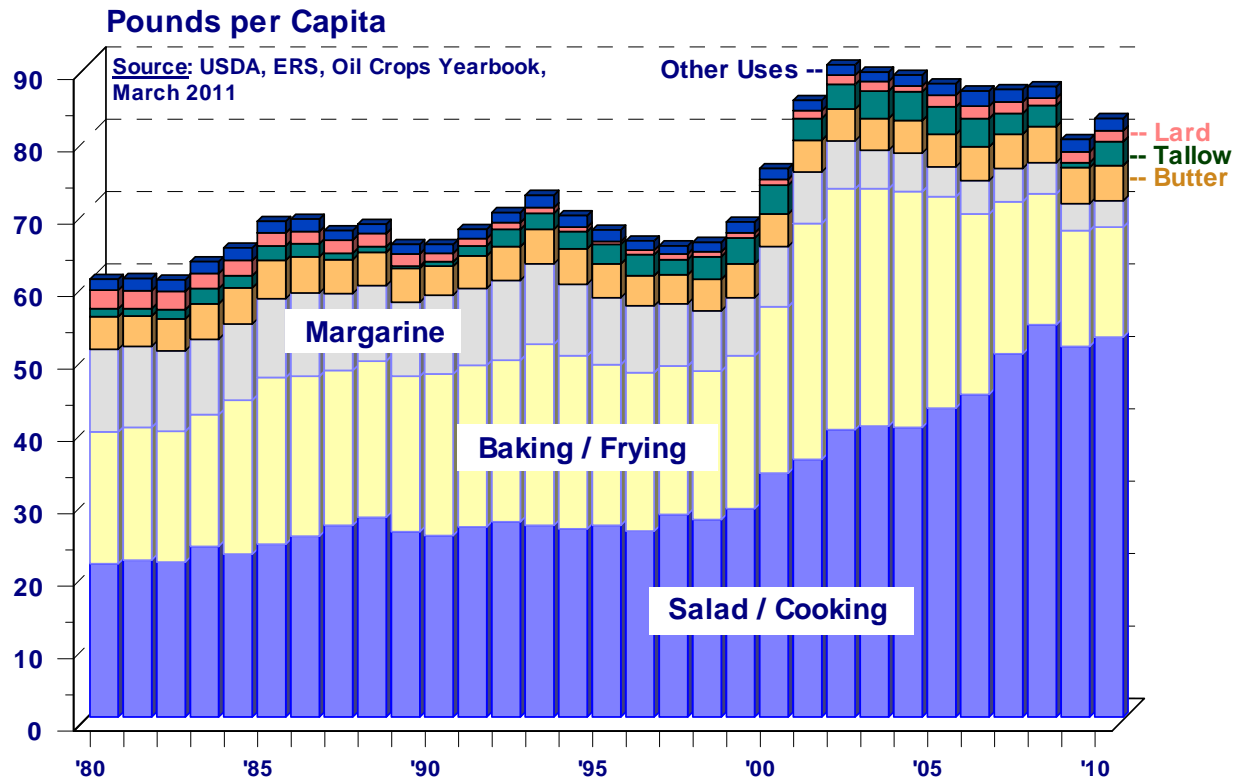


# MARKETING SERVICE

B U L L E T I N

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



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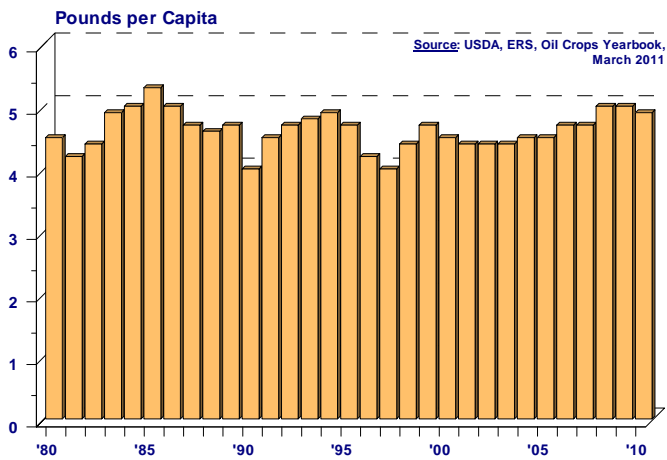
Consumption of fats and oils in food products increased by 3.0 pounds per capita in 2010 compared with the previous year. The 80.9 pounds consumed per person during 2010 computes to a 3.9% increase compared with 2009, and it is the third yearly increase recorded during the last four years. However, the 2010 consumption increase is also just the third increase recorded over the last eight years (2002 through 2010). Prior to 2003, per capita consumption had increased in 14 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 31 years. The source for all data used in this bulletin is the March 2011 edition of Oil Crops Yearbook, published by the Economic Research Service, United States Department of Agriculture.



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

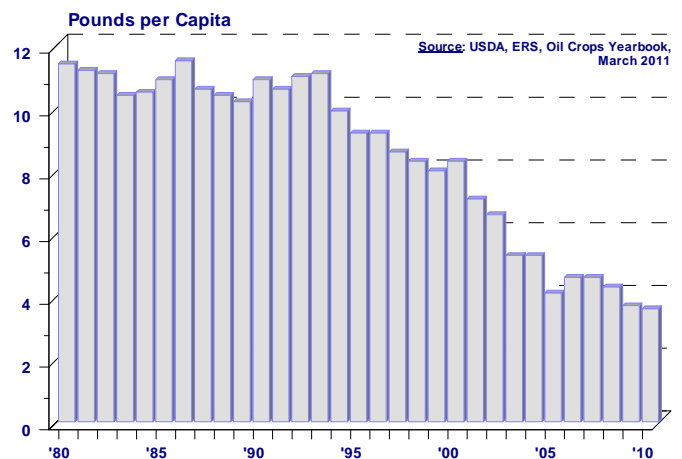


Per Capita butter consumption for 2010 was 4.9 pounds per capita, a decrease of 0.1 pound from the previous year. The highest per capita consumption during the 31-year period depicted by the graph to the left was 5.3 pounds in 1985. Per capita consumption in 2010 was 7.5% below the 1985 peak, but 22.5% greater than the low of 4.0 pounds consumed in 1997 & 1990.

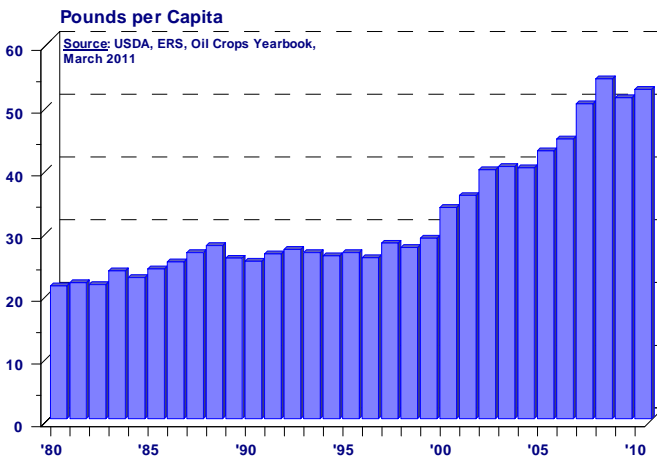
Butter consumption in 2010 was 136.1% of margarine usage on a per capita basis. This is the highest butter-to-margarine ratio recorded during the 1980 through 2010 period, surpassing the previous high of 135.1% in 2009. The average butter-to-margarine ratio during this period was 63.2%, with a low of 36.7% in 1990.

Consumption of margarine in 2010 totaled 3.6 pounds per capita, which was a 0.1 pound decrease compared with 2009. As indicated by the graph to the right, per capita margarine consumption has exhibited a persistent downward trend since the early 1990's, decreasing or remaining unchanged during 15 of the last 17 years. Furthermore, margarine consumption in 2010 was only 31.6% of the amount recorded in 1980 on a per capita basis.

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



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

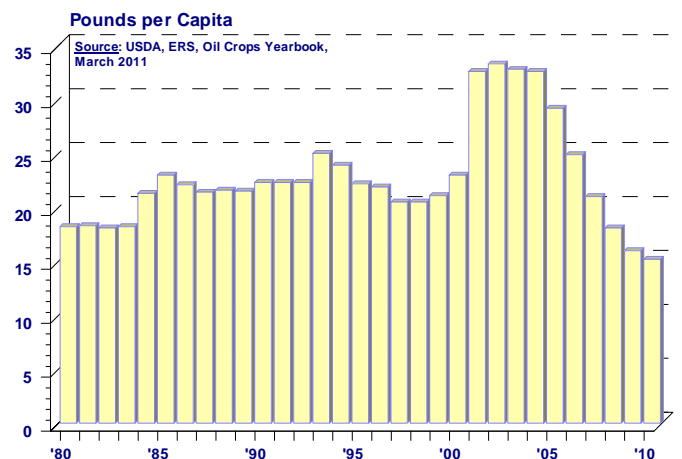


The graph to the left depicts an upward trend in per capita consumption of fats and oils in salad and cooking. The 2010 total was 52.5 pounds per person, an increase of 1.3 pounds (+2.5%) compared with 2009, but down 1.7 pounds (-3.1%) from the peak recorded in 2008. Precise comparisons to pre-2000 data 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 the baking and frying category totaled 15.2 pounds in 2010, a decrease of 0.8 pounds (-5.0%) compared with 2009. This is the 8th consecutive year that per capita consumption has decreased in this category.

Comparing 2010 with 2002, the peak year for this category, per capita consumption decreased 18.1 pounds (-54.4%). 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 eight 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	588	2.6	241	1.1	2,591	11.4
1981	975	4.2	573	2.5	223	1.0	2,573	11.2
1982	1,011	4.4	586	2.5	304	1.3	2,582	11.1
1983	1,150	4.9	487	2.1	495	2.1	2,446	10.4
1984	1,176	5.0	493	2.1	410	1.7	2,472	10.5
1985	1,276	5.3	427	1.8	471	2.0	2,588	10.9
1986	1,203	5.0	418	1.7	438	1.8	2,761	11.5
1987	1,141	4.7	442	1.8	226	0.9	2,565	10.6
1988	1,125	4.6	434	1.8	206	0.8	2,543	10.4
1989	1,168	4.7	423	1.7	63	0.3	2,526	10.2
1990	988	4.0	291	1.2	154	0.6	2,731	10.9
1991	1,145	4.5	254	1.0	364	1.4	2,691	10.6
1992	1,245	4.7	239	0.9	610	2.4	2,821	11.0
1993	1,243	4.8	201	0.8	565	2.2	2,887	11.1
1994	1,278	4.9	155	0.6	639	2.4	2,610	9.9
1995	1,240	4.7	106	0.4	711	2.7	2,463	9.2
1996	1,142	4.2	152	0.6	784	2.9	2,471	9.2
1997	1,130	4.0	209	0.8	580	2.1	2,344	8.6
1998	1,210	4.4	196	0.7	868	3.1	2,297	8.3
1999	1,307	4.7	202	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	7.1
2002	1,272	4.4	370	1.3	974	3.4	1,889	6.6
2003	1,302	4.4	369	1.3	1,108	3.8	1,549	5.3
2004	1,324	4.5	220	0.8	1,163	4.0	1,554	5.3
2005	1,351	4.5	460	1.6	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	1,535	5.0	317	1.0	896	2.9	1,302	4.3
2009	1,528	5.0	448	1.5	212	0.7	1,152	3.7
2010 4/	1,508	4.9	462	1.5	1,023	3.3	1,124	3.6

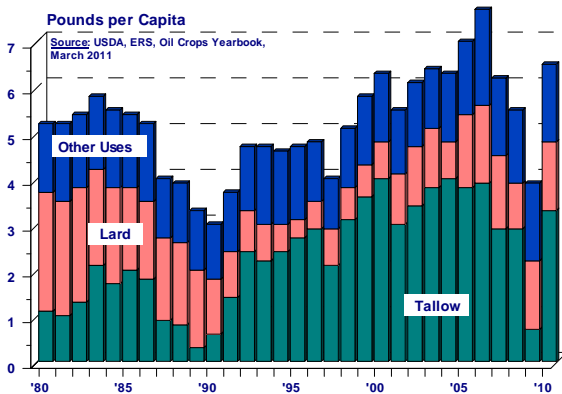
	Baking or frying fats		Salad or cooking oils		Other edible uses 2/		All food products	
	Total	Per capita	Total	Per capita	Total	Per capita	Total	Per capita
	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.	Mil. lbs.	Lbs.
1980	4,150	18.2	4,836	21.2	343	1.5	13,045	57.3
1981	4,199	18.3	4,986	21.7	384	1.7	13,204	57.4
1982	4,195	18.1	4,980	21.4	374	1.6	13,312	57.3
1983	4,269	18.2	5,526	23.6	365	1.6	14,020	59.8
1984	5,039	21.3	5,325	22.5	404	1.7	14,589	61.7
1985	5,478	23.0	5,702	23.9	375	1.6	15,544	65.2
1986	5,328	22.1	6,016	25.0	404	1.7	15,775	65.6
1987	5,205	21.4	6,429	26.5	316	1.3	15,582	64.2
1988	5,282	21.6	6,754	27.6	318	1.3	15,928	65.0
1989	5,322	21.5	6,331	25.6	313	1.3	15,406	62.3
1990	5,571	22.3	6,278	25.1	291	1.2	15,561	62.2
1991	5,663	22.3	6,659	26.3	321	1.3	16,329	64.4
1992	5,732	22.3	6,946	27.0	367	1.4	17,147	66.7
1993	6,495	25.0	6,907	26.5	451	1.7	17,923	68.9
1994	6,305	23.9	6,845	26.0	426	1.6	17,480	66.4
1995	5,926	22.2	7,057	26.5	434	1.6	17,196	64.5
1996	5,914	21.9	6,924	25.7	361	1.3	17,025	63.1
1997	5,606	20.5	7,652	28.0	297	1.1	17,124	62.7
1998	5,669	20.5	7,532	27.3	365	1.3	17,436	63.1
1999	5,886	21.1	8,030	28.8	431	1.5	18,385	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	35.6	408	1.4	23,682	83.0
2002 3/	9,607	33.3	11,430	39.7	402	1.4	25,311	87.9
2003	9,549	32.8	11,683	40.2	386	1.3	25,375	87.3
2004	9,576	32.6	11,724	40.0	436	1.5	25,421	86.6
2005	8,644	29.2	12,658	42.7	480	1.6	25,404	85.8
2006	7,434	24.9	13,322	44.6	642	2.1	25,295	84.6
2007	6,338	21.0	15,159	50.2	507	1.7	25,636	84.9
2008	5,504	18.1	16,519	54.2	503	1.6	26,009	85.3
2009	4,906	16.0	15,731	51.2	517	1.7	23,957	77.9
2010 4/	4,701	15.2	16,267	52.5	530	1.7	25,088	80.9

**Source:** Economic Research Service, USDA, *Oil Crops Yearbook*, OCS-2011, March 2011.

- 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	
	Mar '11	Feb '11	Mar '11	Feb '11	Mar '11	Feb '11
Northeast	20.28	18.75	0.88	1.75	41.37	42.55
Appalachian	21.06	19.58	-----	-----	69.38	68.58
Florida	22.88	21.38	-----	-----	82.38	84.24
Southeast	21.27	19.60	-----	-----	60.50	65.16
Upper Midwest	19.43	17.23	0.03	0.23	14.20	13.23
<b>Central</b>	<b>19.21</b>	<b>17.50</b>	<b>-0.19</b>	<b>0.50</b>	<b>38.87</b>	<b>34.10</b>
Mideast	19.40	17.68	0.00	0.68	40.86	41.47
Pacific Northwest	19.43	17.78	0.03	0.78	28.67	28.89
Southwest	20.33	18.42	0.93	1.42	62.85	37.26
Arizona	19.70	18.18	-----	-----	29.45	32.43

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



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