

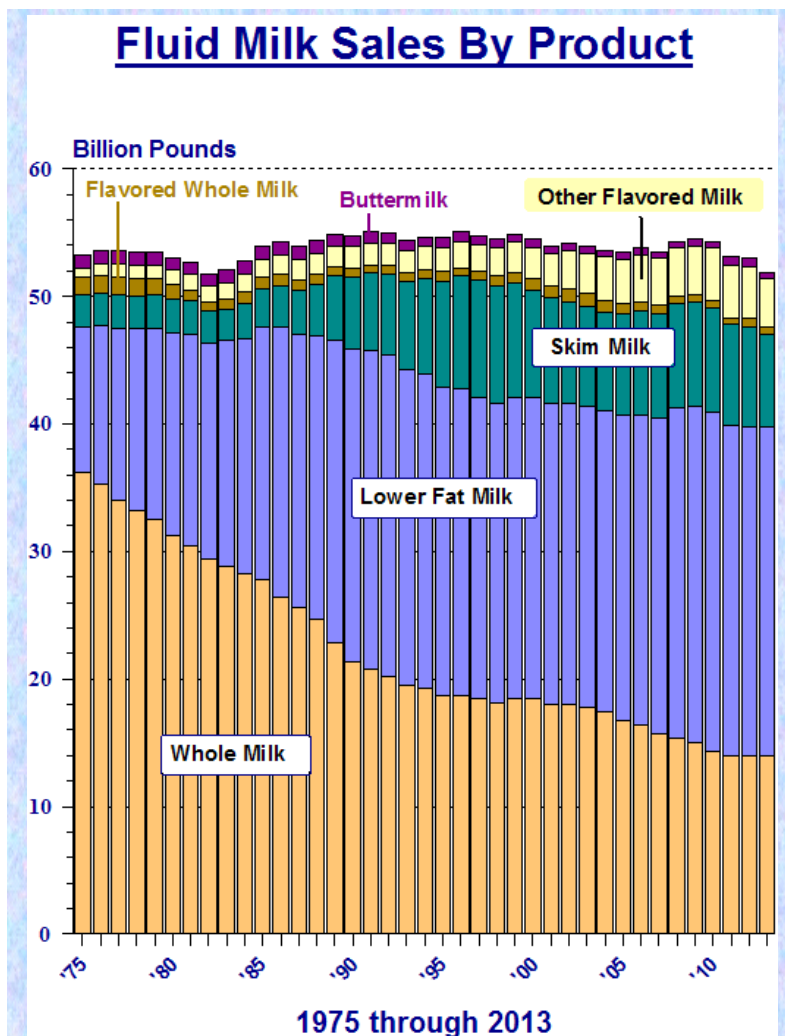
Bulletin

Facilitating the efficient marketing of milk and dairy products.

CENTRAL MARKETING AREA

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 2013*. Although total fluid sales haven't varied dramatically over this time frame, they have decreased by nearly five percent since 2009. In addition, 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 four times over the 39-year period depicted by this graph, with the last increase occurring in 2008. Moreover, per capita sales have increased only once since 1990, and they declined by nearly three percent during 2013. Per capita sales of beverage milk have decreased by over 15 percent since 2000, and have fallen by more than 33 percent since 1975.

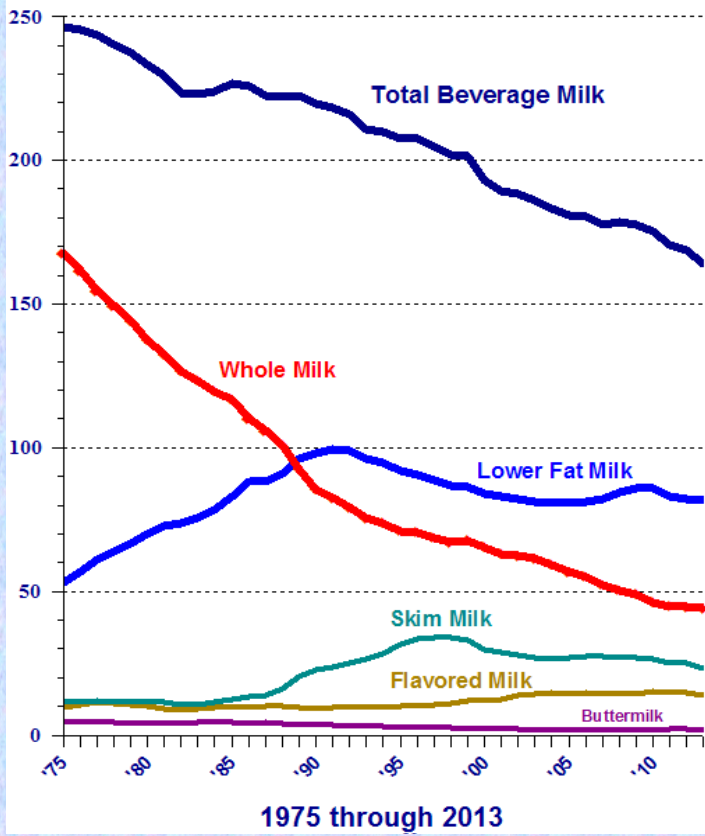


An index for 2013 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2013 sales as a percentage of 1975 sales for selected fluid milk products. Per capita sales of whole milk and flavored whole milk during 2013 were less than one-third of their respective 1975 levels, while buttermilk sales were slightly above that level. Conversely, per capita sales of lower fat, skim, and other flavored milk products all increased substantially during this time frame. Other flavored milk sales in 2013 were nearly 4 times greater than the 1975 level on a per capita basis, while skim sales doubled and lower fat sales increased by over 50%. Total beverage milk sales in 2013 were approximately two-thirds 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 2013.

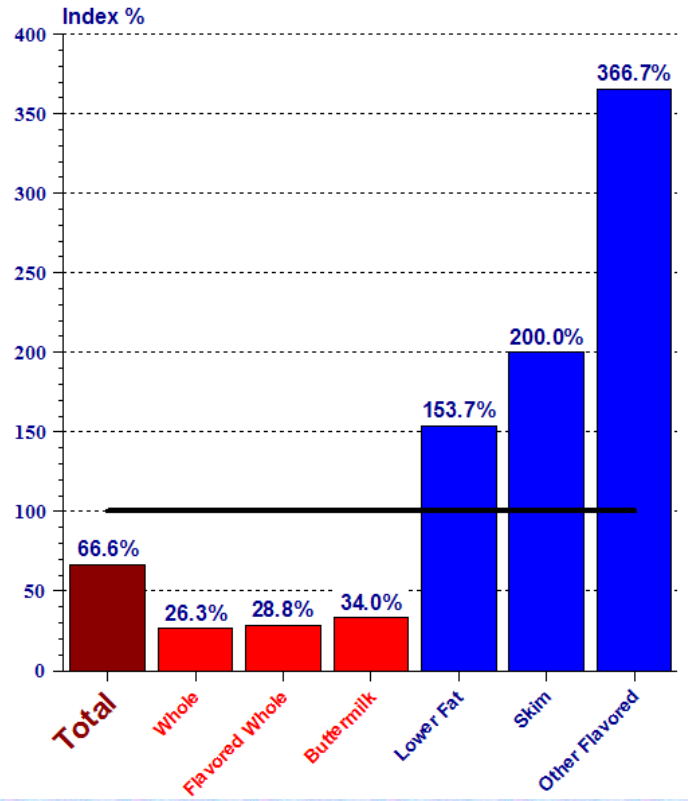
* All 2013 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (www.ers.usda.gov/data-products/dairy-data.aspx). Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (www.census.gov/popest/data).

Fluid Dairy Product Per Capita Sales

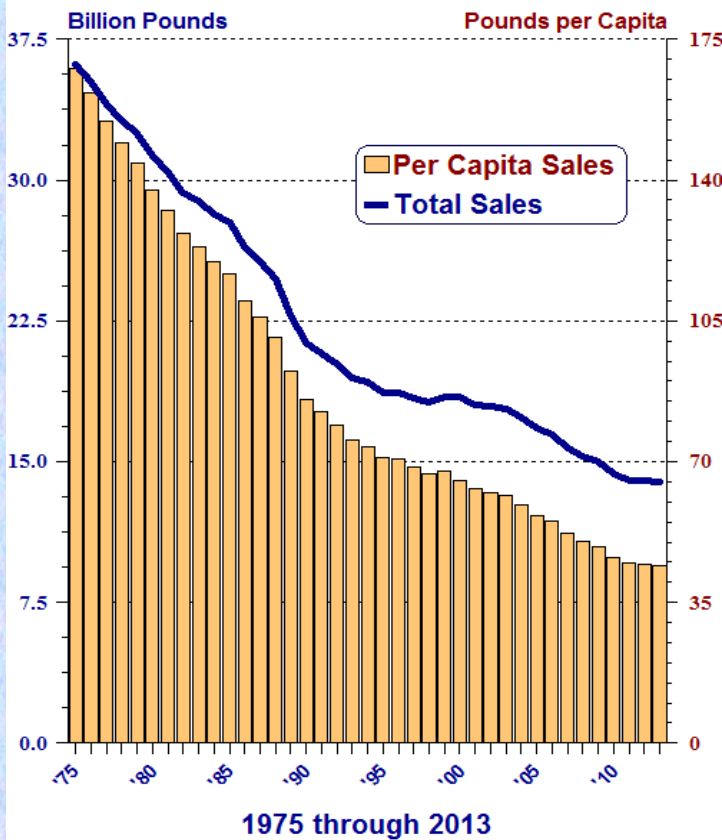


2013 Fluid Milk Per Capita Sales Index

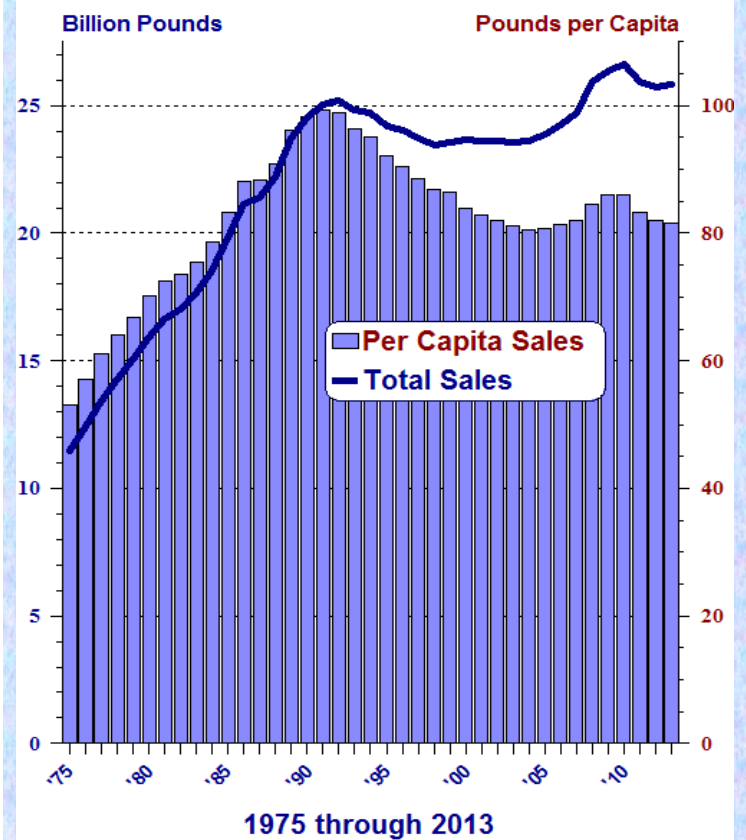
1975 = 100%



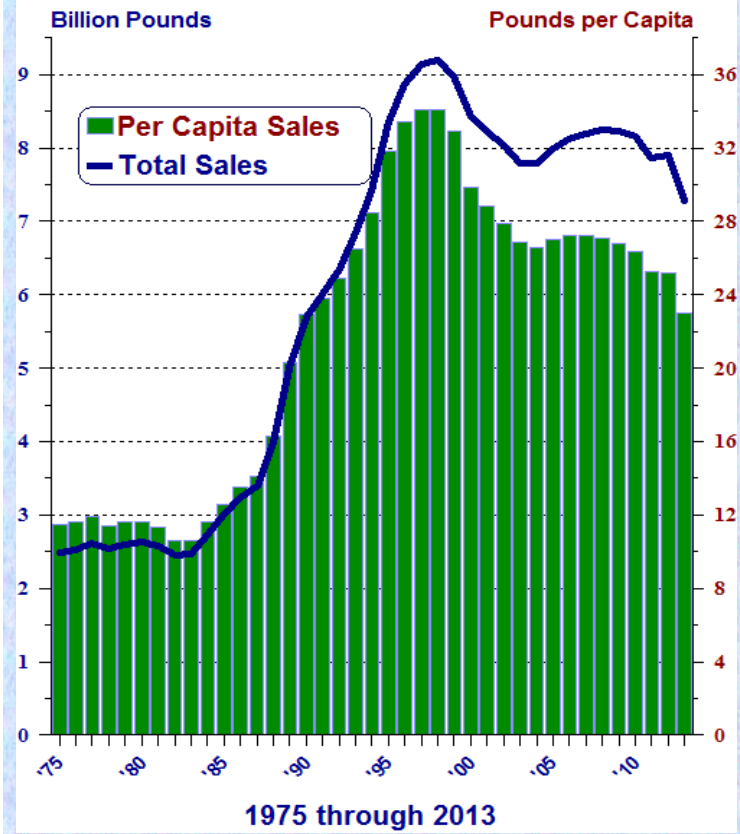
Whole Milk Sales



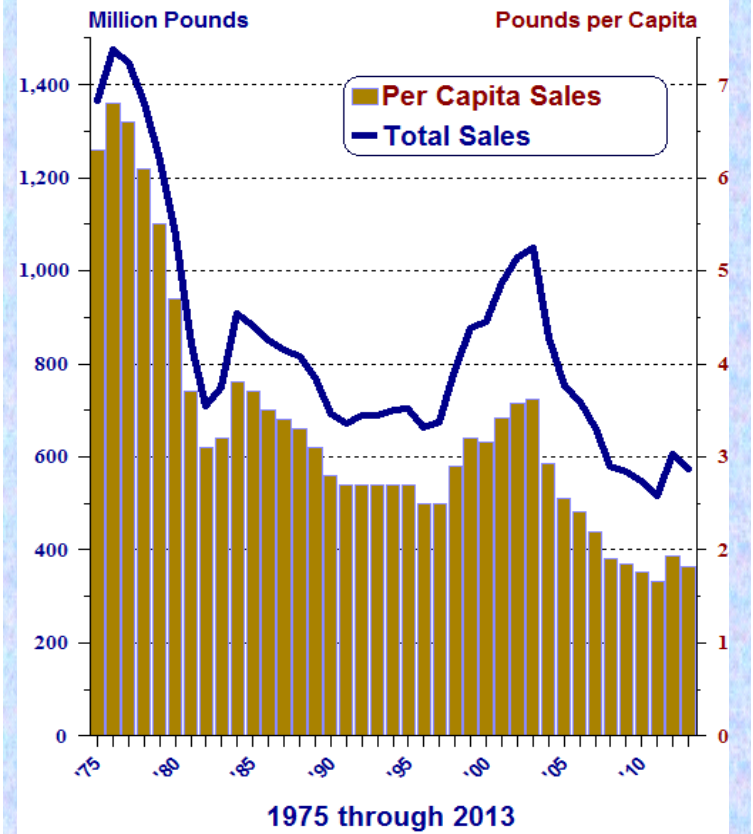
Lower Fat Milk Sales



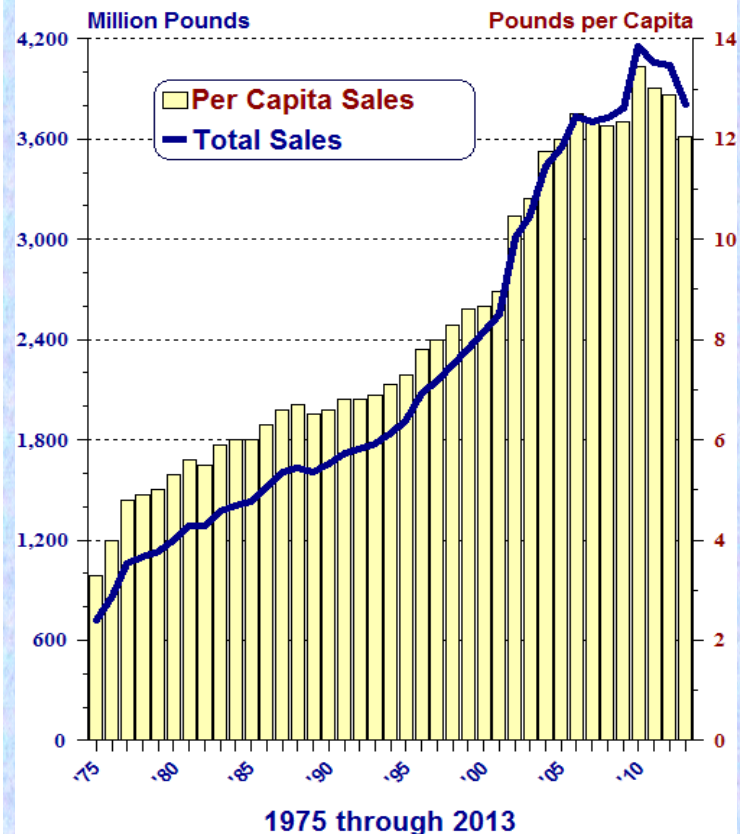
Skim Milk Sales



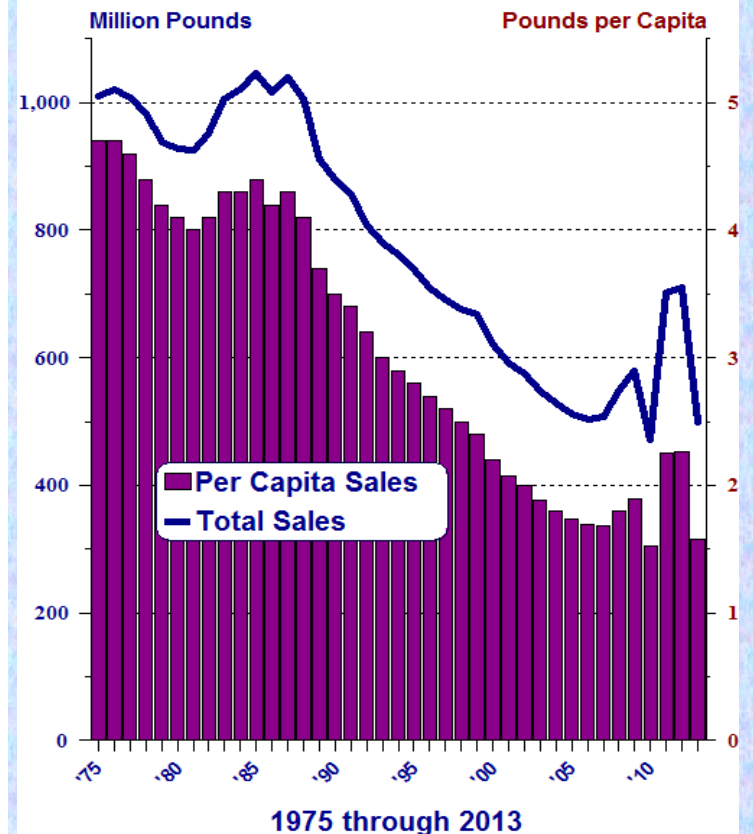
Flavored Whole Milk Sales



Other Flavored Milk Sales



Buttermilk Sales





**United States
Department of
Agriculture**

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	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	<u>Aug '14</u>	<u>Jul '14</u>	<u>Aug '14</u>	<u>Jul '14</u>	<u>Aug '14</u>	<u>Jul '14</u>
Northeast	25.41	24.75	3.16	3.15	33.46	32.61
Appalachian	26.73	25.95	-----	-----	68.64	70.50
Florida	28.84	27.95	-----	-----	84.67	84.69
Southeast	27.39	26.43	-----	-----	79.01	78.73
Upper Midwest	22.73	22.05	0.48	0.45	9.83	9.78
Central	23.76	23.02	1.51	1.42	30.26	29.46
Mideast	24.20	23.48	1.95	1.88	35.40	34.91
Pacific Northwest	23.69	23.15	1.44	1.55	21.71	21.45
Southwest	24.29	23.55	2.04	1.95	30.84	30.34
Arizona	24.28	23.73	-----	-----	27.64	26.73

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