

MARKETING SERVICE

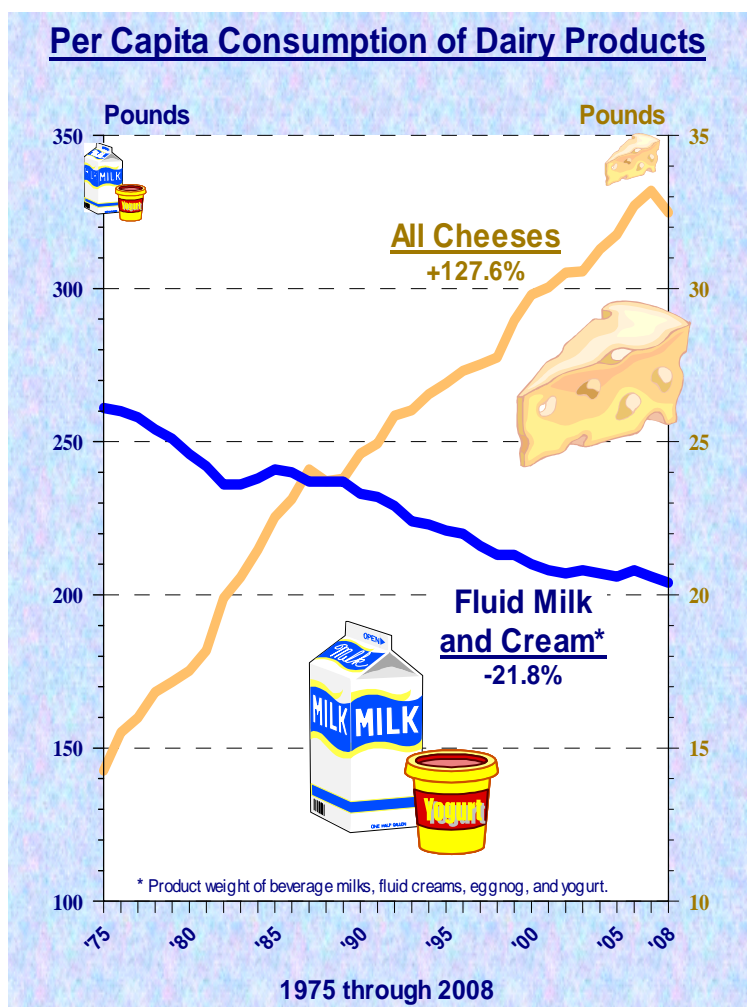
B U L L E T I N

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 2008*.

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 2008 with 1975, fluid milk and cream consumption decreased by 21.8%. This is in sharp contrast to the persistent upward trend in cheese consumption indicated by the graph below. Per capita cheese consumption in 2008 was 127.6% greater than it was in 1975; however, consumption in 2008 decreased by 2.1% compared with 2007. This was the first yearly decline in per capita cheese consumption since 1988, and only the second drop over the entire period depicted by the graph on this page.

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 grew by 65 pounds per person (+12.1%), increasing from 539 pounds in 1975 to 604 pounds in 2008.



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 10.7 pounds during 2008. Per capita consumption of miscellaneous cheese varieties grew by over 85%, increasing from 2.9 pounds in 1975 to 5.4 pounds during 2008. Yogurt and cream products also posted significant per capita consumption gains during this time frame.

* All 2008 data is preliminary.
The source for data in this bulletin is: *Livestock, Dairy, and Poultry Outlook (August & September 2009)*, United States Department of Agriculture, Economic Research Service.

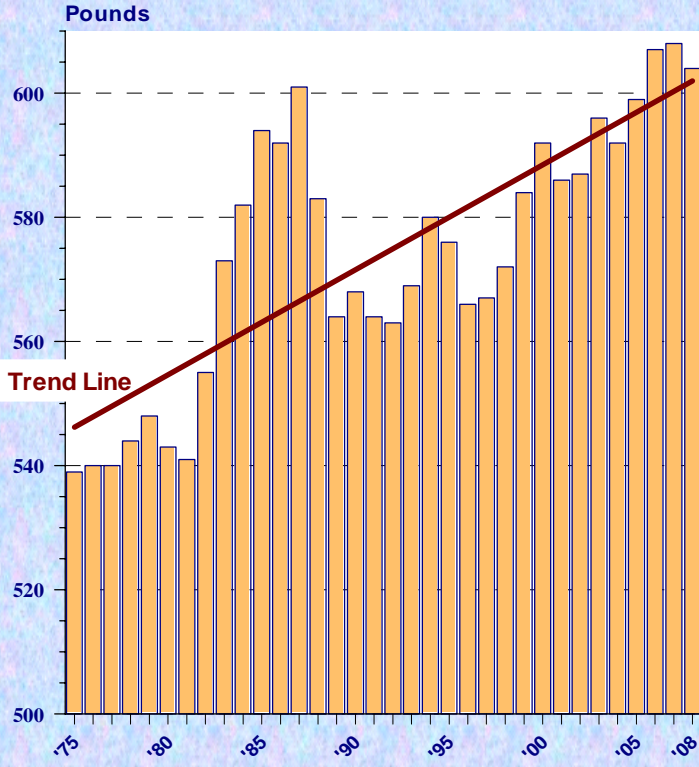
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All Dairy Products

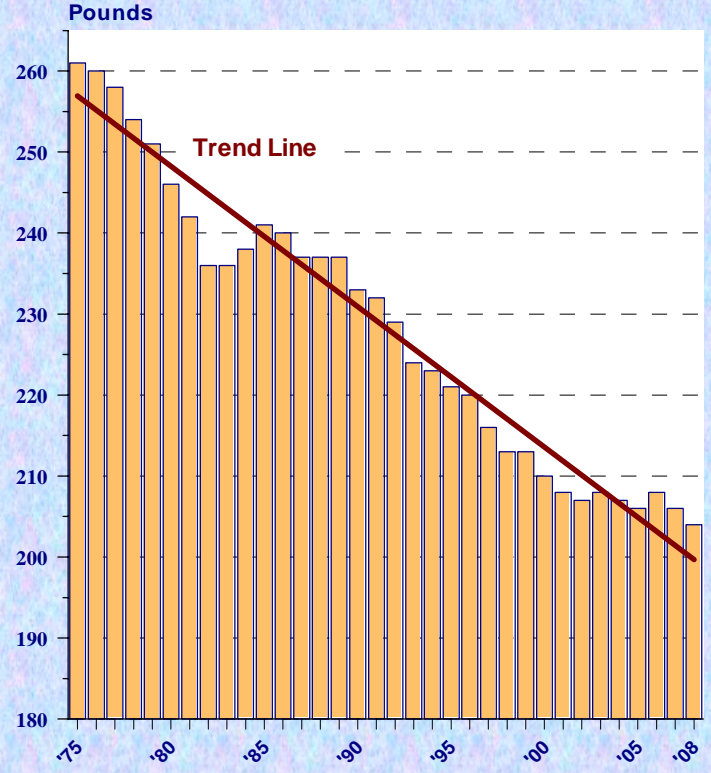
Per Capita Consumption: Milk Equivalent,
Milkfat Basis



1975 through 2008

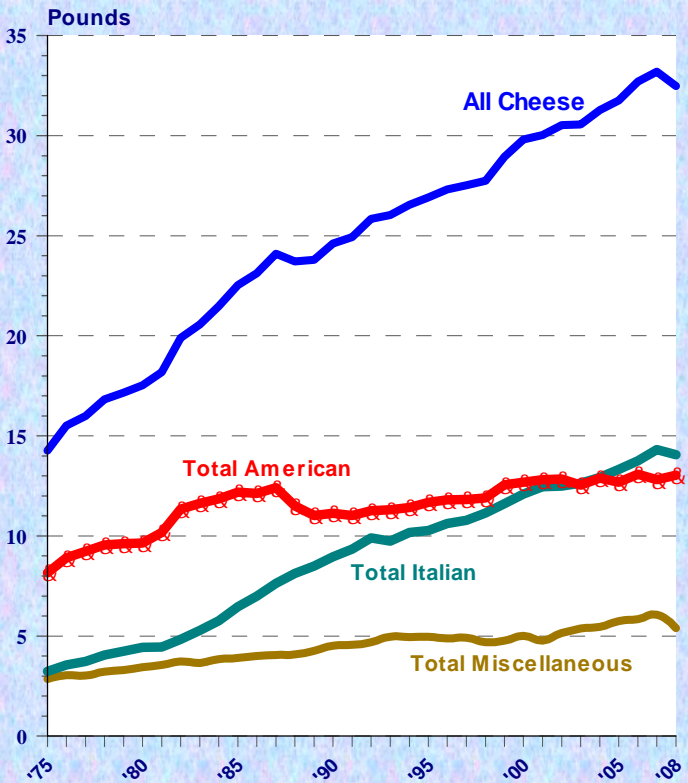
Fluid Milk & Cream

Per Capita Consumption



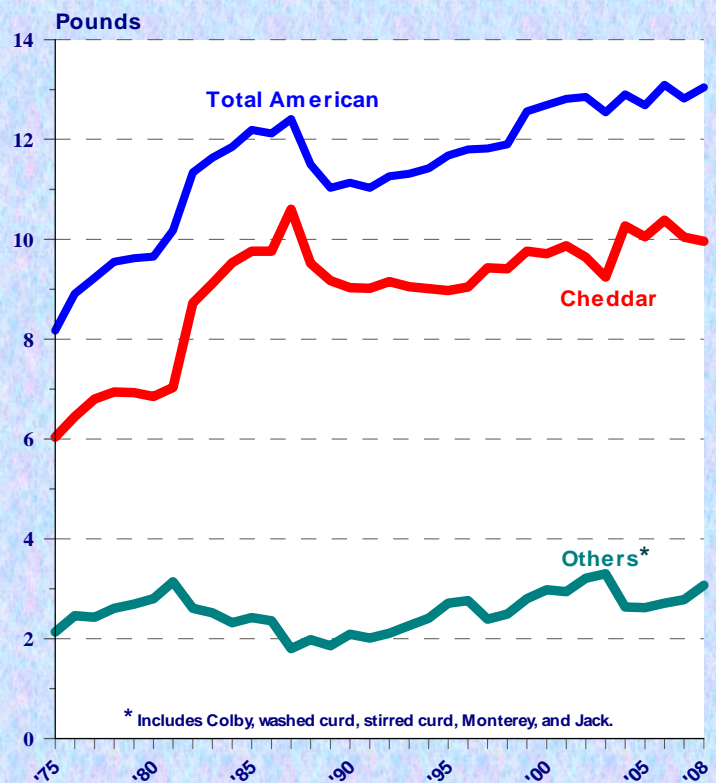
1975 through 2008

Per Capita Consumption of Cheese



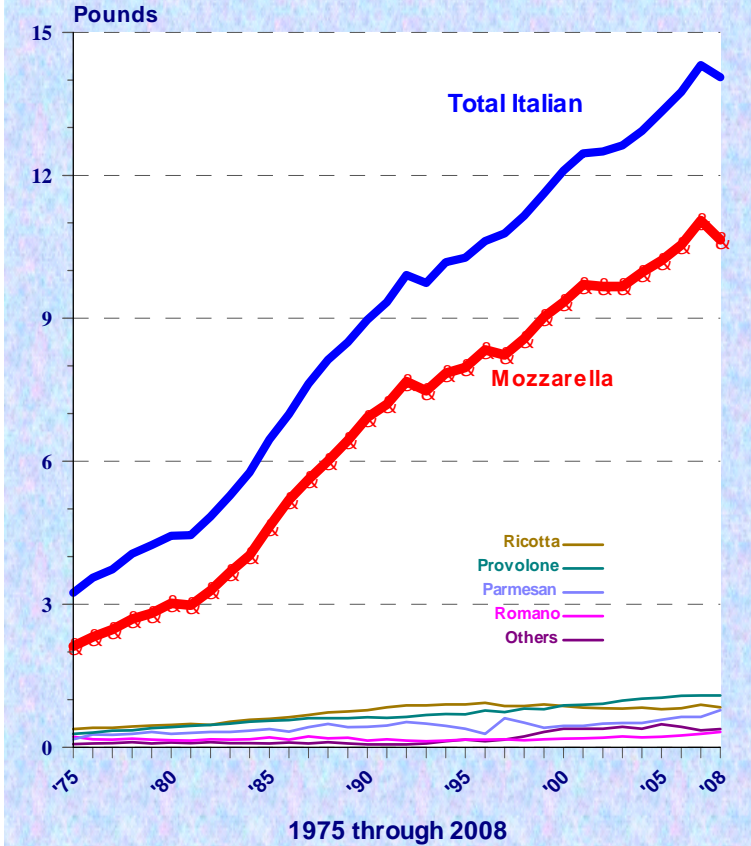
1975 through 2008

Per Capita Consumption of American Cheese

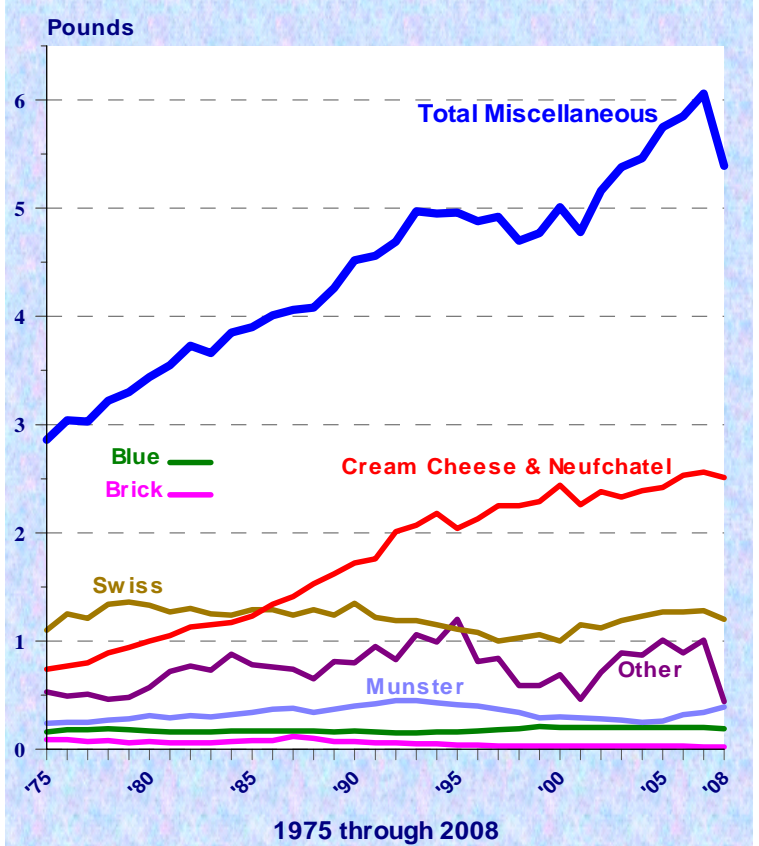


1975 through 2008

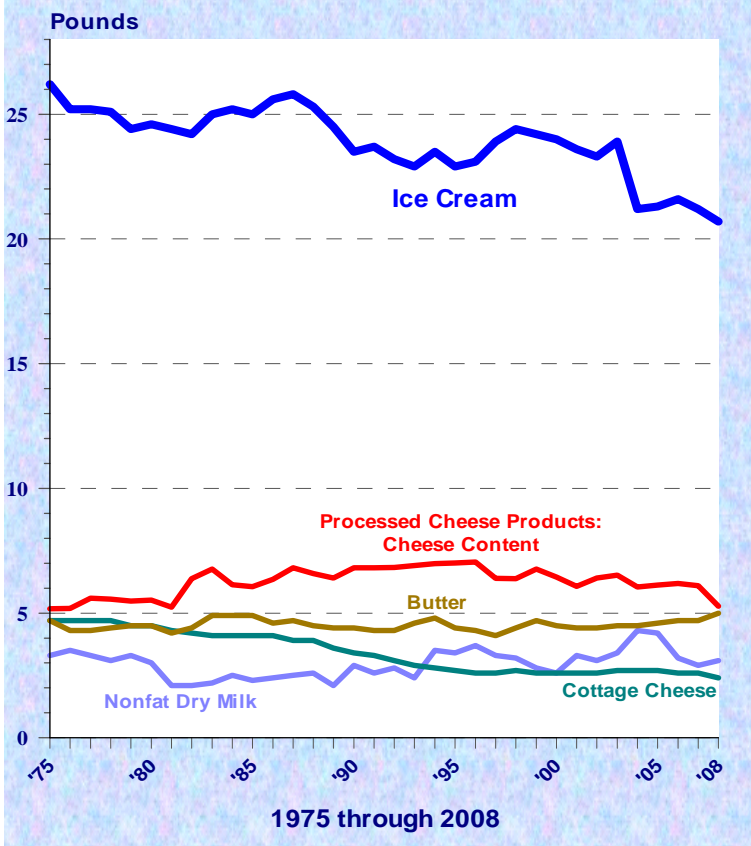
Per Capita Consumption of Italian Cheese



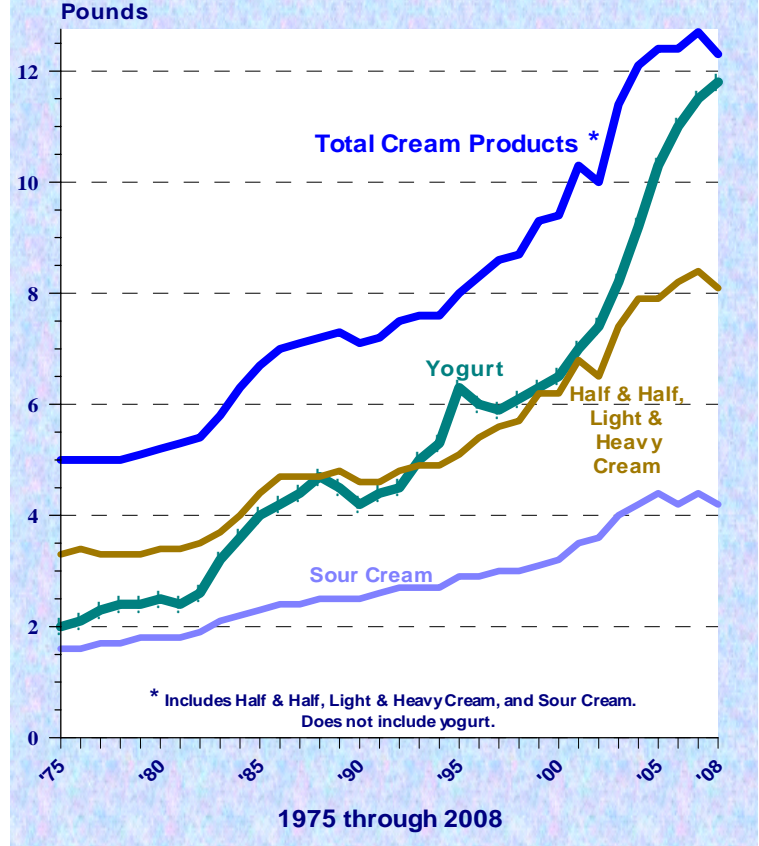
Per Capita Consumption of Miscellaneous Cheeses



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>Sep '09</u>	<u>Aug '09</u>	<u>Sep '09</u>	<u>Aug'09</u>	<u>Sep '09</u>	<u>Aug '09</u>
Northeast	12.93	12.35	0.82	1.15	46.65	42.55
Appalachian	13.65	12.86	-----	-----	73.03	71.94
Florida	15.58	14.88	-----	-----	85.67	87.05
Southeast	14.12	13.30	-----	-----	73.08	70.78
Upper Midwest	12.14	11.32	0.03	0.12	15.49	13.41
Central	11.90	11.24	-0.21	0.04	40.09	35.28
Mideast	12.07	11.47	-0.04	0.27	43.74	40.44
Pacific Northwest	11.89	11.25	-0.22	0.05	49.14	29.00
Southwest	13.02	12.34	0.91	1.14	43.09	41.01
Arizona	12.37	11.55	-----	-----	42.38	39.51

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