

# MARKETING SERVICE

## BULLETIN

### Fluid Milk Product Sales

Fluid milk sales in the U.S. have changed substantially over the past several decades. The graph on this page depicts fluid milk sales by product from 1975 through 2011\*. Although total fluid sales haven't varied dramatically over this time frame, the mix of products comprising this total has changed significantly, as indicated by this graph. Examining this data on a *per capita* basis reveals additional insight into fluid product sales trends. The graphs in this bulletin depict yearly data for various fluid milk products in total and on a per capita basis.

A persistent downward trend in per capita sales of total beverage milk is indicated by the top left graph on page 2. Year-to-year per capita sales have increased only five times over the 37-year period depicted by this graph, with the last increase occurring in 2009. Although yearly sales have increased twice since 2005, they declined by over three percent during 2011. Per capita sales of beverage milk have decreased by more than 10 percent since 2000, and have fallen by nearly 30 percent since 1975.

An index for 2011 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2011 sales as a percentage of 1975 sales for selected fluid milk products. Per

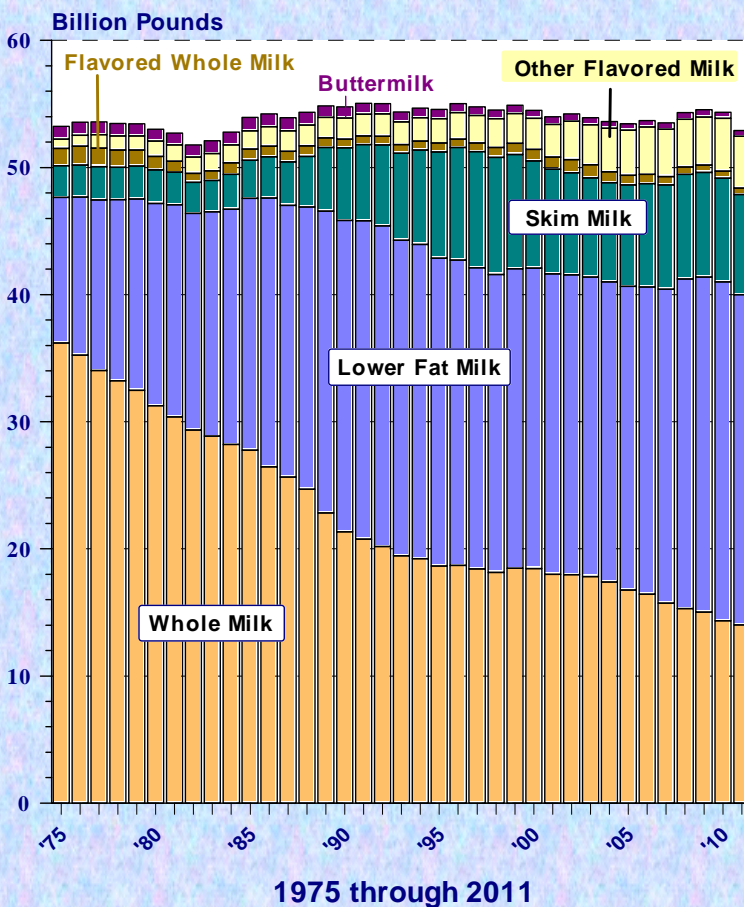
capita sales of whole milk, flavored whole milk, and buttermilk during 2011 were all less than one-third of their respective 1975 levels. Conversely, lower fat, skim, and other flavored milk product per capita sales all increased substantially during this time frame. Other flavored milk sales in 2011 were nearly 4 times greater than the 1975 level on a per capita basis, while skim sales more than doubled and lower fat sales increased by over 50%. Total beverage milk sales in 2011 were 70.5% of the 1975 level on a per capita basis.

The remaining graphs on pages two and three detail yearly per capita and total sales of individual fluid milk products from 1975 through 2011.

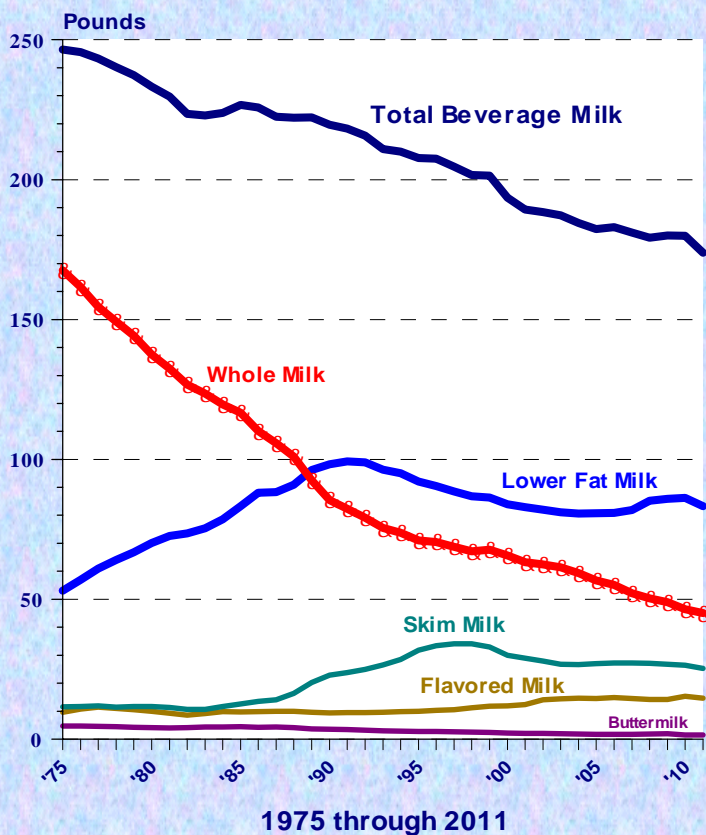
\* All 2011 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview. ([www.ers.usda.gov/data-products/dairy-data.aspx](http://www.ers.usda.gov/data-products/dairy-data.aspx)). Population data used in per capita calculations is from the U.S. Department of Commerce, Census Bureau. ([www.census.gov/popest/data](http://www.census.gov/popest/data)).

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### Fluid Milk Sales By Product

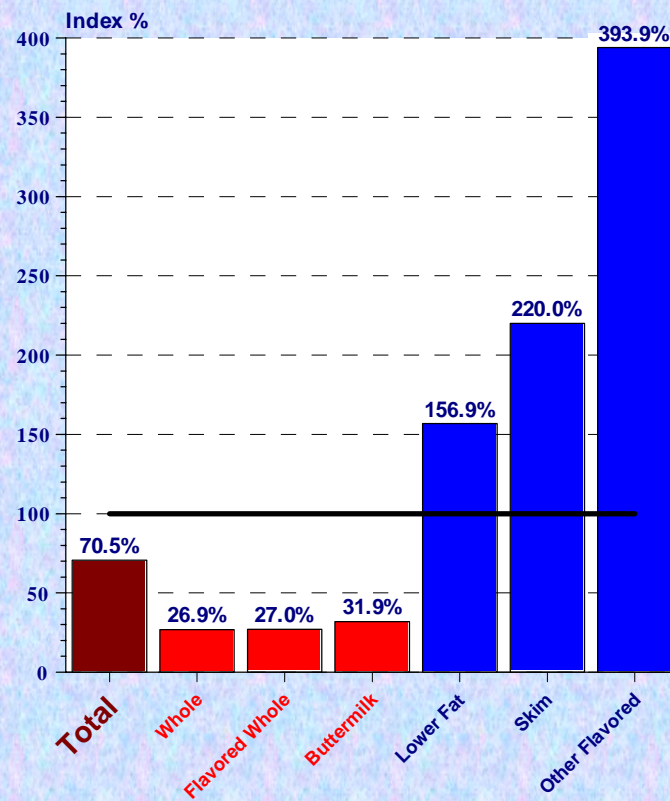


## Fluid Dairy Product Per Capita Sales

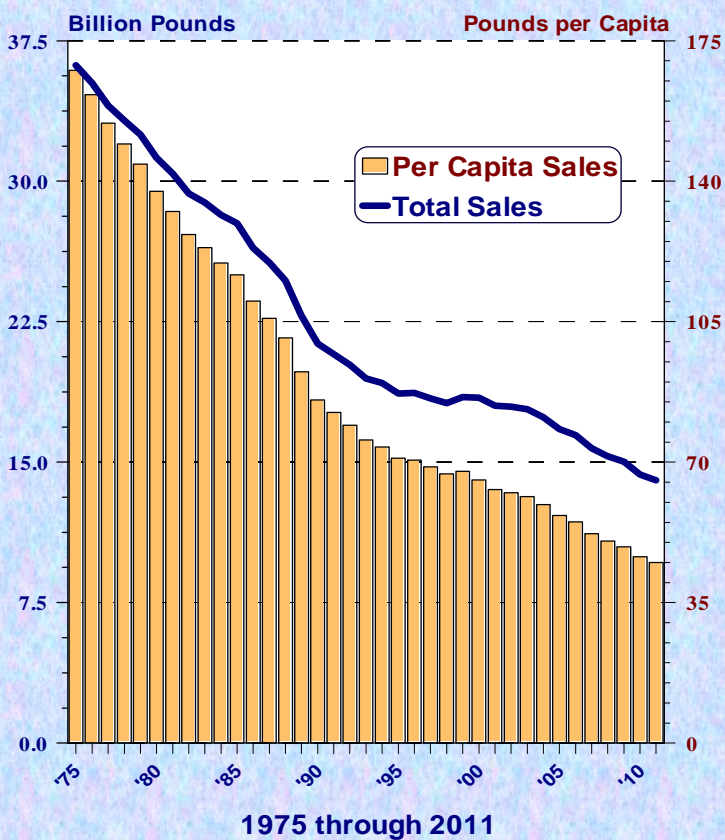


## 2011 Fluid Milk Per Capita Sales Index

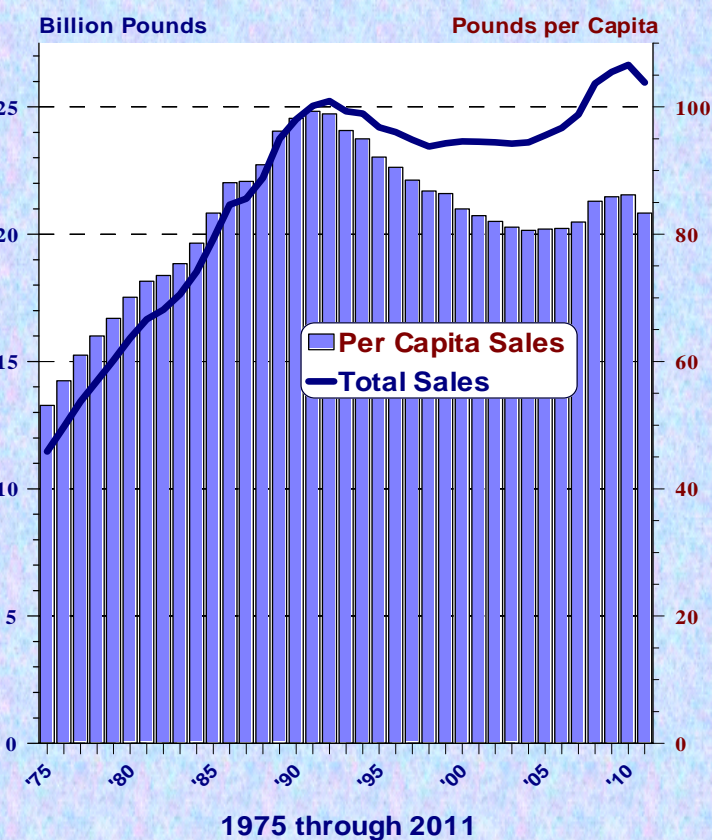
1975 = 100%



## Whole Milk Sales

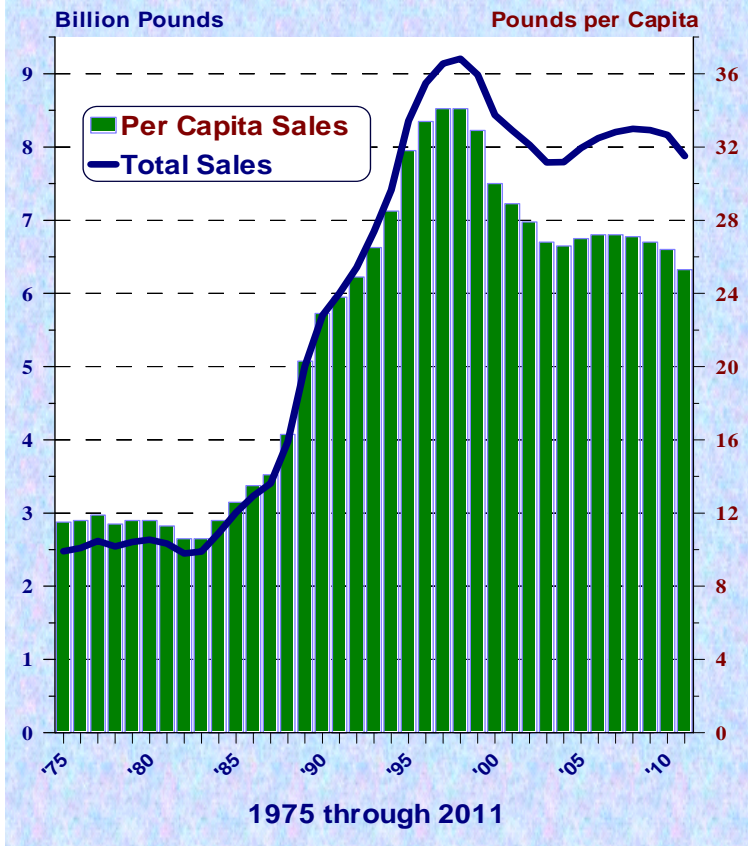


## Lower Fat Milk Sales

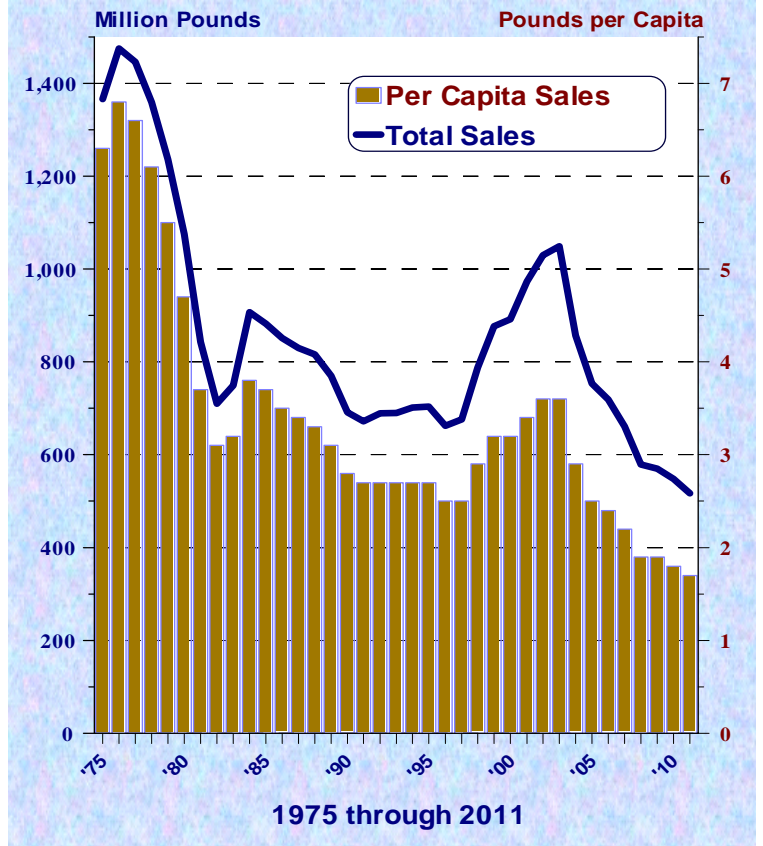




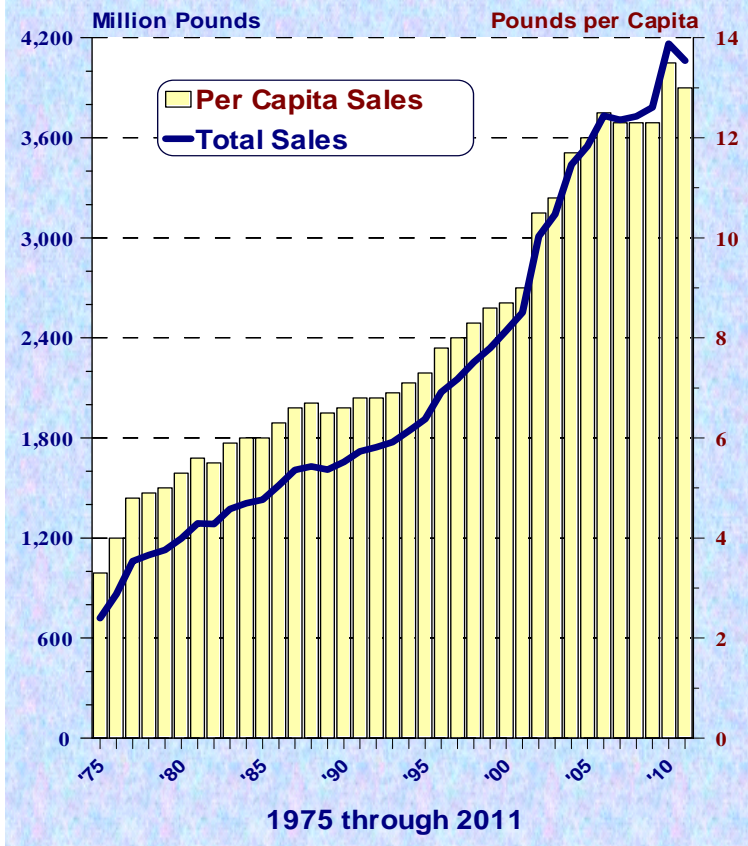
## Skim Milk Sales



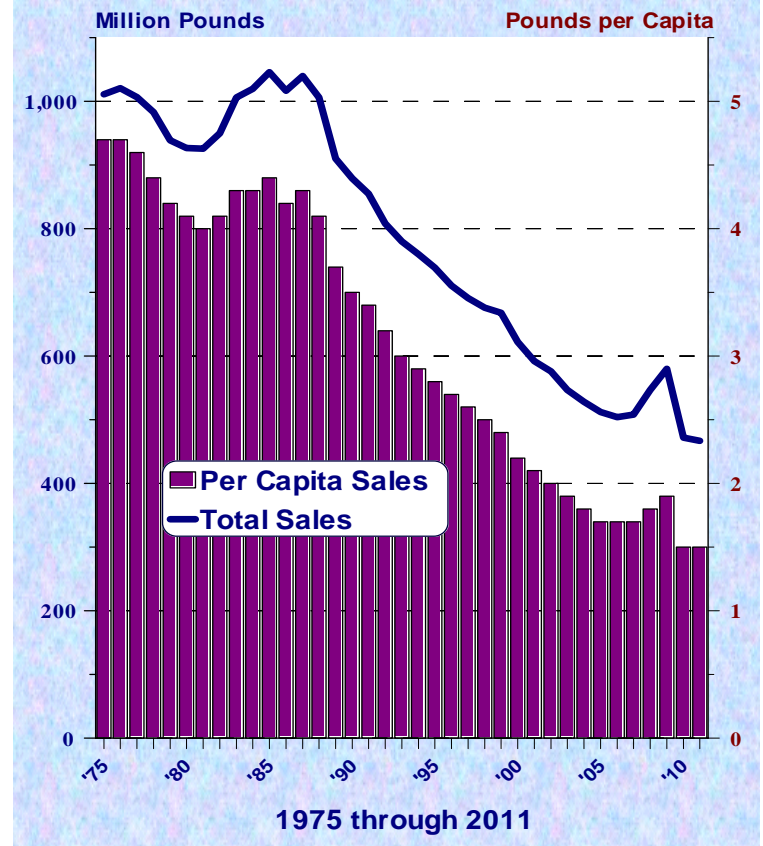
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales



	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Nov '12	Oct '12	Nov '12	Oct '12	Nov '12	Oct '12
Northeast	21.35	20.78	0.52	-0.24	42.86	42.80
Appalachian	22.88	21.85	-----	-----	73.00	76.53
Florida	25.12	23.70	-----	-----	87.67	86.17
Southeast	23.47	22.35	-----	-----	74.08	75.05
Upper Midwest	20.68	20.53	-0.15	-0.49	14.81	16.74
<b>Central</b>	<b>20.23</b>	<b>19.45</b>	<b>-0.60</b>	<b>-1.57</b>	<b>49.23</b>	<b>55.80</b>
Mideast	20.38	19.67	-0.45	-1.35	42.82	47.41
Pacific Northwest	19.98	19.18	-0.85	-1.84	45.10	45.64
Southwest	21.37	20.35	0.54	-0.67	67.24	72.46
Arizona	20.67	20.23	-----	-----	34.21	35.90

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