

MARKETING SERVICE

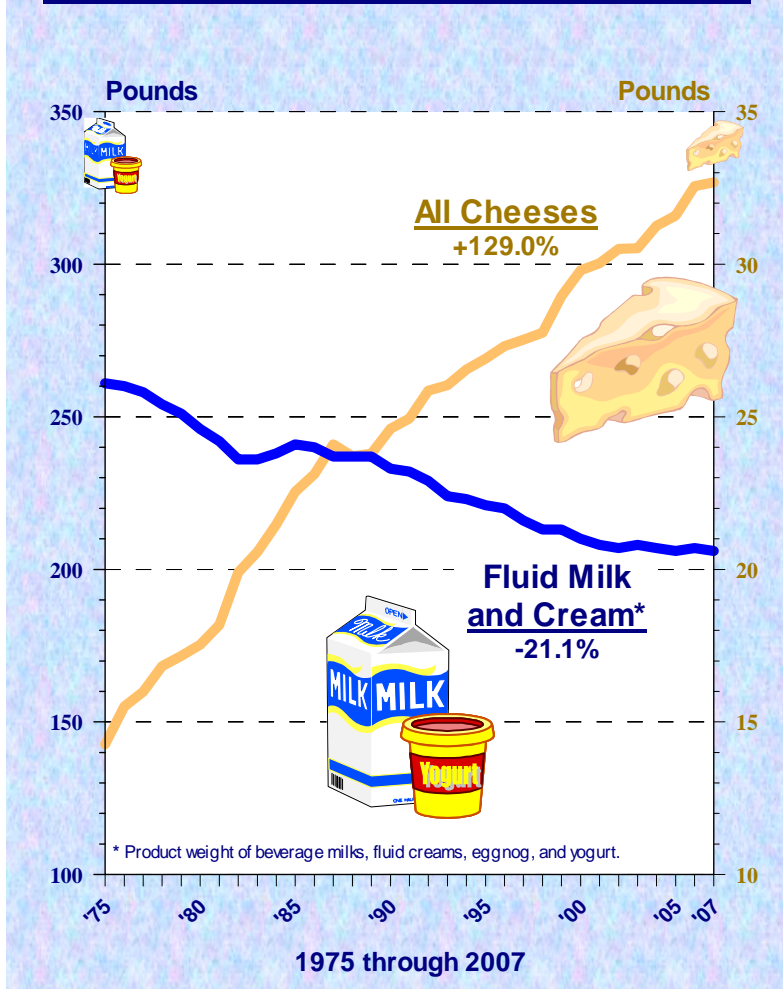
BULLETIN

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 2007*.

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 2007 with 1975, fluid milk and cream consumption decreased by 21.1%. This is in sharp contrast to the persistent upward trend in cheese consumption indicated by the graph below. Per capita cheese consumption in 2007 was 129.0% 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 71 pounds per person (+13.2%), increasing from 539 pounds in 1975 to 610 pounds in 2007.

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 11.0 pounds during 2007. Per capita consumption of miscellaneous cheese varieties doubled, increasing from 2.9 pounds in 1975 to 5.8 pounds during 2007. Yogurt and cream products also posted significant per capita consumption gains during this time frame.

* All 2007 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/2008/08Aug/ldpm170tables.pdf)

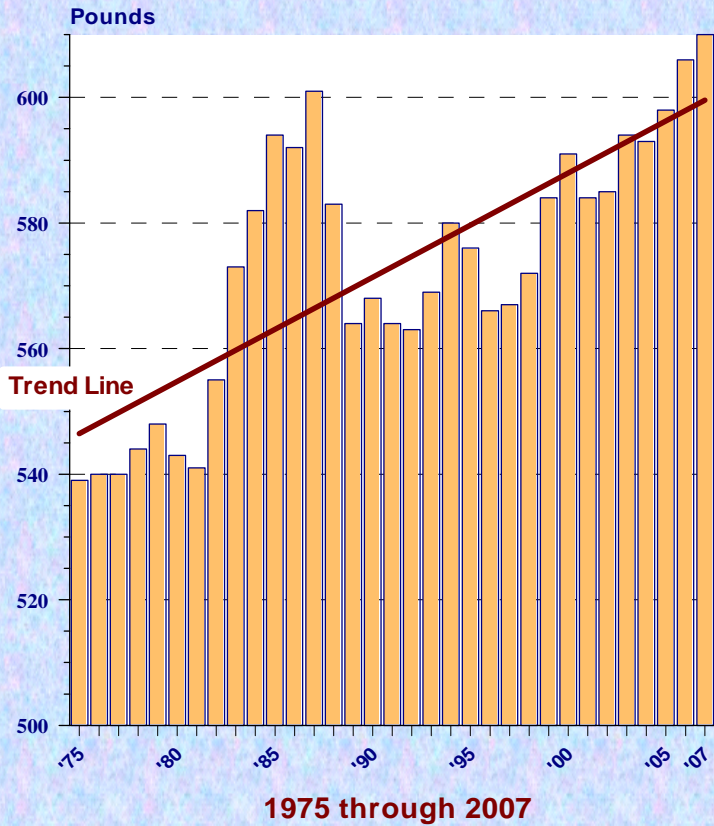
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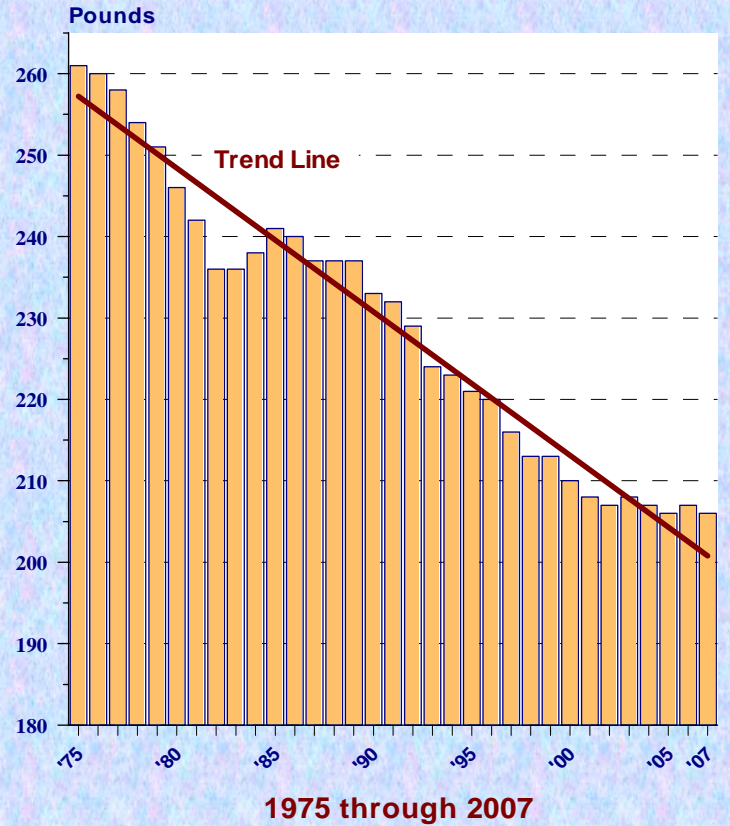
All Dairy Products

Per Capita Consumption: Milk Equivalent, Milkfat Basis

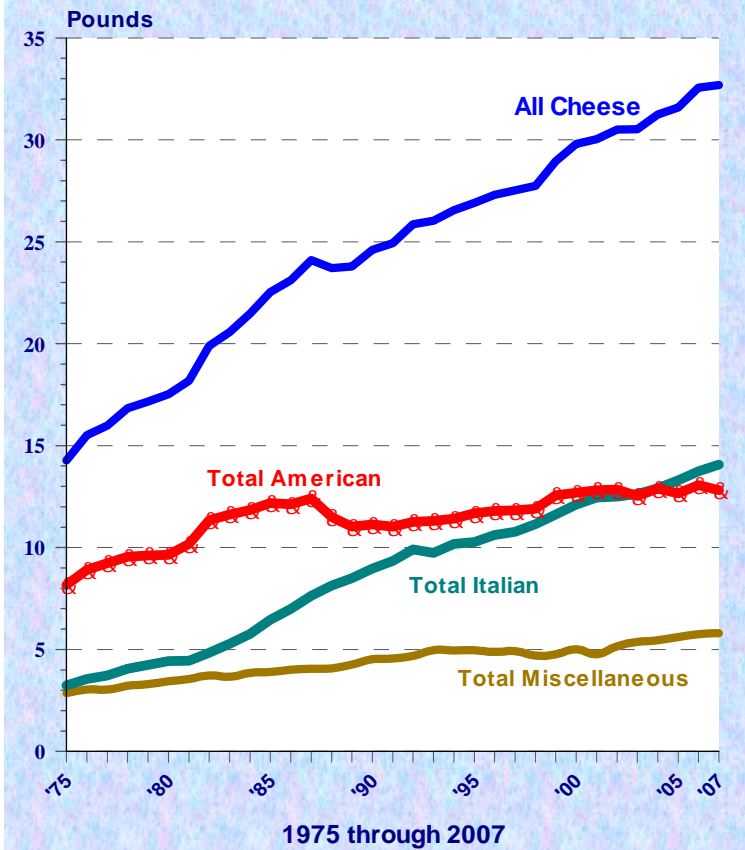


Fluid Milk & Cream

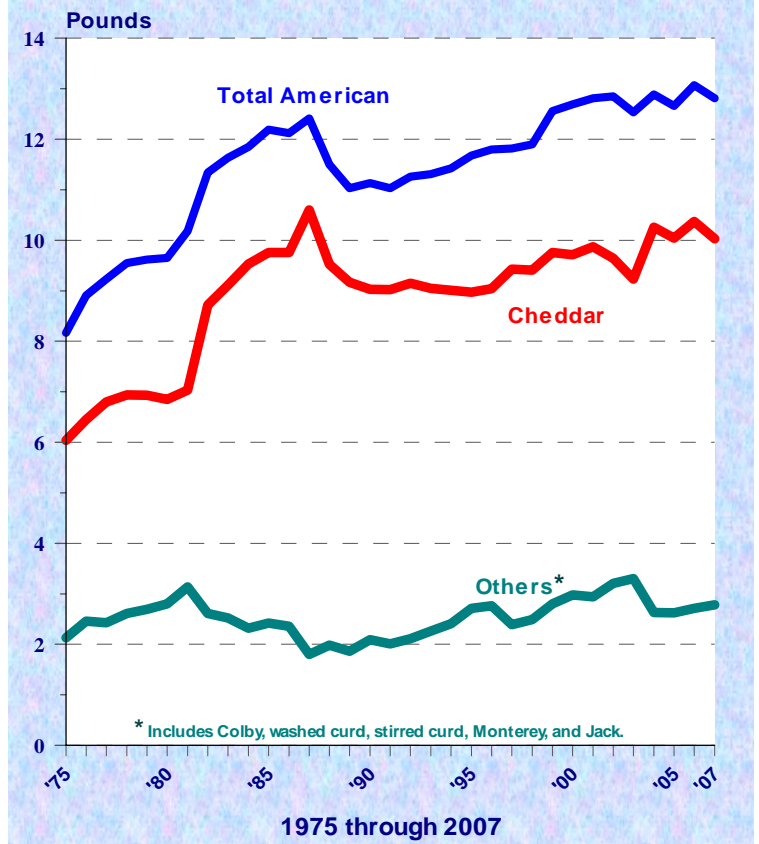
Per Capita Consumption



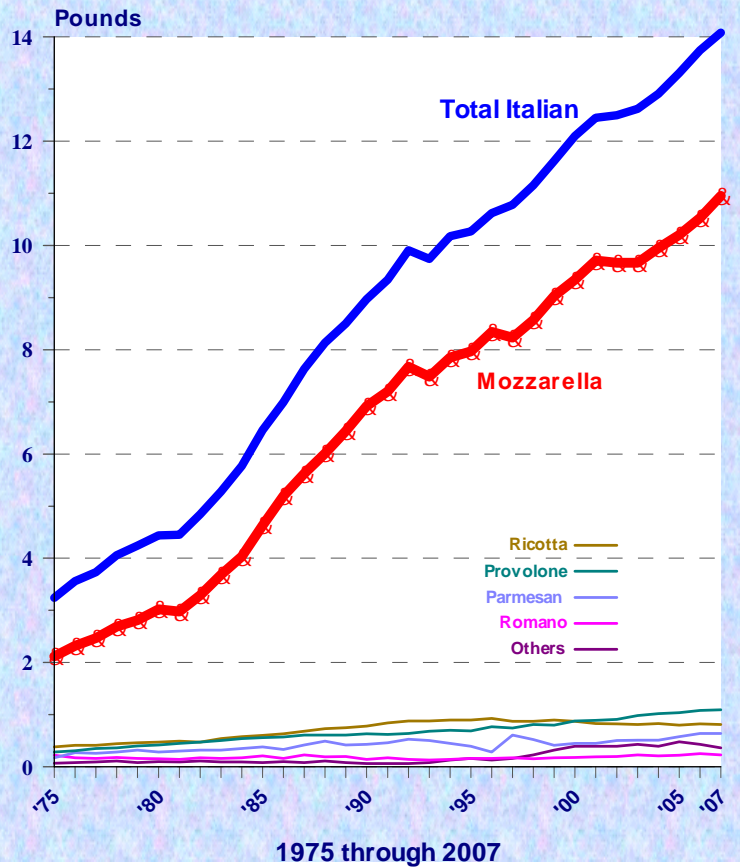
Per Capita Consumption of Cheese



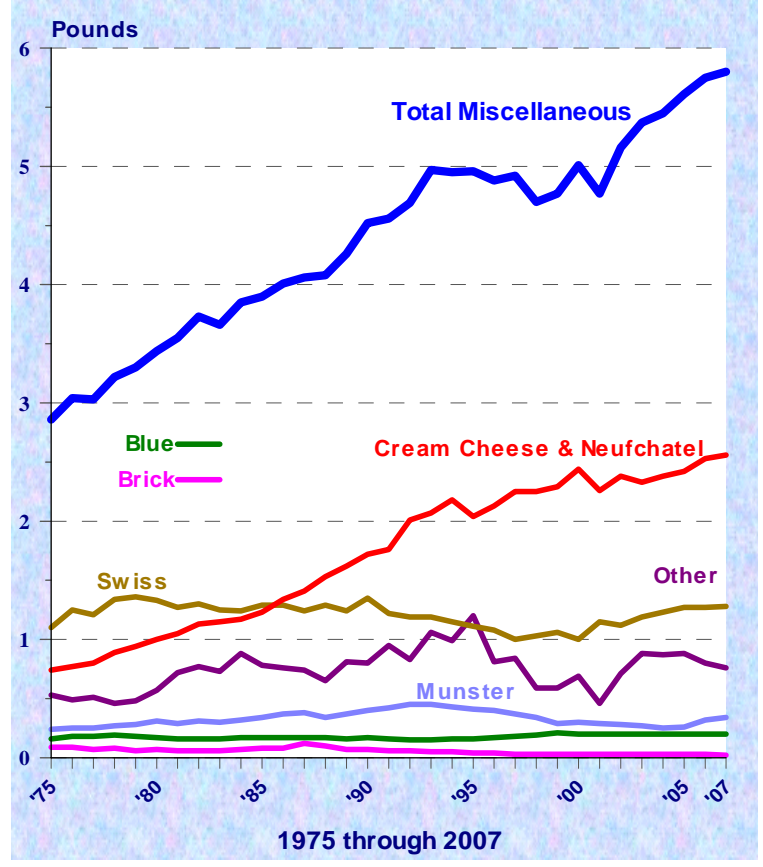
Per Capita Consumption of American Cheese



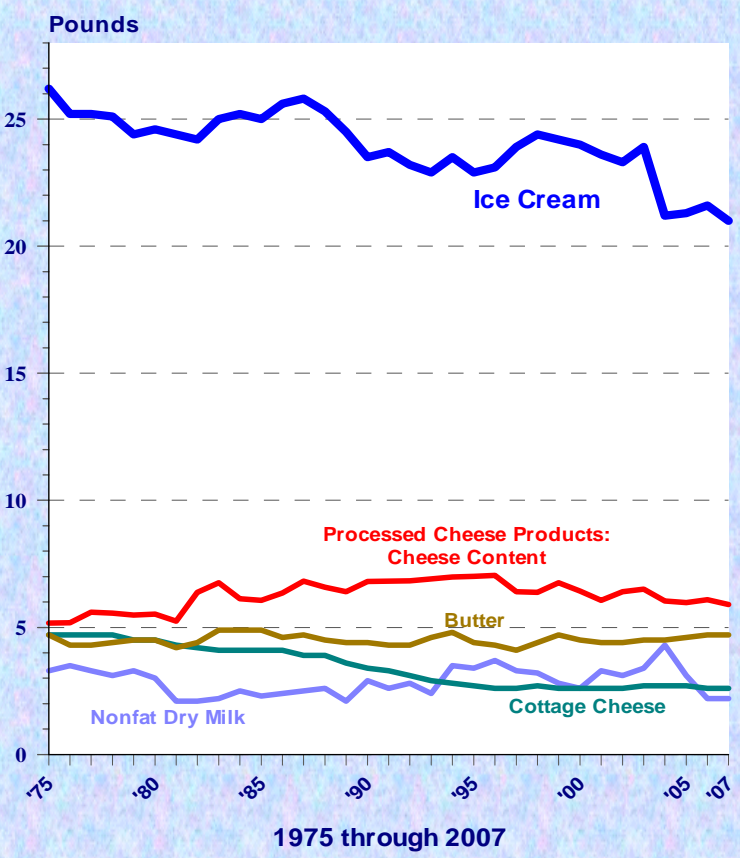
Per Capita Consumption of Italian Cheese



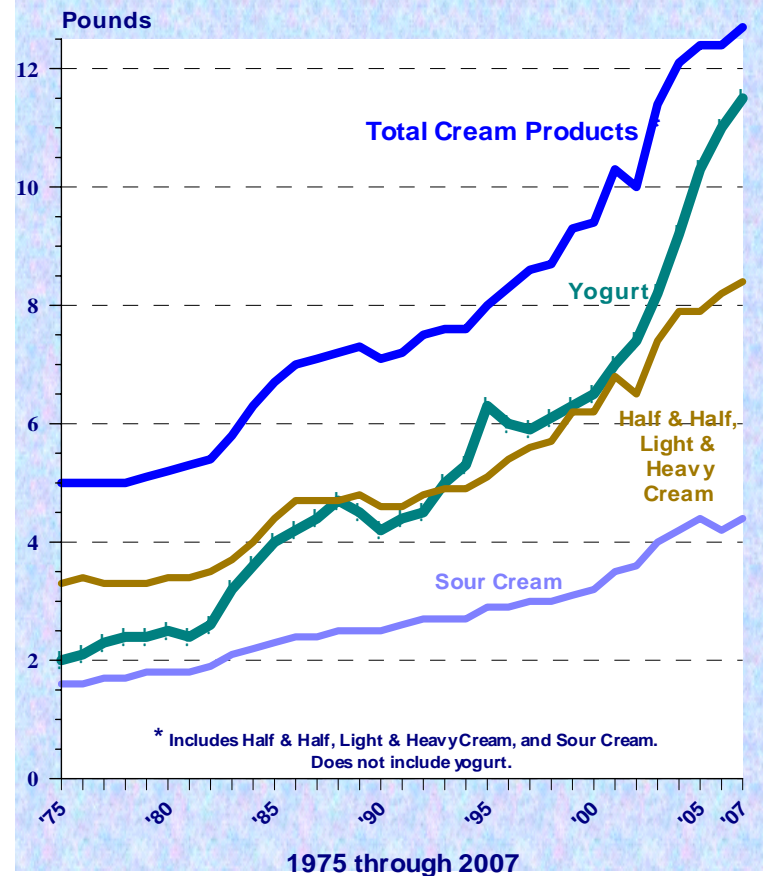
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Miscellaneous Dairy Products



Per Capita Consumption of Selected Class II Products



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	<u>Aug '08</u>	<u>Jul '08</u>	<u>Aug '08</u>	<u>Jul '08</u>	<u>Aug '08</u>	<u>Jul '08</u>
Northeast	19.50	20.61	2.18	2.37	42.14	40.53
Appalachian	20.72	22.31	-----	-----	69.48	69.43
Florida	23.01	24.89	-----	-----	84.90	83.54
Southeast	21.25	22.68	-----	-----	72.09	67.74
Upper Midwest	17.81	18.90	0.49	0.66	13.42	14.64
Central	18.32	19.38	1.00	1.14	33.58	35.17
Mideast	18.70	19.71	1.38	1.47	40.51	36.39
Pacific Northwest	18.03	18.94	0.71	0.70	28.06	27.06
Southwest	19.32	20.09	2.00	1.85	37.04	31.35
Arizona	18.50	19.31	-----	-----	36.70	32.05

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