

MARKETING SERVICE

BULLETIN

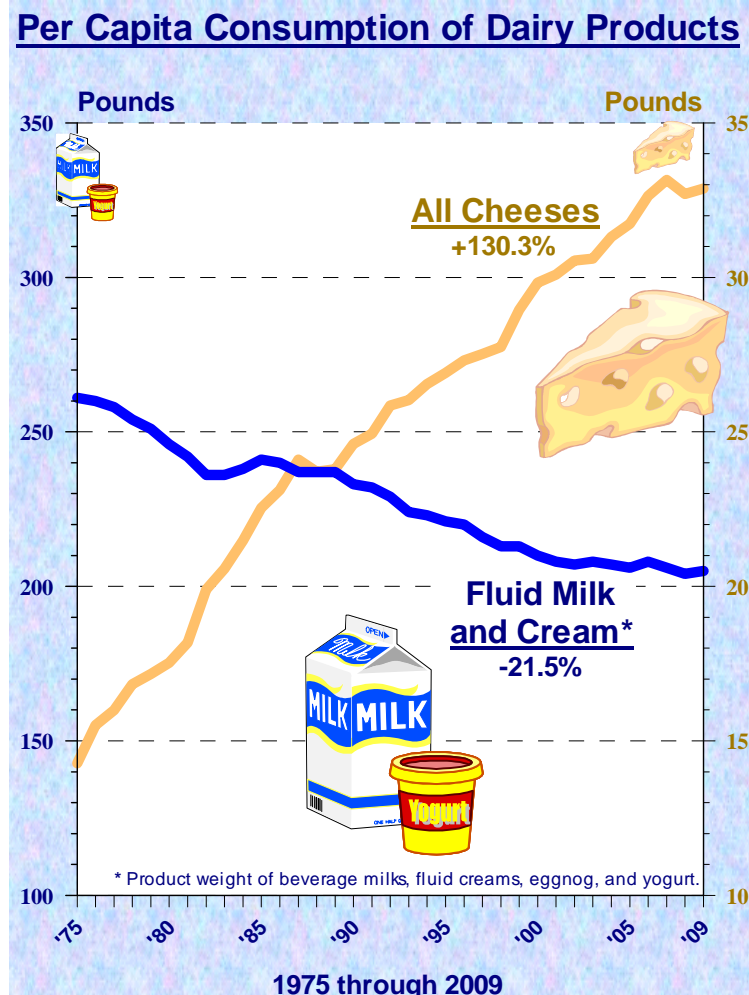
Per Capita Consumption of Selected Dairy Products

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 2009*.

A persistent 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 2009 with 1975, fluid milk and cream consumption decreased by 21.5%. However, this downward trend has been noticeably less pronounced in recent years, with consumption *increasing* in three of the last seven years. Per capita consumption of fluid milk and cream during 2009 was 0.5% higher than 2008, but was 2.4% below the level recorded in 2000.

The downward trend in fluid milk and cream consumption is in sharp contrast to the dramatic upward trend in cheese consumption indicated by the graph below. Per capita cheese consumption in 2009 was 130.3% greater than it was in 1975, and consumption in 2009 increased by 0.5% compared with 2008. Per capita cheese consumption has increased in twenty of the last twenty-one years, and has only declined twice in the period depicted by this graph.

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 72 pounds per person (+13.4%), increasing from 539 pounds in 1975 to 611 pounds in 2009.



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 10.6 pounds during 2009. Per capita consumption of miscellaneous cheese varieties grew by 93.7%, increasing from less than 2.9 pounds in 1975 to more than 5.5 pounds during 2009. Yogurt and cream products also posted significant per capita consumption gains during this time frame.

* All 2009 data is preliminary.
The source for data in this bulletin is:
Livestock, Dairy, and Poultry Outlook
(August 2010), United States
Department of Agriculture, Economic
Research Service.

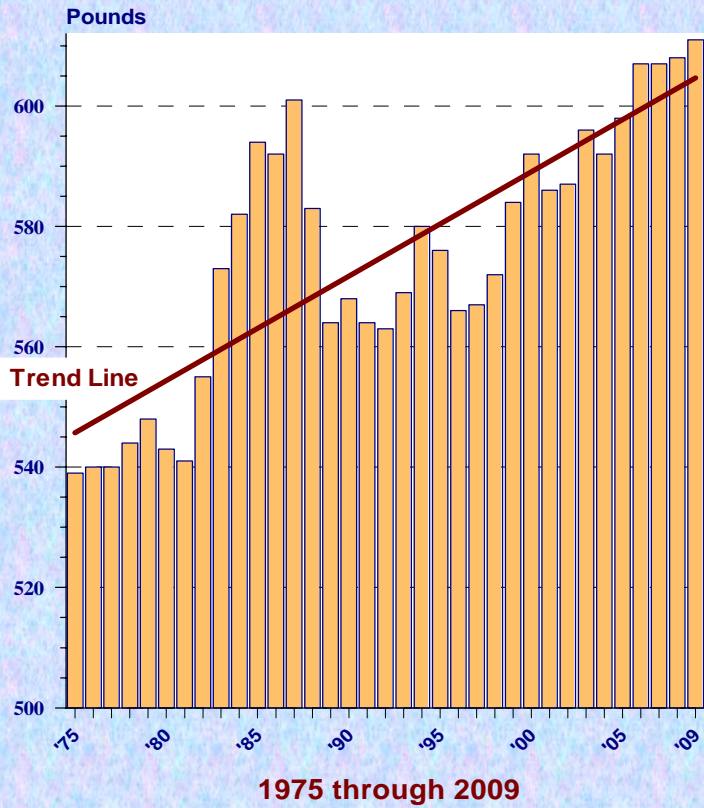
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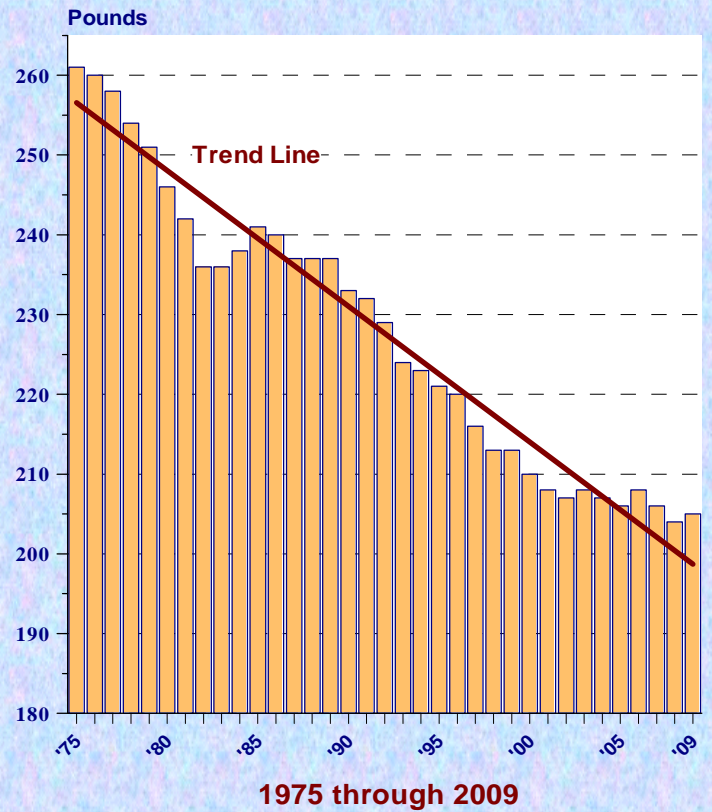
All Dairy Products

Per Capita Consumption: Milk Equivalent,
Milkfat Basis

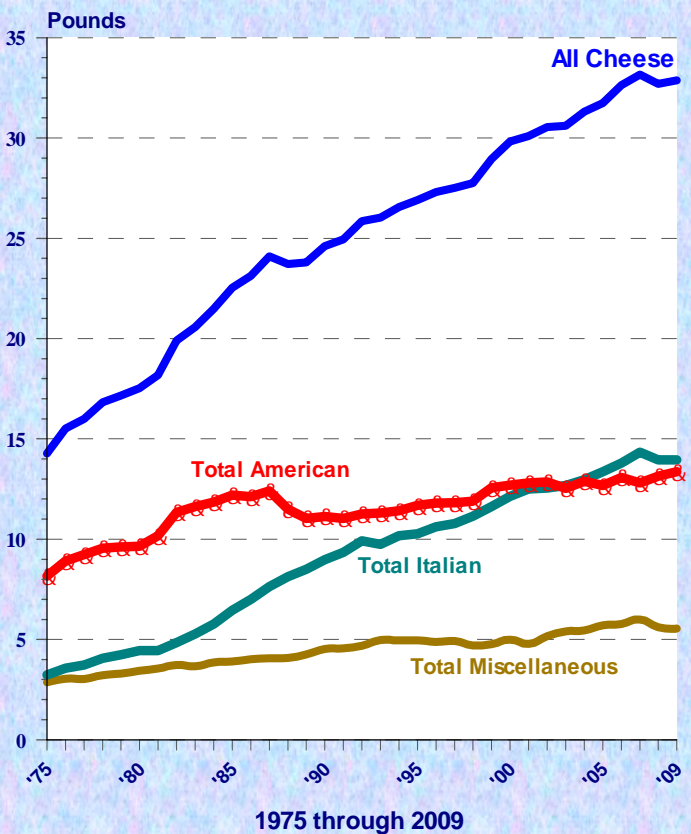


Fluid Milk & Cream

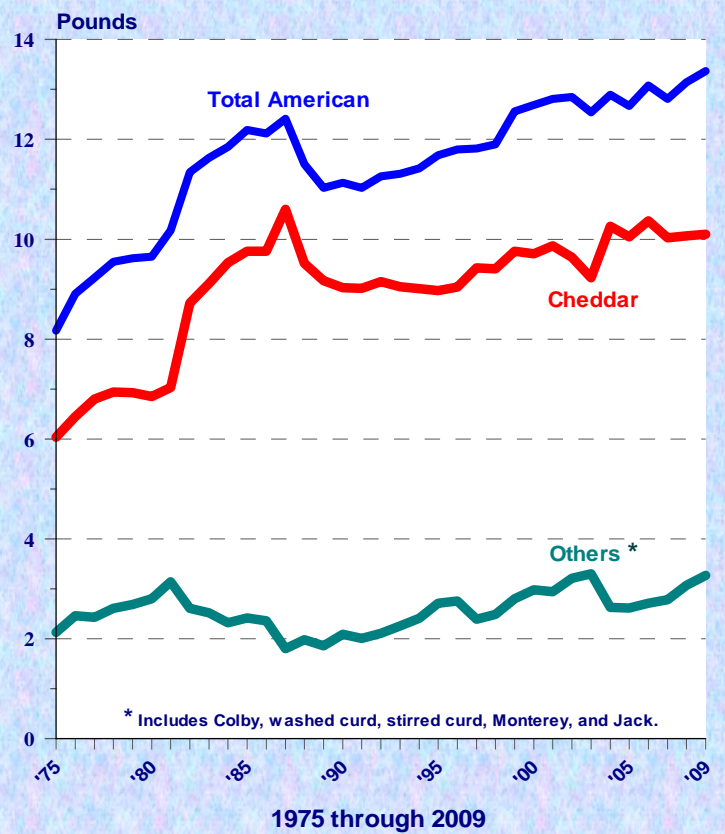
Per Capita Consumption



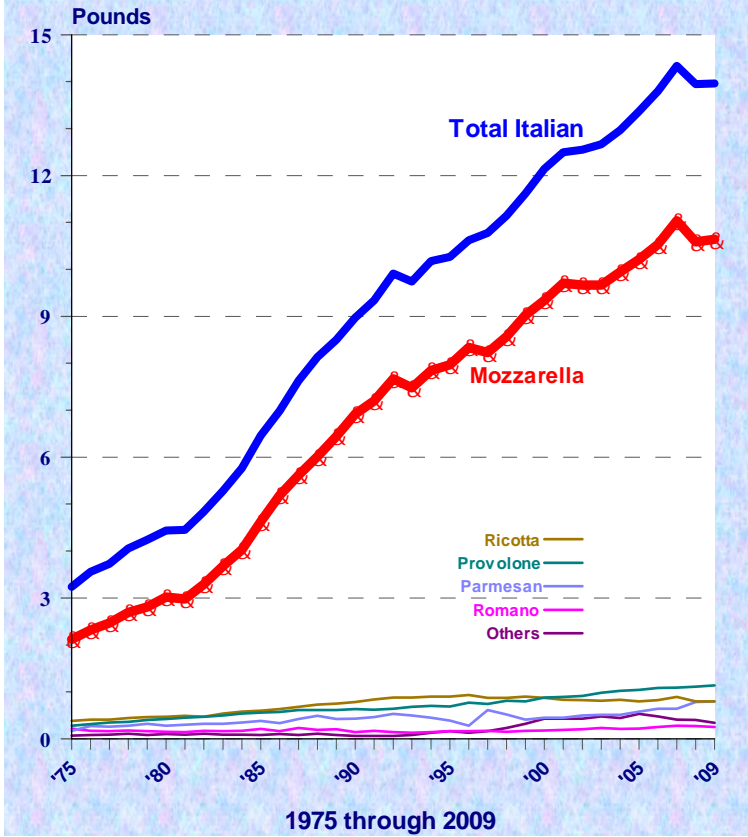
Per Capita Consumption of Cheese



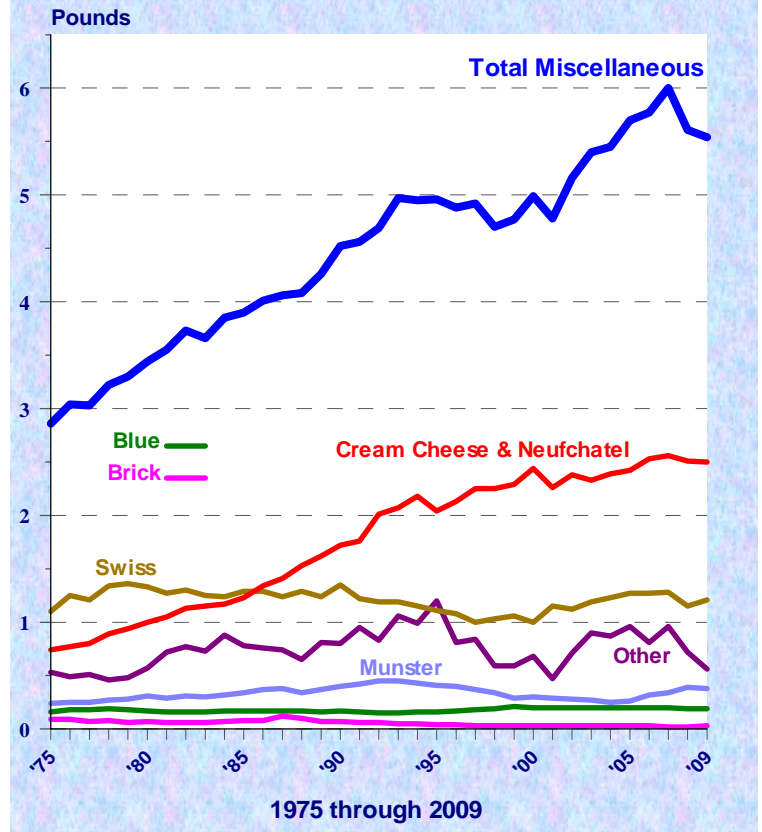
Per Capita Consumption of American Cheese



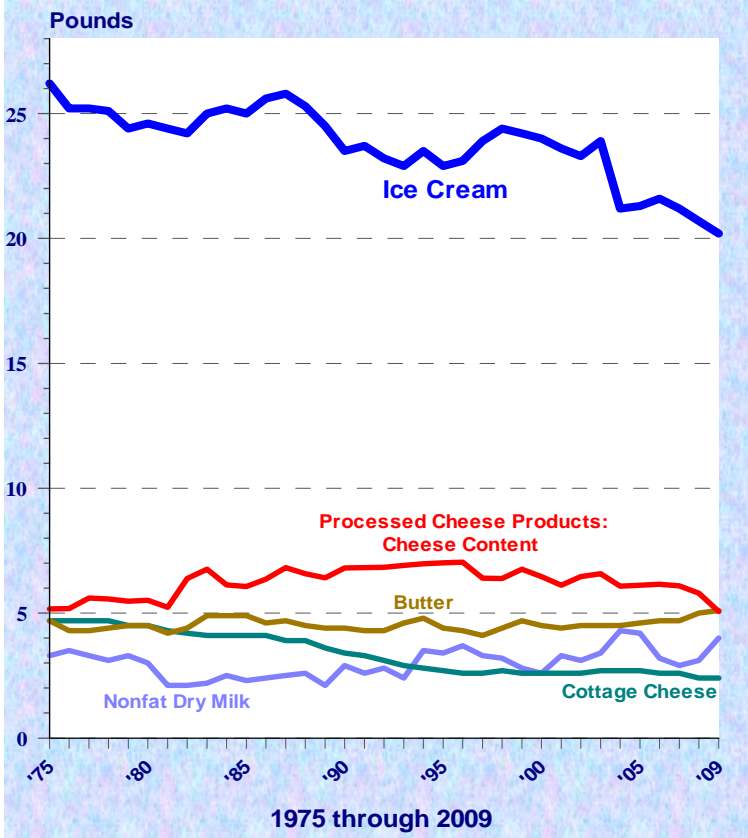
Per Capita Consumption of Italian Cheese



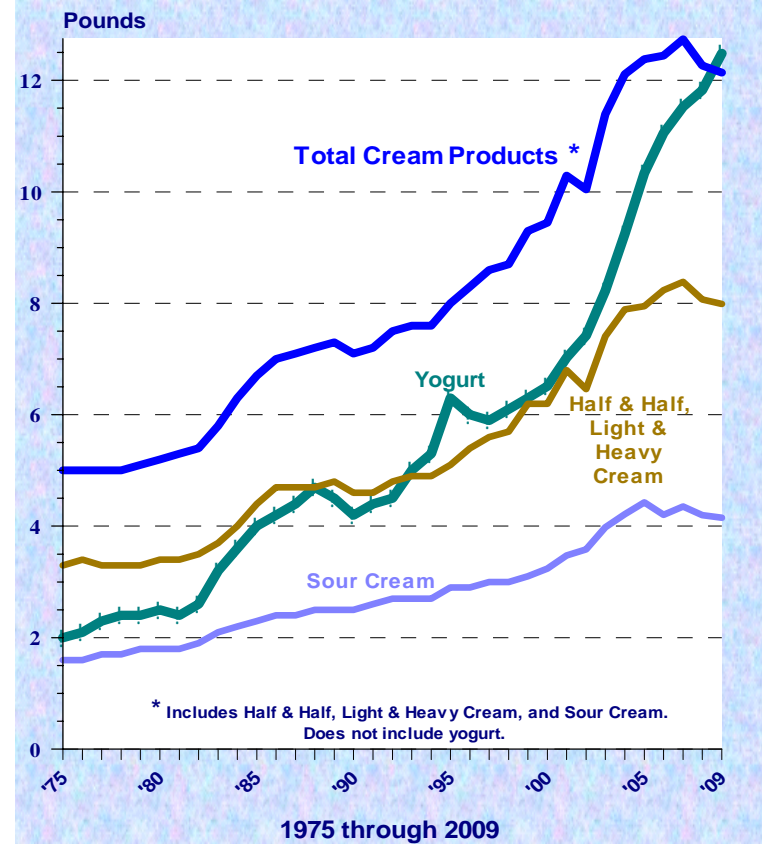
Per Capita Consumption of Miscellaneous Cheeses



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 '10</u>	<u>Jul '10</u>	<u>Aug '10</u>	<u>Jul '10</u>	<u>Aug '10</u>	<u>Jul '10</u>
Northeast	17.74	17.43	2.56	3.69	40.74	40.22
Appalachian	18.67	18.54	----	----	70.72	68.62
Florida	20.74	20.87	----	----	86.56	89.52
Southeast	19.02	18.37	----	----	73.49	67.30
Upper Midwest	15.65	14.39	0.47	0.65	12.68	12.07
Central	16.40	15.63	1.22	1.89	32.66	31.64
Mideast	16.76	16.12	1.58	2.38	41.65	39.64
Pacific Northwest	16.16	15.67	0.98	1.93	26.13	26.23
Southwest	17.37	16.53	2.19	2.79	42.17	34.23
Arizona	16.60	16.14	----	----	36.35	33.14

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