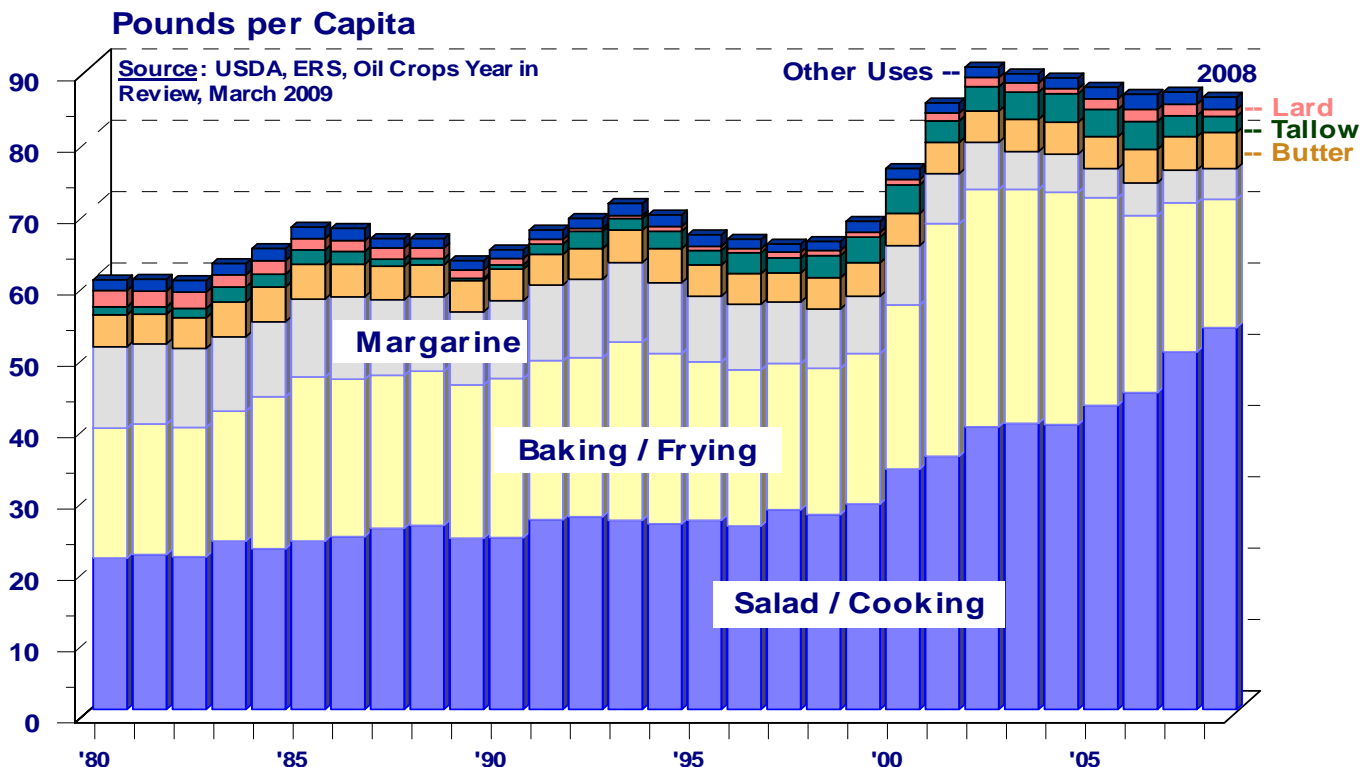


MARKETING SERVICE

B U L L E T I N

Per Capita Consumption of Fats and Oils in Food Products

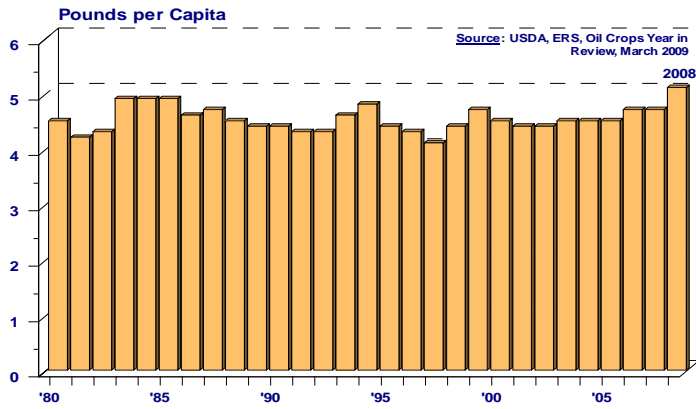


Consumption of fats and oils in food products decreased by 0.9 pounds per capita in 2008 compared with the previous year. The 83.8 pounds consumed per person during 2008 computes to a 1.1% decrease compared with 2007, and it is the fifth per capita decrease recorded in the last six years. Prior to 2003, 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 29 years. The March 2009 edition of Oil Crops Yearbook, published by the Economic Research Service, is the source for all data used in this bulletin.



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



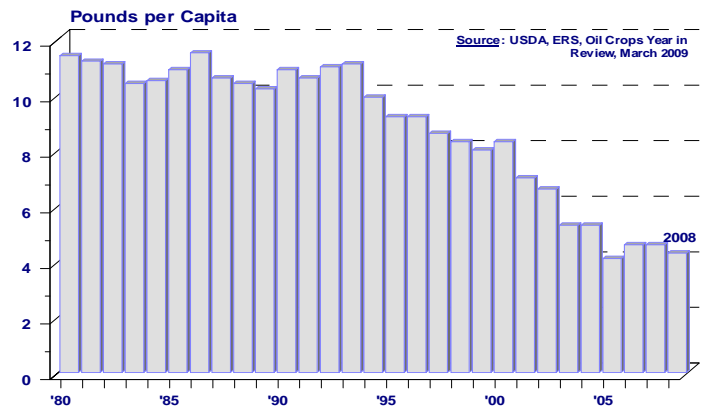
Butter consumption in 2008, at 5.1 pounds per capita, was the highest amount recorded during the 29 year span depicted in the accompanying graph. Per capita consumption in 2008 was +24.4% greater than the low of 4.1 pounds consumed in 1997, and is an increase of 0.4 pounds (+8.5%) compared with 2007.

Butter consumption in 2008 was 118.6% of margarine usage on a per capita basis. This was the highest butter-to-margarine ratio recorded during the 1980 through 2007 period - the 2nd highest was 111.9% recorded in 2005. The average butter-to-margarine ratio during this period was 57.7%, with a low of 37.9% in 1981.

Consumption of margarine in 2008 was 4.3 pounds per capita, which was a 0.3 pound decrease compared with 2007. Per capita margarine consumption decreased or remained unchanged in 13 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 2008 margarine consumption was only 37.7% of the amount recorded in 1980 on a per capita basis.

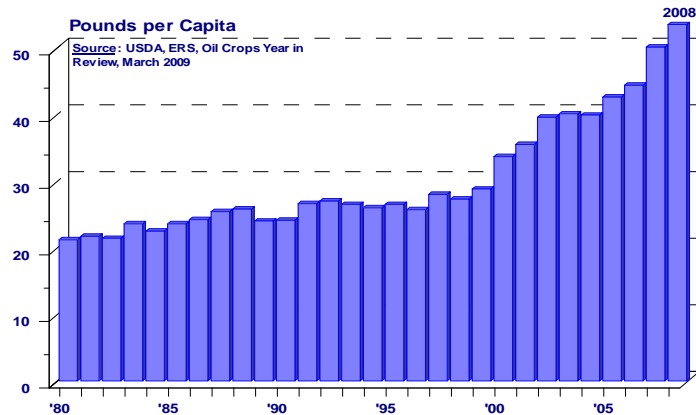
Per Capita Consumption of Fats and Oils in Food Products: Margarine



The trend in per capita consumption of fats and oils in salad and cooking has exhibited a persistent upward trend over the 29 years depicted in the graph to the left. The total for 2008 was 53.5 pounds per person, an increase of 3.4 pounds (+6.8%) compared with 2007.

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.

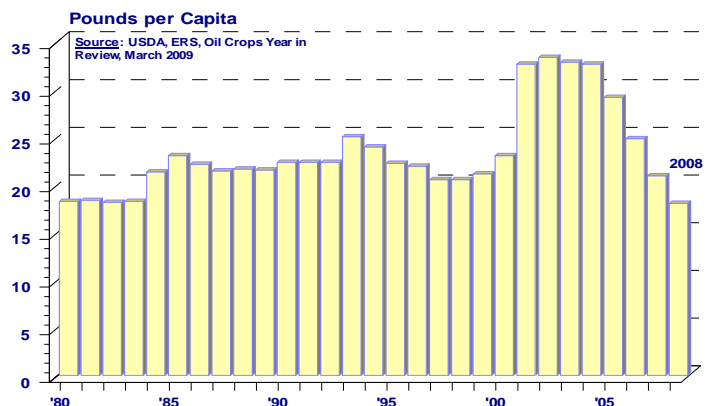
Per Capita Consumption of Fats and Oils in Food Products: Salad / Cooking



Per capita consumption of fats and oils in the baking and frying category totaled 18.0 pounds in 2008, a decrease of 2.9 pounds (-13.9%) compared with 2007. This was the 6th consecutive year that per capita consumption has decreased in this category.

Comparing 2008 with 2002, the peak year for this category, per capita consumption decreased 15.3 pounds (-45.9%). 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 six years.

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



Fats and Oils: Domestic Consumption in Food Products

Calendar year	Butter (actual weight)		Lard 2/ (direct food use)		Tallow 1/ (direct food use)		Margarine (actual weight)	
	Total	Per capita	Total	Per capita	Total	Per capita	Total	Per capita
	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.
1980	1,018	4.5	534	2.3	241	1.1	2,591	11.4
1981	975	4.2	510	2.2	223	1.0	2,573	11.2
1982	1,011	4.3	536	2.3	313	1.3	2,582	11.1
1983	1,150	4.9	401	1.7	501	2.1	2,446	10.4
1984	1,176	4.9	442	1.9	418	1.8	2,472	10.5
1985	1,276	4.9	377	1.6	476	2.0	2,588	10.9
1986	1,203	4.6	369	1.5	443	1.8	2,761	11.5
1987	1,141	4.7	379	1.6	231	1.0	2,565	10.6
1988	1,125	4.5	365	1.5	210	0.9	2,543	10.4
1989	1,168	4.4	295	1.2	68	0.3	2,526	10.2
1990	988	4.4	225	0.9	154	0.6	2,731	10.9
1991	1,145	4.3	175	0.7	367	1.4	2,691	10.6
1992	1,245	4.3	105	0.4	612	2.4	2,821	11.0
1993	1,243	4.6	95	0.4	412	1.6	2,887	11.1
1994	1,278	4.8	181	0.7	639	2.4	2,610	9.9
1995	1,240	4.4	104	0.4	533	2.0	2,463	9.2
1996	1,142	4.3	150	0.6	784	2.9	2,471	9.2
1997	1,130	4.1	208	0.8	584	2.1	2,344	8.6
1998	1,210	4.4	194	0.7	868	3.1	2,297	8.3
1999	1,307	4.7	186	0.7	996	3.6	2,241	8.0
2000	1,266	4.5	221	0.8	1,125	4.0	2,353	8.3
2001	1,265	4.4	325	1.1	869	3.0	2,012	7.0
2002	1,272	4.4	370	1.3	974	3.4	1,889	6.6
2003	1,302	4.5	369	1.3	1,108	3.8	1,549	5.3
2004	1,324	4.5	220	0.7	1,163	4.0	1,554	5.3
2005	1,351	4.5	460	1.5	1,116	3.8	1,207	4.1
2006	1,408	4.7	499	1.7	1,160	3.9	1,389	4.6
2007	1,432	4.7	487	1.6	889	2.9	1,387	4.6
2008 4/	1,542	5.1	310	1.0	661	2.2	1,301	4.3

	Baking or frying fats		Salad or cooking oils		Other edible uses 2/		All food products	
	Total	Per capita	Total	Per capita	Total	Per capita	Total	Per capita
	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.
1980	4,150	18.2	4,836	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	13,272	57.2
1983	4,269	18.2	5,526	23.6	365	1.6	13,939	59.5
1984	5,039	21.3	5,325	22.5	404	1.7	14,546	61.5
1985	5,478	23.0	5,702	23.9	375	1.6	15,498	65.0
1986	5,328	22.1	6,016	25.0	404	1.7	15,732	65.4
1987	5,205	21.4	6,429	26.5	316	1.3	15,524	63.9
1988	5,282	21.6	6,754	27.6	318	1.3	15,863	64.7
1989	5,322	21.5	6,331	25.6	313	1.3	15,283	61.8
1990	5,571	22.3	6,278	25.1	291	1.2	15,495	61.9
1991	5,663	22.3	6,659	26.3	321	1.3	16,253	64.1
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 3/	6,482	23.0	9,522	33.7	429	1.5	20,674	73.2
2001 3/	9,315	32.6	10,144	35.5	408	1.4	23,682	83.0
2002 3/	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	13,322	44.4	642	2.1	25,295	84.4
2007	6,340	20.9	15,159	50.1	507	1.7	25,637	84.7
2008 4/	5,469	18.0	16,259	53.5	503	1.7	25,476	83.8

Source: USDA, Economic Research Service, *Oil Crops Yearbook*, March 2009, OCS-2009.

1/ Direct use is an ERS calculation.

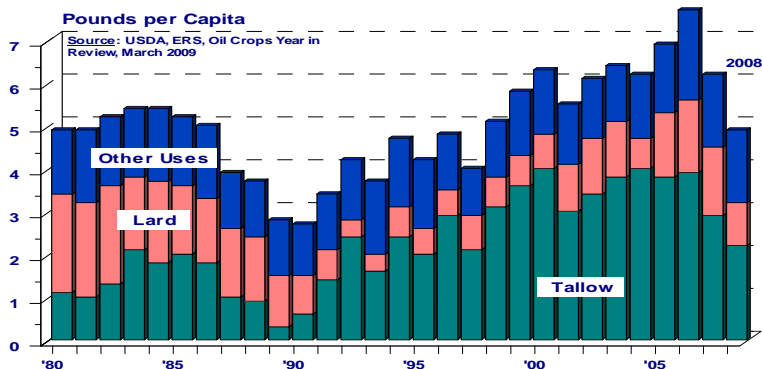
2/ Factory use as a proxy for domestic consumption in other edible products.

3/ ERS estimates.

4/ Preliminary.

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	July '09	June '09	July '09	June '09	July '09	June '09
Northeast	11.99	11.93	2.02	1.96	40.77	41.20
Appalachian	12.92	12.66	-----	-----	69.81	64.19
Florida	15.08	14.96	-----	-----	88.90	88.74
Southeast	13.07	12.83	-----	-----	66.92	61.19
Upper Midwest	10.30	10.29	0.33	0.32	12.34	12.32
Central	10.76	10.70	0.79	0.73	28.32	27.47
Mideast	11.07	10.99	1.10	1.02	37.85	36.92
Pacific Northwest	10.74	10.70	0.77	0.73	27.39	26.86
Southwest	11.77	11.64	1.80	1.67	35.30	32.91
Arizona	11.10	10.95	-----	-----	38.47	33.18

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



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