

# MARKETING SERVICE

## BULLETIN

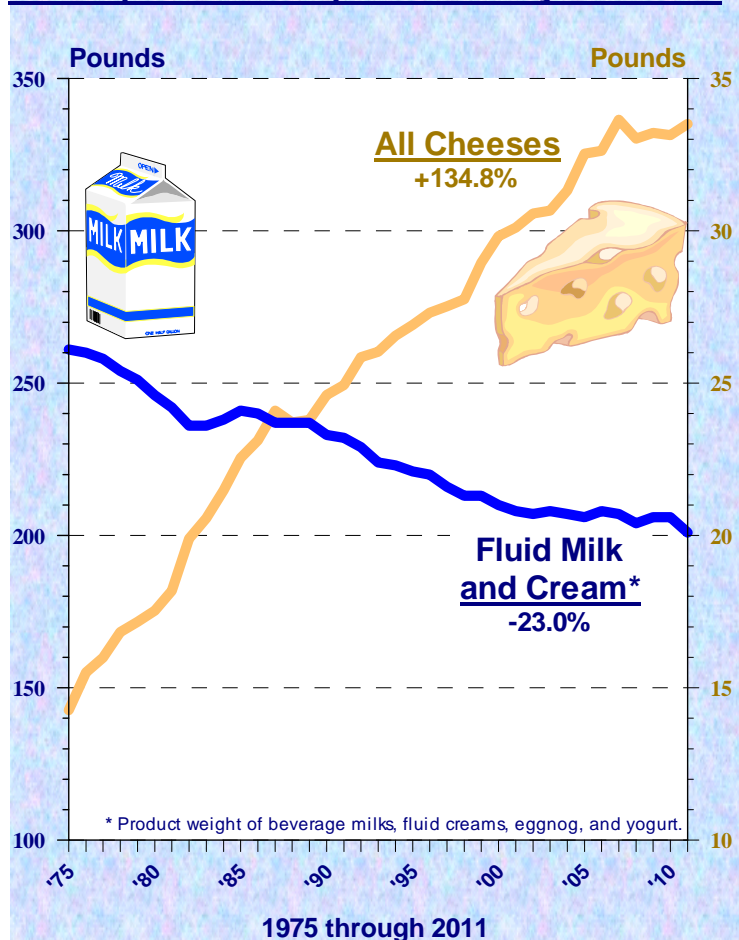
### Per Capita Consumption of Selected Dairy Products

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 2011\*.

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 2011 with 1975, fluid milk and cream consumption decreased by 23.0%. However, this downward trend has been less pronounced in recent years, with consumption increasing or remaining unchanged in four of the last nine years. Per capita consumption of fluid milk and cream during 2011 was 201 pounds, which is 2.4% lower than 2010 and the lowest amount recorded during the 1975 through 2011 time frame.

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. To emphasize this point, the milk equivalent of cheese consumption has been greater than fluid milk and cream since the late 1980s. Per capita cheese consumption in 2011 was 134.8% greater than it was in 1975, and consumption in 2011 increased by 1.1% compared with 2010. Per capita cheese consumption has increased in twenty-one of the last twenty-three years, and has only declined three times in the period depicted by this graph.

#### Per Capita Consumption of Dairy Products



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 2011. The remaining graphs on the next two pages depict per capita consumption for selected dairy products. The large gains in cheese consumption are detailed by these graphs. Mozzarella posted the largest gains among hard cheeses with consumption rising from 2.1 pounds per person in 1975 to 11.4 pounds in 2011. Per capita consumption of miscellaneous cheese varieties grew by 93.0%, increasing from less than 2.9 pounds in 1975 to more than 5.5 pounds in 2011.

Yogurt and cream products also registered significant per capita consumption gains during this time frame, as indicated by the bottom right graph on page three.

Consumption of yogurt increased from 2.0 pounds per person in 1975 to 13.7 pounds in 2011 (+585.0%), while cream product consumption increased from 5.0 pounds to 11.9 pounds (+138.0%) per capita.

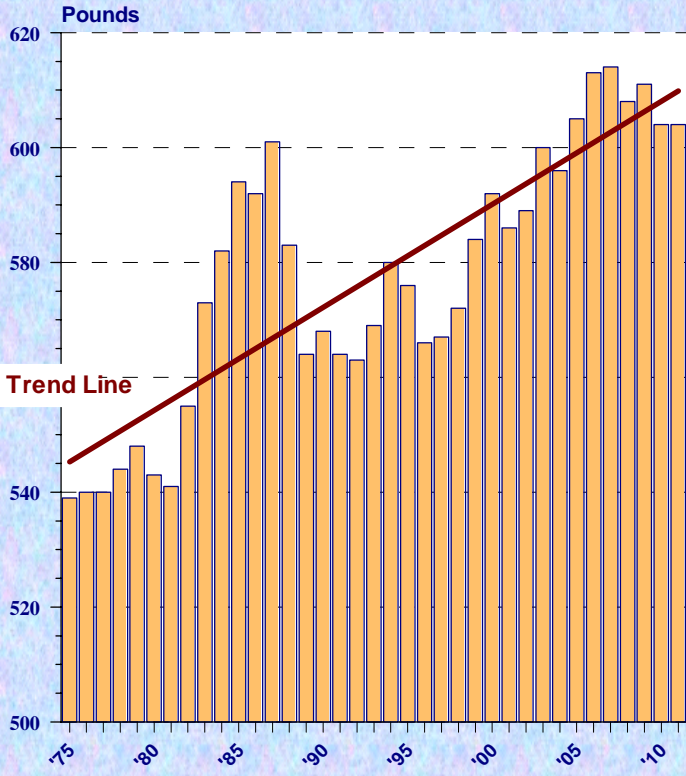
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\* All 2011 data is preliminary. The source for data in this bulletin is: United States Department of Agriculture, Economic Research Service, Dairy Data Overview. (<http://www.ers.usda.gov/data-products/dairy-data.aspx>)



## All Dairy Products

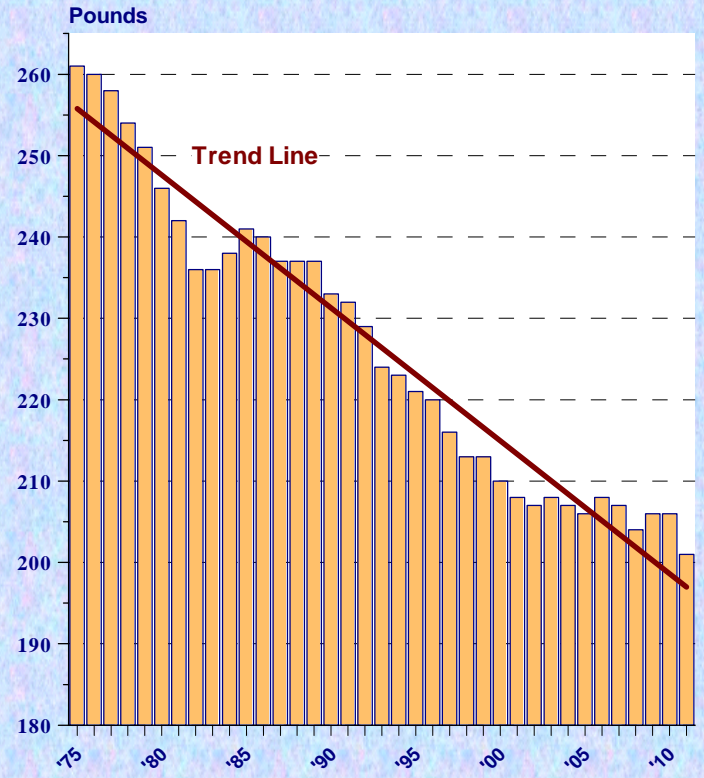
Per Capita Consumption: Milk Equivalent,  
Milkfat Basis



1975 through 2011

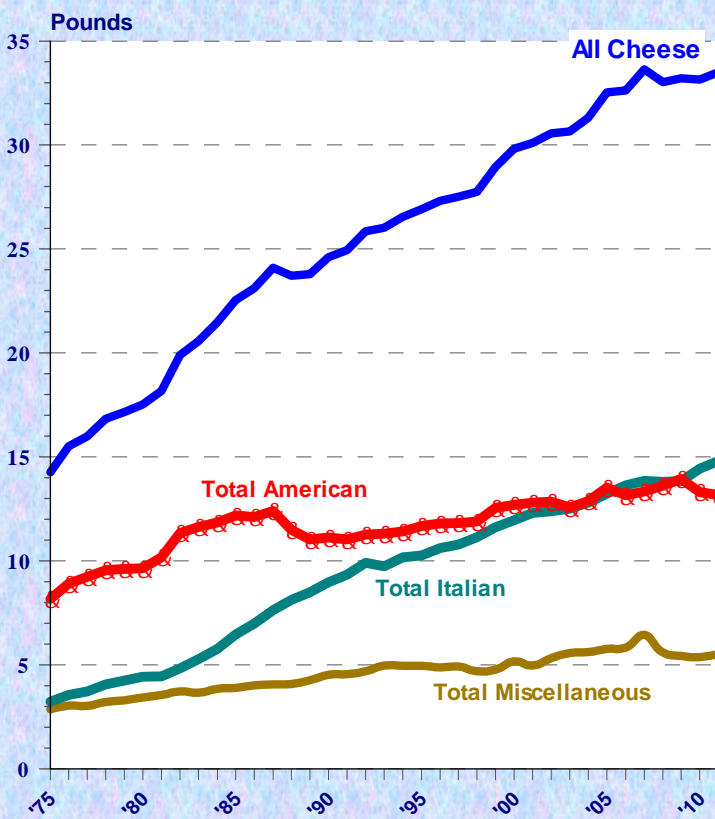
## Fluid Milk & Cream

Per Capita Consumption



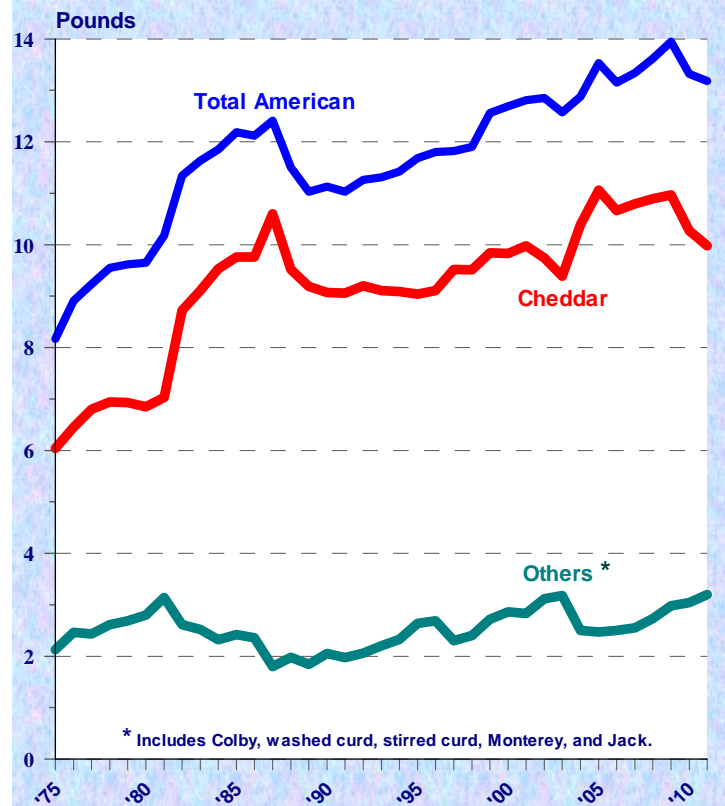
1975 through 2011

## Per Capita Consumption of Cheese



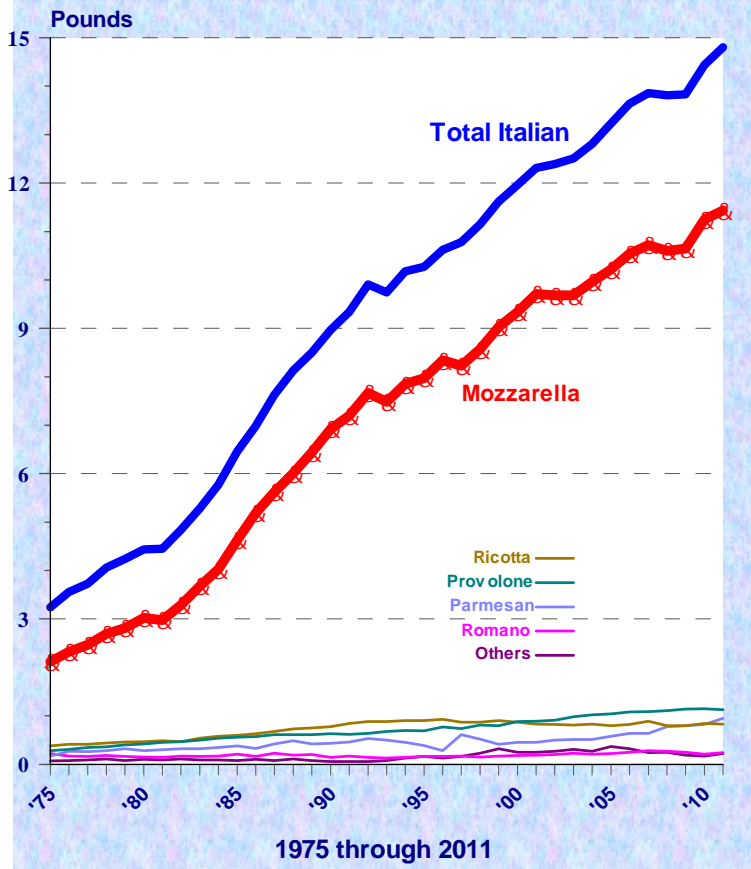
1975 through 2011

## Per Capita Consumption of American Cheese

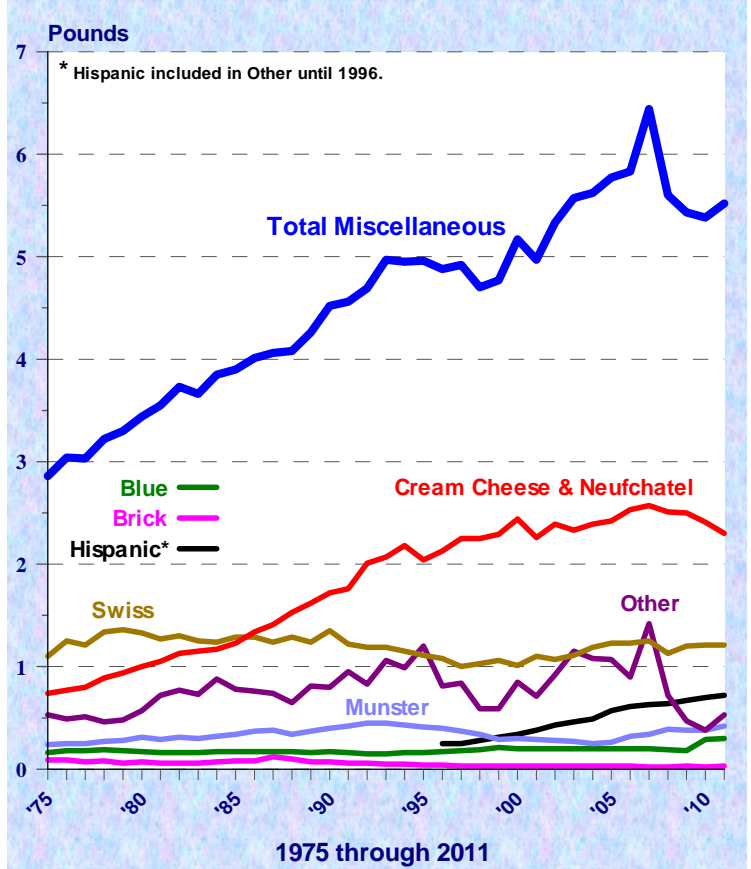


1975 through 2011

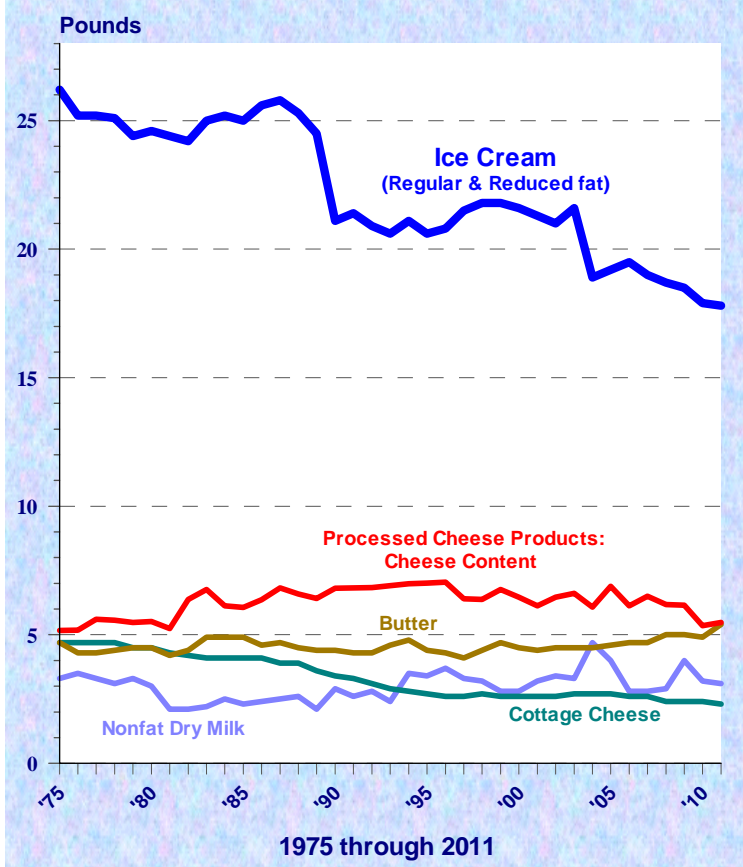
### Per Capita Consumption of Italian Cheese



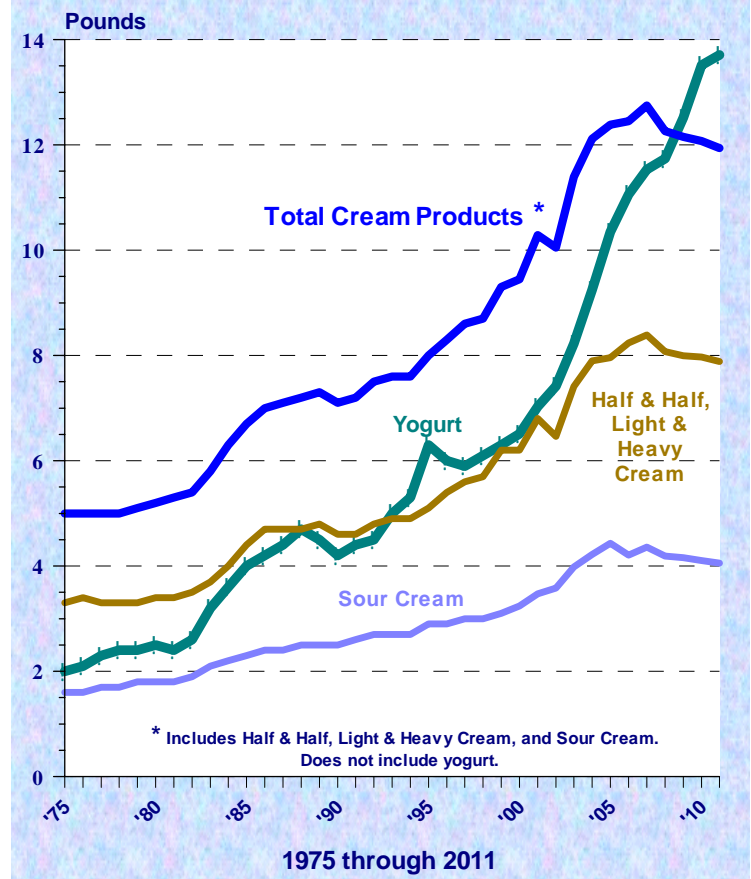
### Per Capita Consumption of Miscellaneous Cheeses



### 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>Oct '12</u>	<u>Sep '12</u>	<u>Oct '12</u>	<u>Sep '12</u>	<u>Oct '12</u>	<u>Sep '12</u>
Northeast	20.78	19.45	-0.24	0.45	42.80	40.71
Appalachian	21.85	20.32	-----	-----	76.53	69.44
Florida	23.70	22.40	-----	-----	86.17	85.11
Southeast	22.35	20.87	-----	-----	75.05	69.87
Upper Midwest	20.53	18.86	-0.49	-0.14	16.74	15.06
<b>Central</b>	<b>19.45</b>	<b>18.37</b>	<b>-1.57</b>	<b>-0.63</b>	<b>55.80</b>	<b>47.68</b>
Mideast	19.67	18.53	-1.35	-0.47	47.41	40.43
Pacific Northwest	19.18	18.17	-1.84	-0.83	45.64	40.66
Southwest	20.35	19.38	-0.67	0.38	72.46	67.45
Arizona	20.23	18.94	-----	-----	35.90	37.17

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