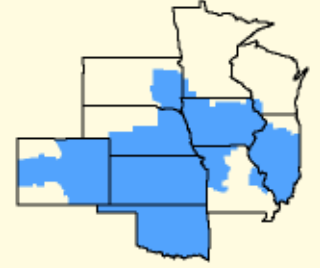


OCTOBER 2013

Marketing Service

# Bulletin

Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA



## 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 2012\*.

A continual 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. Fluid milk and cream consumption decreased by 25.3% per person comparing 2012 with 1975, and has declined by 7.1% since 2000. Per capita consumption of fluid milk and cream during 2012 was 195 pounds, which is 1.5% lower than 2011 and the lowest amount recorded during the 1975 through 2012 time frame.

The downward trend in fluid milk and cream consumption is in sharp contrast to the persistent 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 1980's. Cheese consumption per capita in 2012 was 134.8% greater than it was in 1975, and is up 12.2% compared with 2000. Per capita consumption has increased in twenty-two of the last twenty-four years, and has declined only three times since 1975.

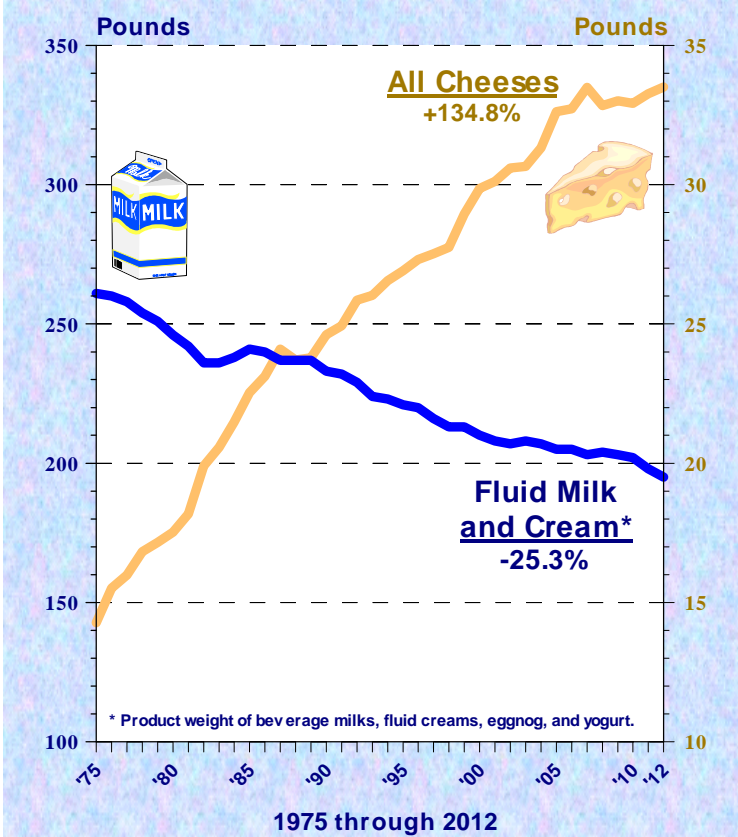
Two of the three decreases were recorded over the past five years, however, with year-over-year per capita consumption decreases occurring in 2008 and 2010.

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 73 pounds per person (+13.5%), increasing from 539 pounds in 1975 to 612 pounds in 2012. The remaining graphs on pages two and three depict per capita consumption for selected dairy products. Mozzarella posted the largest gain among hard cheeses (+447.6%), with consumption rising from 2.1 pounds per person in 1975 to 11.5 pounds during 2012. Per capita consumption of miscellaneous cheese varieties has also grown substantially, increasing from less than 2.9 pounds in 1975 to around 5.4 pounds during 2012.

Yogurt and cream products also posted significant per capita consumption gains during this time frame, as indicated by the bottom right graph on page three. Yogurt consumption increased from approximately 2.0 pounds per person in 1975 to over 14 pounds in 2012 (+605.0%), while consumption of all cream products increased from 5.0 pounds to 11.1 pounds per capita (+122.0%).

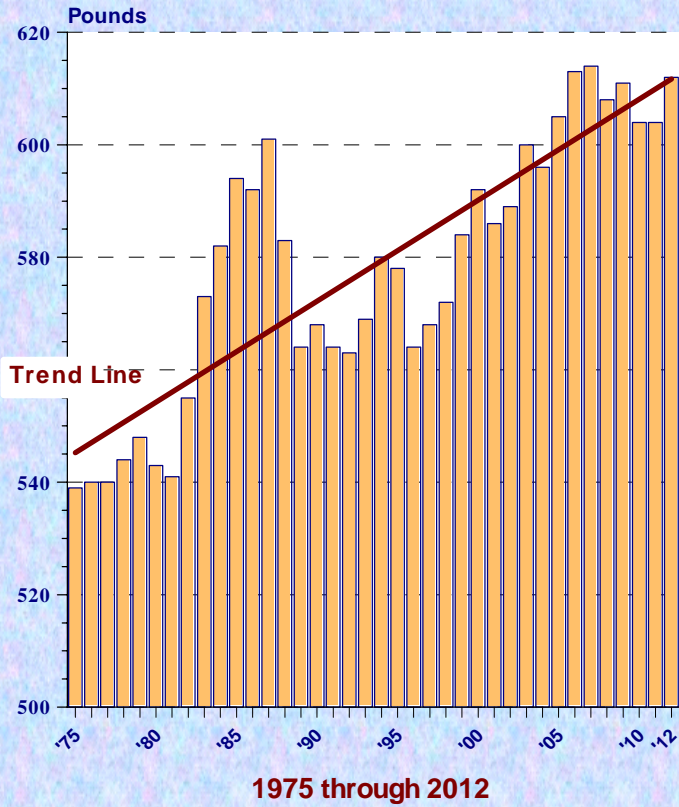
\* All 2012 data is preliminary. The primary source for data in this bulletin is: United States Department of Agriculture, Economic Research Service, Dairy Data Overview. ( <http://www.ers.usda.gov/data-products/dairy-data.aspx> )

### Per Capita Consumption of Dairy Products



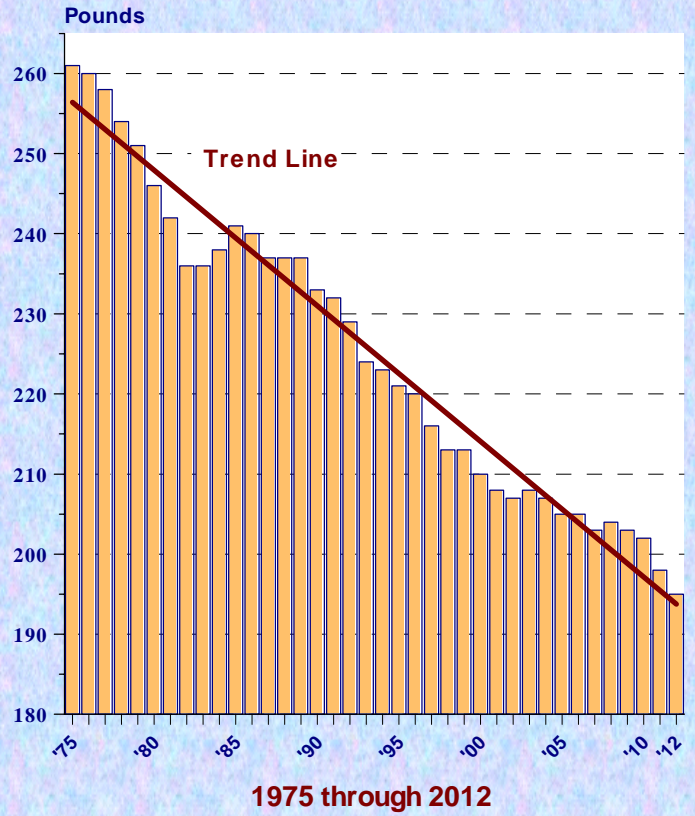
## All Dairy Products

Per Capita Consumption: Milk Equivalent,  
Milkfat Basis

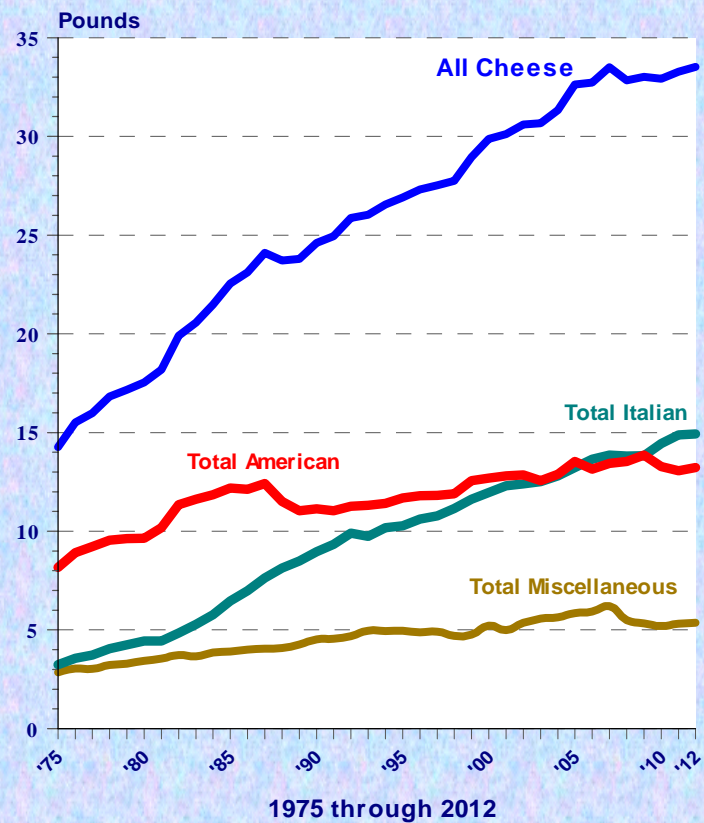


## Fluid Milk & Cream

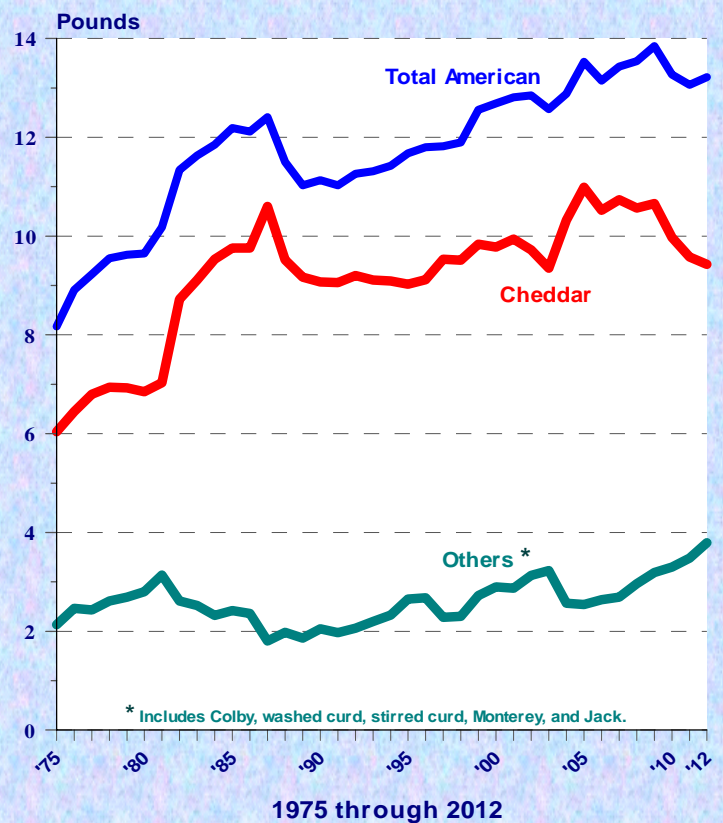
Per Capita Consumption



## Per Capita Consumption of Cheese

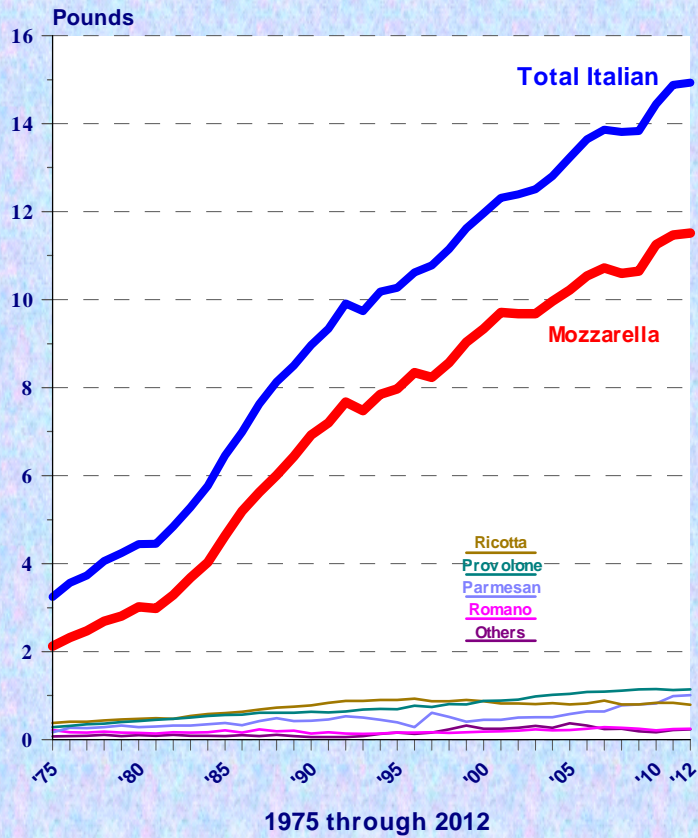


## Per Capita Consumption of American Cheese

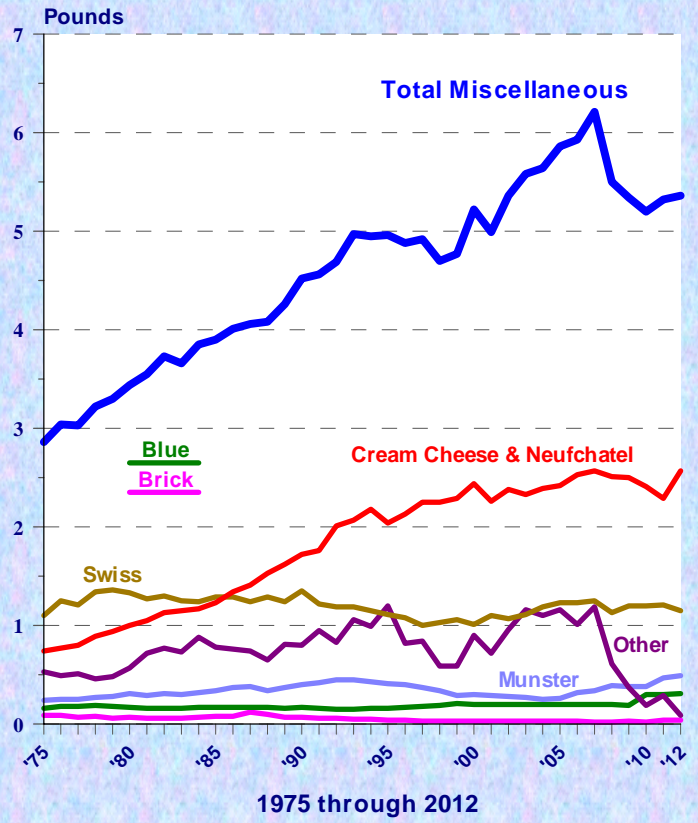




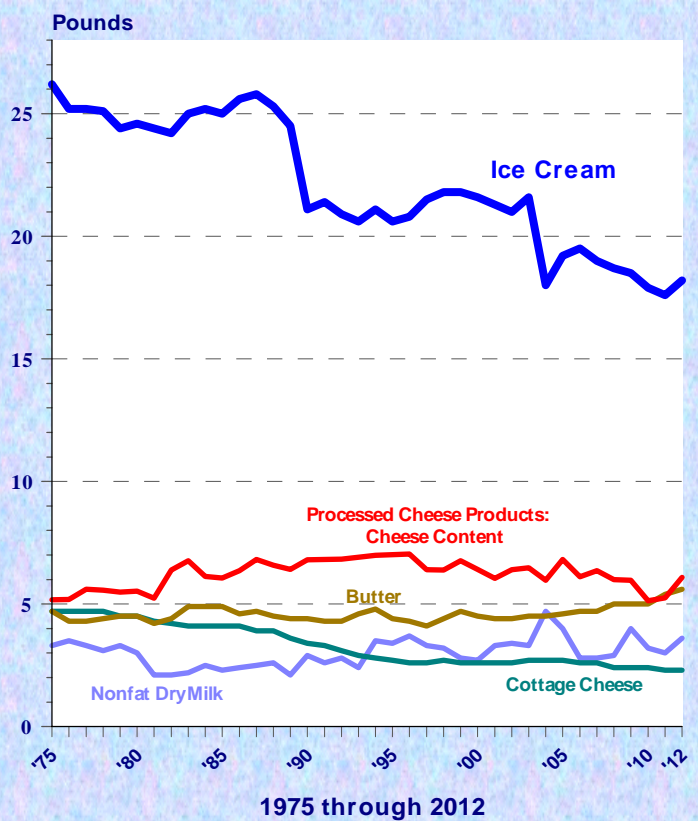
### Per Capita Consumption of Italian Cheese



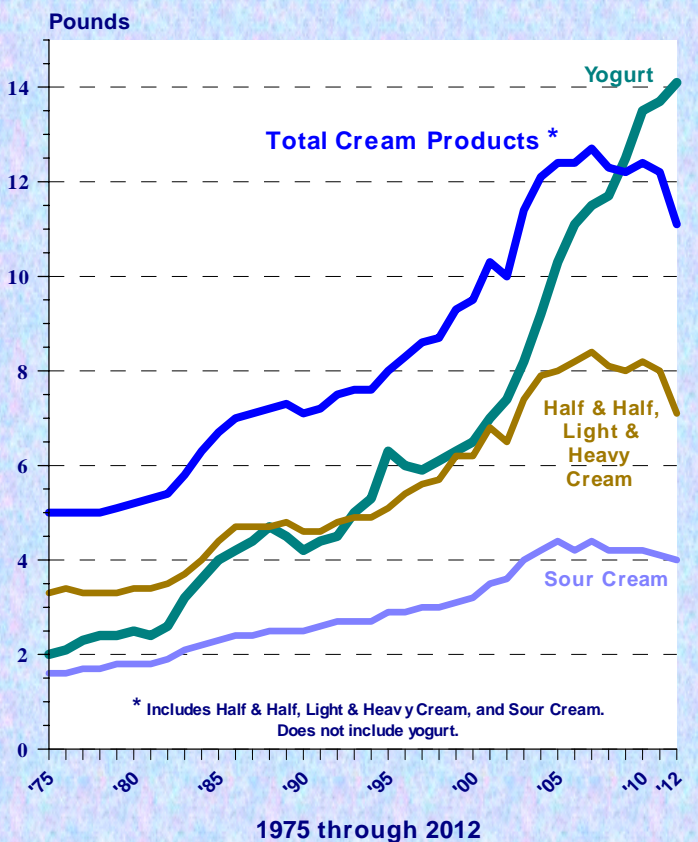
### Per Capita Consumption of Miscellaneous Cheeses



### Per Capita Consumption of Miscellaneous Dairy Products



### Per Capita Consumption of Selected Class II Products





**United States  
Department of  
Agriculture**

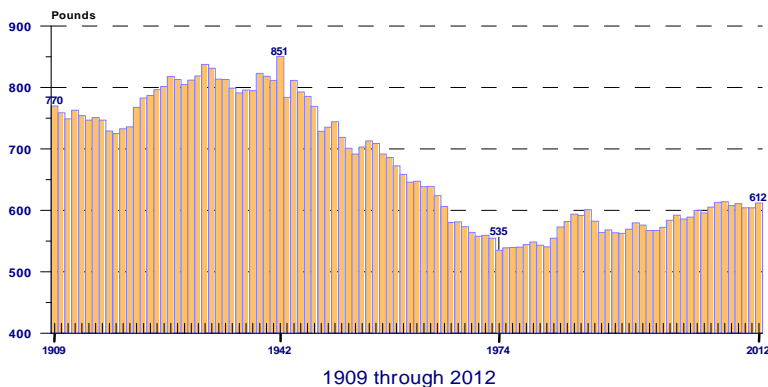
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**U.S. Per Capita Consumption**  
All Dairy Products - Milk Equivalent Basis



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**Statistical  
Uniform Price**

**Producer Price  
Differential**

**Class I  
Utilization**

	<u>Sep '13</u>	<u>Aug '13</u>	<u>Sep '13</u>	<u>Aug '13</u>	<u>Sep'13</u>	<u>Aug '13</u>
Northeast	20.58	20.28	2.44	2.37	38.86	36.89
Appalachian	21.72	21.35	-----	-----	70.81	70.58
Florida	23.86	23.56	-----	-----	86.50	87.92
Southeast	22.10	21.81	-----	-----	69.72	72.29
Upper Midwest	18.50	18.25	0.36	0.34	10.84	10.57
<b>Central</b>	<b>19.17</b>	<b>18.92</b>	<b>1.03</b>	<b>1.01</b>	<b>32.57</b>	<b>33.16</b>
Mideast	19.56	19.32	1.42	1.41	40.81	39.09
Pacific Northwest	19.13	18.93	0.99	1.02	28.92	27.88
Southwest	19.97	19.74	1.83	1.83	36.02	36.73
Arizona	19.79	19.41	-----	-----	33.44	32.17