>	<b>18.50</b>	<b>17.08</b>	<b>-1.75</b>	<b>-1.10</b>	<b>40.56</b>	<b>42.77</b>
Mideast	18.96	17.53	-1.29	-0.65	39.30	45.96
Pacific Northwest	18.03	16.83	-2.22	-1.35	34.48	35.71
Southwest	19.02	17.88	-1.23	-0.30	47.61	51.11
Arizona	18.65	17.20	-----	-----	29.94	30.65

**Per Capita Consumption of Fats and Oils in Food Products: Tallow, Lard, Other**



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