

# MARKETING SERVICE

B U L L E T I N

## Where's The Milk.....???

United States milk production in 2010 increased 1.84% compared with 2009 to 192.8 billion pounds, the largest total on record. The 2010 total is 3.5 billion pounds more than the amount produced during 2009, and 2.8 billion pounds above the previous record of 190.0 billion pounds produced in 2008. Milk production has exceeded prior year levels in 12 of the last 14 years, with 2009 and 2001 being the two exceptions. Since 1991, there has only been four years where total milk production had decreased from prior year levels -- 1993, 1996, 2001, and 2009.



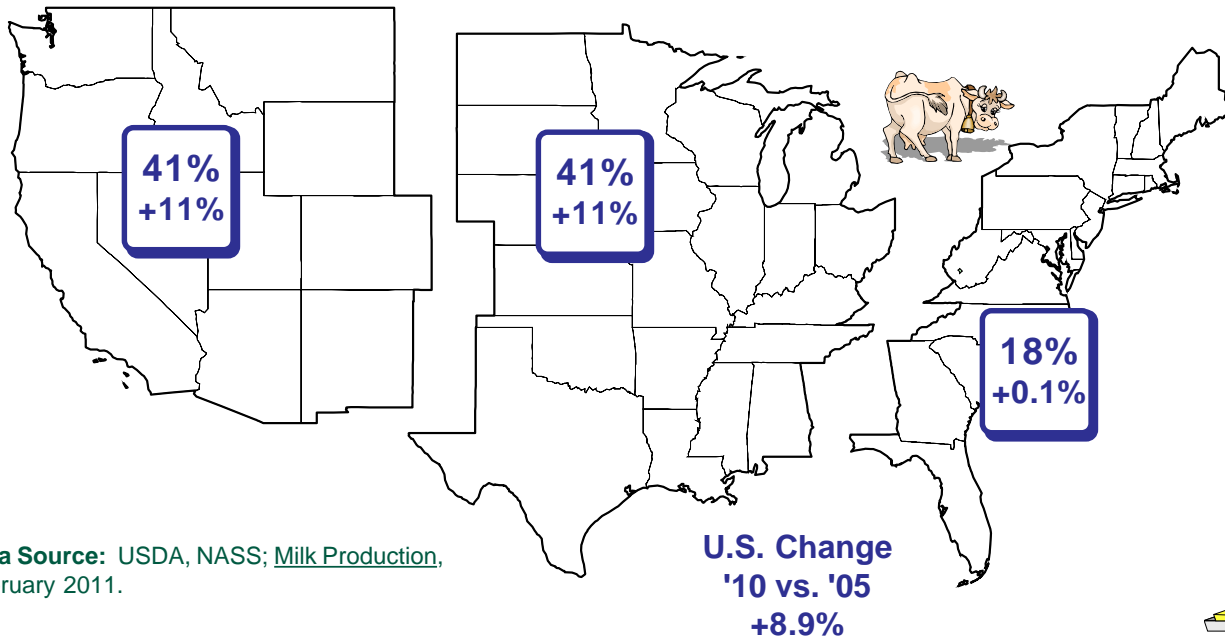
This bulletin addresses the question, "**Where's The Milk ?**", by examining raw milk production and dairy product manufacturing on a regional basis. The map graphics and data tables contained in this bulletin depict the production of milk, cheese, butter, nonfat dry milk, and ice cream for the following three production regions: Atlantic, Central, and West. The top number shown in each region provides the proportion of the 2010 total for the product depicted by the respective map. The bottom number provides the percentage change in production comparing 2010 with 2005.

The **Central, West, and Atlantic Regions** increased milk production by 11.44%, 10.93%, and 0.12%, respectively, from 2005 levels. The **West Region** accounted for 41.07% of U.S. milk production in 2010, up 0.72 percentage points compared with 2005. The **Central Region** accounted for 40.64% of total U.S. production, up 0.89 percentage points compared with 2005. The **Atlantic Region** accounted for the smallest proportion of the 2010 total at 18.29%, and this proportion was down 1.62 percentage points compared with 2005. The data table for milk production can be found on the back page of this bulletin.

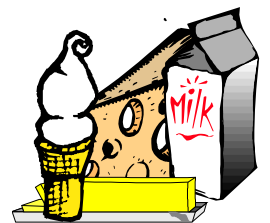
U.S. milk production in 2010 increased by 15.9 billion pounds compared with 2005. The additional milk required to meet increased cheese production during the same period was approximately 13.1 billion pounds.

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### Regional Milk Production as a Percentage of 2010 Total U.S. Milk Production with Percentage Change in Production: 2010 vs. 2005



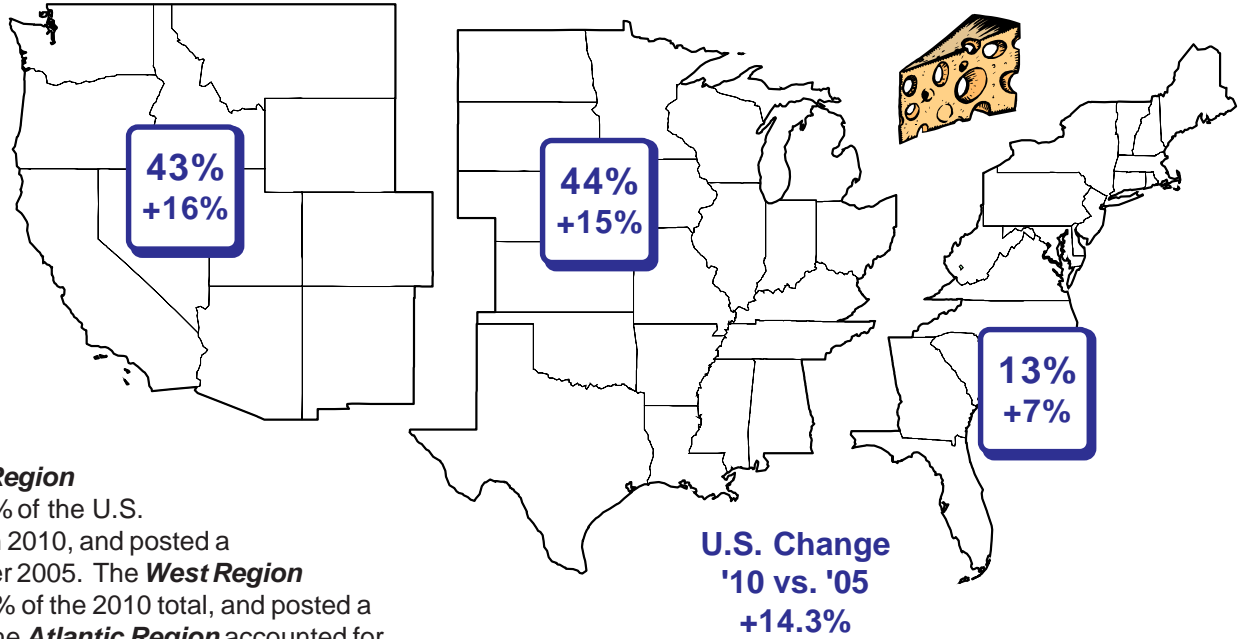
Data Source: USDA, NASS; Milk Production, February 2011.



## Regional Cheese Production as a Percentage of 2010 Total U.S. Cheese Production with Percentage Change in Production: 2010 vs. 2005

U.S. cheese production totaled 10.436 billion pounds during 2010. The 2010 total was an increase of 3.59% compared with 2009, and it is 14.34% greater than the amount produced in 2005.

As depicted by the map on this page, all three regions recorded increases comparing 2010 with 2005. The **Central Region** accounted for 44.22% of the U.S. cheese production in 2010, and posted a 15.34% increase over 2005. The **West Region** accounted for 42.68% of the 2010 total, and posted a 15.88% increase. The **Atlantic Region** accounted for 13.10% of the U.S. total in 2010, and this region's cheese production increased by 6.60% comparing 2010 production with 2005.



**Data Source:** USDA, NASS; *Dairy Products 2010 Summary*, April 2011.

**The Atlantic Region's share of total U.S. cheese production has decreased in ten of the last eleven years.**

### Total U.S. Cheese Production By Region (thousand lbs.)

	Atlantic	Central	West	Total
2005	1,282,696	4,001,075	3,843,336	9,127,107
2006	1,298,811	4,030,765	4,194,991	9,524,567
2007	1,413,604	4,081,402	4,281,779	9,776,785
2008	1,351,426	4,342,613	4,218,789	9,912,828
2009	1,346,472	4,550,155	4,177,572	10,074,199
2010	1,367,379	4,614,796	4,453,766	10,435,941

### As a Percent of Total Production

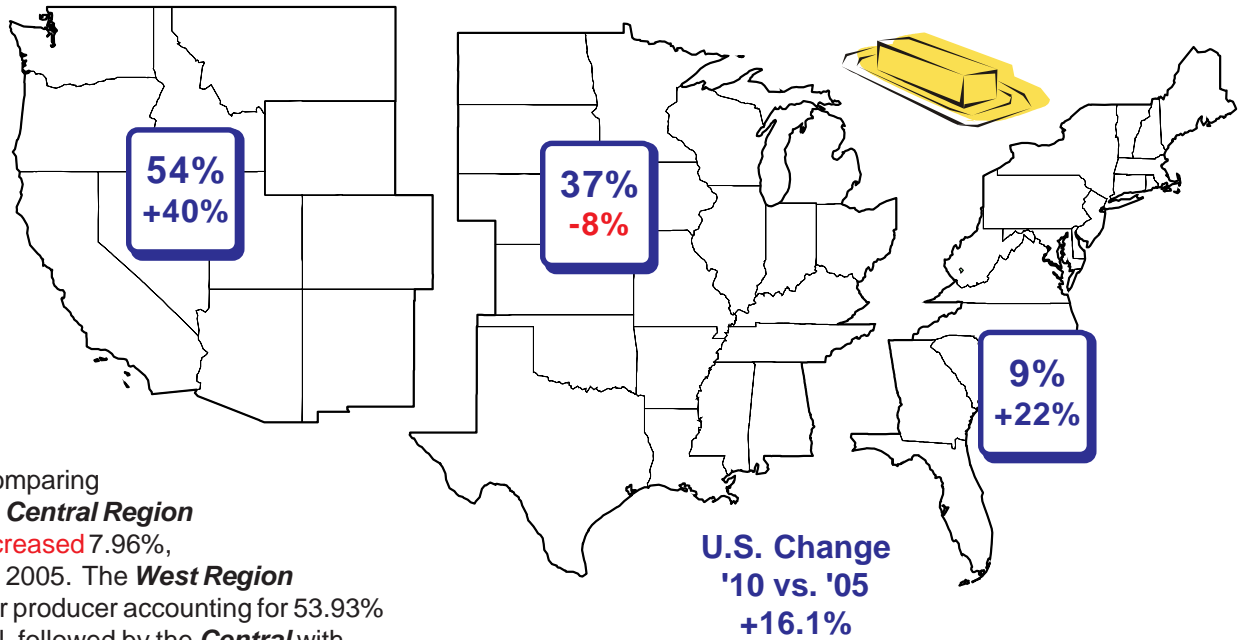
	Atlantic	Central	West
2005	14.05	43.84	42.11
2006	13.64	42.32	44.04
2007	14.46	41.75	43.80
2008	13.63	43.81	42.56
2009	13.37	45.17	41.47
2010	13.10	44.22	42.68



## Regional Butter Production as a Percentage of 2010 Total U.S. Butter Production with Percentage Change in Production: 2010 vs. 2005

U.S. butter production increased by 16.09% comparing 2010 with 2005. Butter production totaled 1.564 billion pounds during 2010 -- **down** 0.54% from 2009.

As depicted by the accompanying map, the **West** and **Atlantic Regions** posted **increases** of 39.78% and 21.90%, respectively, when comparing 2010 with 2005. The **Central Region** butter production **decreased** 7.96%, comparing 2010 with 2005. The **West Region** was the largest butter producer accounting for 53.93% of the 2010 U.S. total, followed by the **Central** with 36.69%. The **Atlantic Region** accounted for only 9.38% of the U.S. total.



**Data Source:** USDA, NASS; Dairy Products 2010 Summary, April 2011.

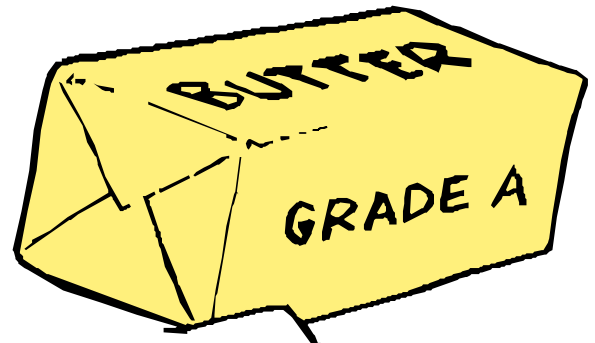
### Total U.S. Butter Production By Region (thousand lbs.)

	Atlantic	Central	West	Total
2005	120,407	623,401	603,419	1,347,227
2006	131,667	645,339	671,422	1,448,428
2007	126,243	663,357	743,117	1,532,717
2008	132,140	686,399	825,537	1,644,076
2009	143,190	651,506	777,792	1,572,488
2010	146,776	573,796	843,442	1,564,014

**The Central Region's share of U.S. butter production declined from 46.27% in 2005 to 36.69% in 2010, while the West Region increased its proportion from 44.79% to 53.93% during the same time frame.**

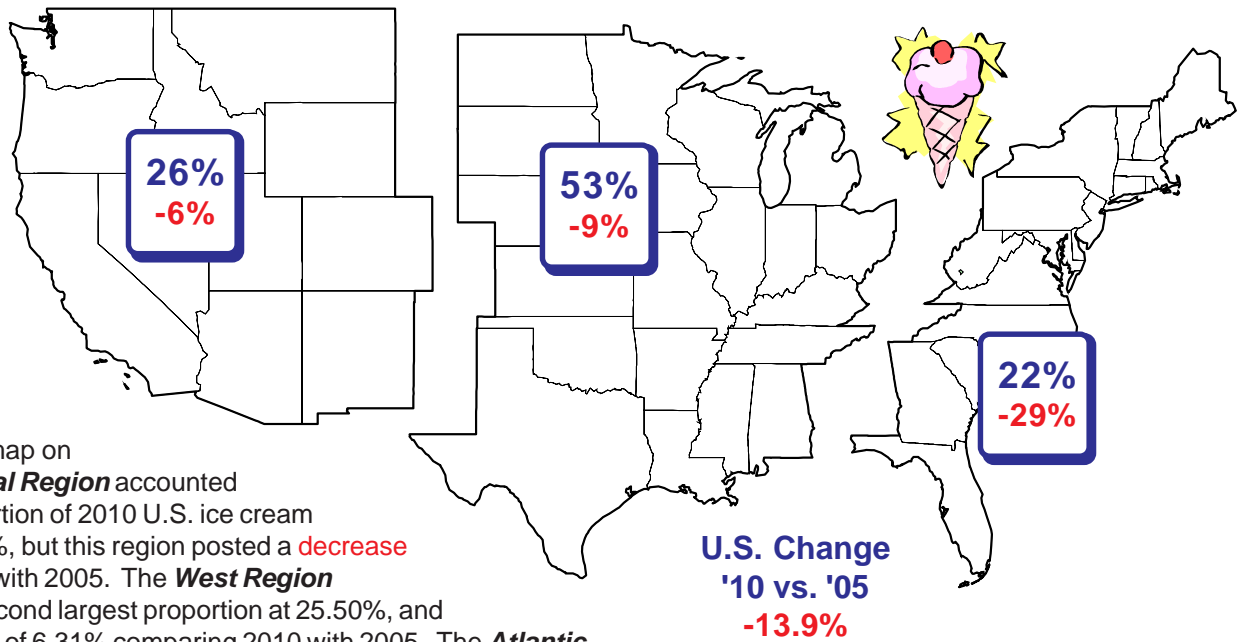
### As a Percent of Total Production

	Atlantic	Central	West
2005	8.94	46.27	44.79
2006	9.09	44.55	46.36
2007	8.24	43.28	48.48
2008	8.04	41.75	50.21
2009	9.11	41.43	49.46
2010	9.38	36.69	53.93



## Regional Ice Cream Production\* as a Percentage of 2010 Total U.S. Ice Cream Production with Percentage Change in Production: 2010 vs. 2005

U.S. ice cream production\* decreased by 13.93% comparing 2010 with the 0.953 billion gallons produced in 2005. Ice cream production totaled 0.820 billion gallons during 2010, down 4.26% (-0.036 billion gallons) from the previous year.



As depicted by the map on this page, the **Central Region** accounted for the largest proportion of 2010 U.S. ice cream production at 52.58%, but this region posted a decrease of 9.29% compared with 2005. The **West Region** accounted for the second largest proportion at 25.50%, and recorded a decrease of 6.31% comparing 2010 with 2005. The **Atlantic Region** posted the largest percentage decrease with a decline of 29.30%. This region accounted for the smallest proportion with 21.92% of the 2010 U.S. total.

**Data Source:** USDA, NASS; Dairy Products 2010 Summary, April 2011.

### Total U.S. Ice Cream Production\*

#### By Region (thousand gallons)

	Atlantic	Central	West	Total
2005	254,297	475,453	223,280	953,030
2006	229,422	478,522	206,795	914,739
2007	215,259	466,725	208,985	890,969
2008	206,814	459,050	210,515	876,379
2009	191,682	440,952	224,106	856,740
2010	179,798	431,284	209,189	820,271

U.S. ice cream production\* has declined in seven of the last eight years. However, production had increased in six of the previous seven years (1996-2002). Over the last five years, the Central Region has accounted for 52.22% of total U.S. ice cream production.

#### As a Percent of Total Production

	Atlantic	Central	West
2005	26.68	49.89	23.43
2006	25.08	52.31	22.61
2007	24.16	52.38	23.46
2008	23.60	52.38	24.02
2009	22.37	51.47	26.16
2010	21.92	52.58	25.50

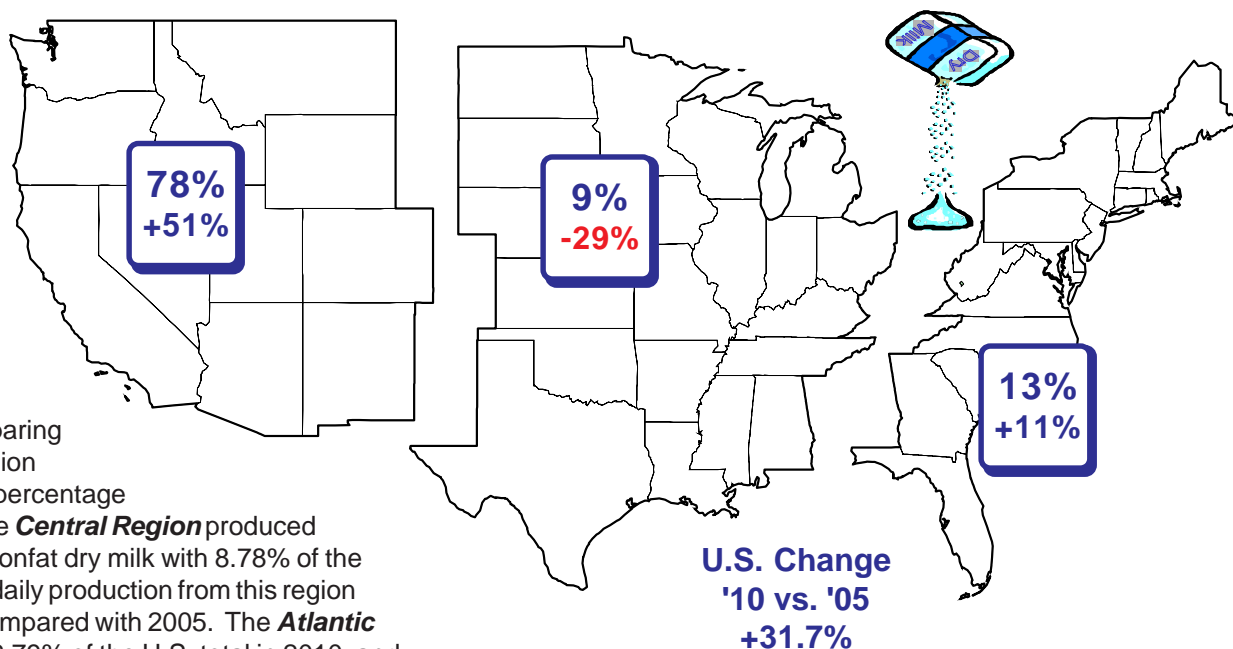
\* Regular (hard) ice cream production.



## Regional NFDM Production as a Percentage of 2010 Total U.S. NFDM Production with Percentage Change in Production: 2010 vs. 2005

U.S. nonfat dry milk (NFDM) production increased by 31.74%, comparing 2010 with 2005. Production totaled 1.563 billion pounds in 2010, which was an increase of 3.37% compared to 2009.

The **West Region**, which accounted for the largest proportion of production at 78.43% of the U.S. total, posted an increase of 51.12% comparing 2010 with 2005. This region increased by the largest percentage compared with 2005. The **Central Region** produced the smallest amount of nonfat dry milk with 8.78% of the total, and 2010 average daily production from this region decreased by 29.44% compared with 2005. The **Atlantic Region** accounted for 12.79% of the U.S. total in 2010, and production increased by 10.54% compared with 2005.



The West Region's NFDM production has accounted for 75.43% of the U.S. total since 2000, and 75.27% over the last five years (2006 through 2010). In the five years preceding 2000, the West Region accounted for 63.70% of the U.S. total.

**Data Source:** USDA, NASS; Dairy Products 2010 Summary, April 2011.

### Total U.S. Nonfat Dry Milk Production By Region (thousand lbs.)

	Atlantic	Central	West	Total
2005	180,817	194,323	810,964	1,186,104
2006	171,698	159,271	912,603	1,243,572
2007	141,266	160,544	996,670	1,298,480
2008	229,620	190,615	1,098,938	1,519,173
2009	212,717	161,972	1,136,833	1,511,522
2010	199,874	137,118	1,225,526	1,562,518

### As a Percent of Total Production

	Atlantic	Central	West
2005	15.24	16.38	68.37
2006	13.81	12.81	73.39
2007	10.88	12.36	76.76
2008	15.11	12.55	72.34
2009	14.07	10.72	75.21
2010	12.79	8.78	78.43



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Apr '11	Mar '11	Apr '11	Mar '11	Apr '11	Mar '11
Northeast	20.38	20.28	3.51	0.88	38.34	41.37
Appalachian	21.74	21.06	-----	-----	67.80	69.38
Florida	23.88	22.88	-----	-----	83.21	82.37
Southeast	21.35	21.27	-----	-----	57.23	60.50
Upper Midwest	17.51	19.43	0.64	0.03	12.97	14.20
<b>Central</b>	<b>18.71</b>	<b>19.21</b>	<b>1.84</b>	<b>-0.19</b>	<b>32.38</b>	<b>38.86</b>
Mideast	19.19	19.40	2.32	0.00	40.49	40.86
Pacific Northwest	18.95	19.43	2.08	0.03	26.86	28.67
Southwest	19.89	20.33	3.02	0.93	34.66	62.85
Arizona	19.56	19.70	-----	-----	28.49	29.45

### Total U.S. Milk Production By Region

	Million Lbs.				% of Total		
	Atlantic	Central	West	Total	Atlantic	Central	West
2005	35,218	70,321	71,389	176,928	19.91	39.75	40.35
2006	35,075	72,319	74,402	181,796	19.29	39.78	40.93
2007	34,862	73,731	77,009	185,602	18.78	39.73	41.49
2008	34,967	75,589	79,426	189,982	18.41	39.79	41.81
2009	34,802	77,433	77,099	189,334	18.38	40.90	40.72
2010	35,261	78,367	79,191	192,818	18.29	40.64	41.07

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**United States  
Department of  
Agriculture**

**FEDERAL MILK MARKET ADMINISTRATOR**  
P.O. BOX 14650  
SHAWNEE MISSION, KANSAS 66285-4650

Website: [www.fmmacentral.com](http://www.fmmacentral.com)  
E-mail: [market.administrator@fmmacentral.com](mailto:market.administrator@fmmacentral.com)  
Phone: 913-495-9300

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