

Bulletin

Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA

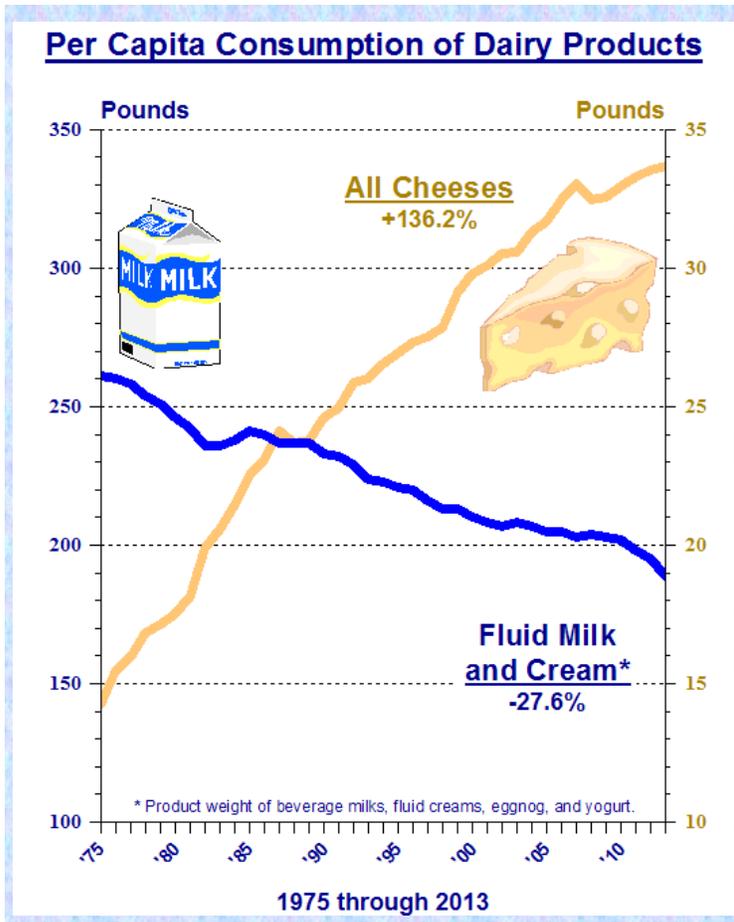


Per Capita Consumption of Selected Dairy Products

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 2013*.

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 27.6% per person comparing 2013 with 1975, and has declined by 10.0% since 2000. Per capita consumption of fluid milk and cream during 2013 was 189 pounds, which is 3.1% lower than 2012 and the lowest amount recorded during the 1975 through 2013 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 2013 was 136.2% greater than it was in 1975, and is up 13.0% compared with 2000. Per capita consumption has increased in twenty-four of the last twenty-five years, and has declined only twice since 1975. The most recent decrease was recorded when consumption declined 0.6 pounds per capita (-1.7%) in 2008.



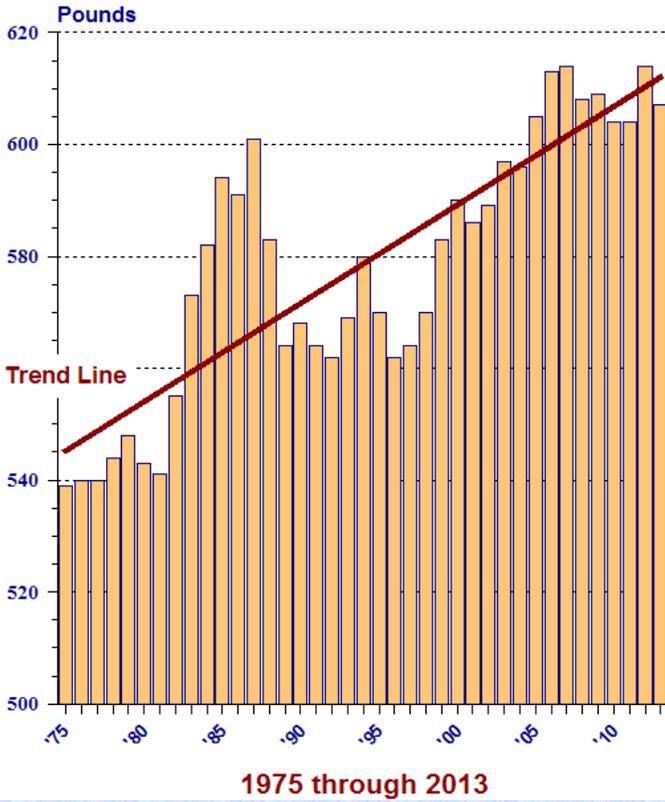
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 68 pounds per person (+12.6%), increasing from 539 pounds in 1975 to 607 pounds in 2013. The remaining graphs on pages two and three depict per capita consumption for selected dairy products. Mozzarella posted the largest gain among hard cheeses (+414.3%), with consumption rising from 2.1 pounds per person in 1975 to 10.8 pounds during 2013. Per capita consumption of miscellaneous cheese varieties has also grown substantially, increasing from 2.9 pounds in 1975 to 6.3 pounds during 2013.

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 14.9 pounds in 2013 (+645.0%), while consumption of all cream products increased from 5.0 pounds to 10.8 pounds per capita (+116.0%). Consumption of all cream products has declined in recent years, however, decreasing from 12.7 pounds per capita in 2007 to 10.8 pounds in 2013 (-15.0%).

* All 2013 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>)

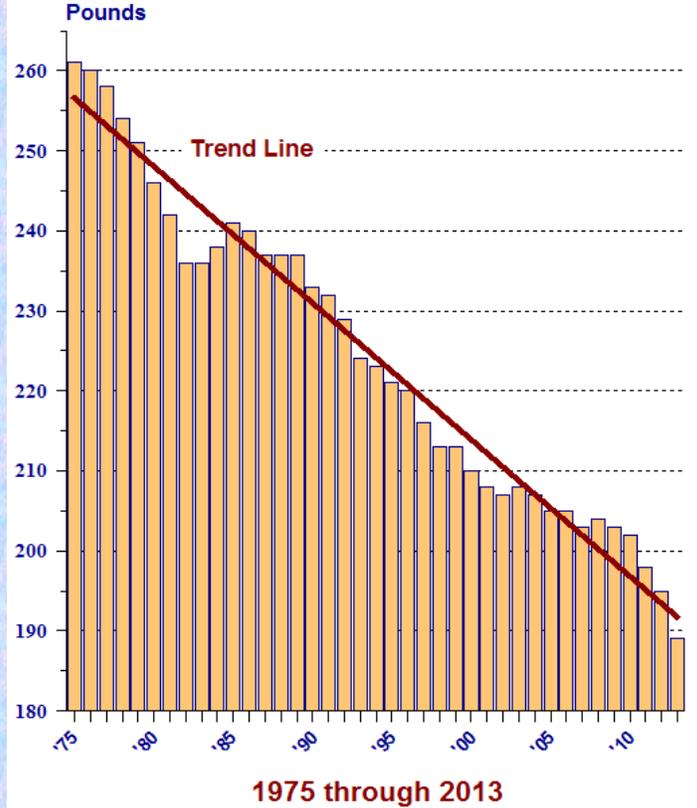
All Dairy Products

Per Capita Consumption: Milk Equivalent,
Milkfat Basis

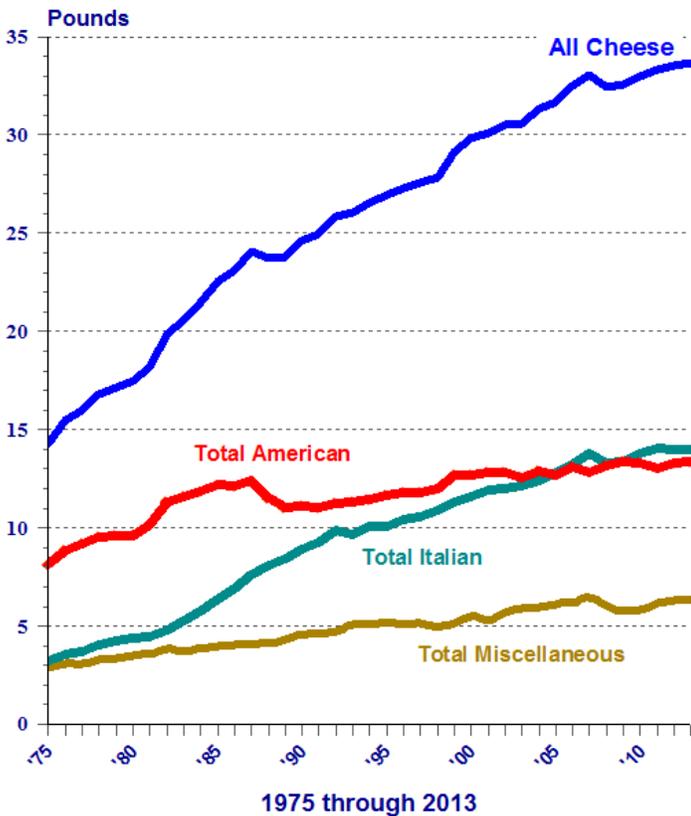


Fluid Milk & Cream

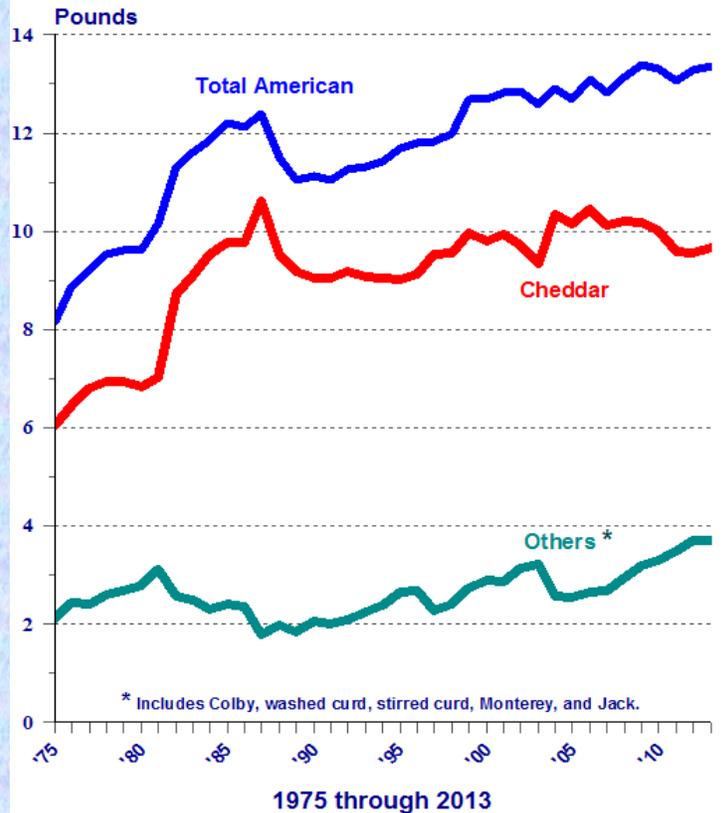
Per Capita Consumption



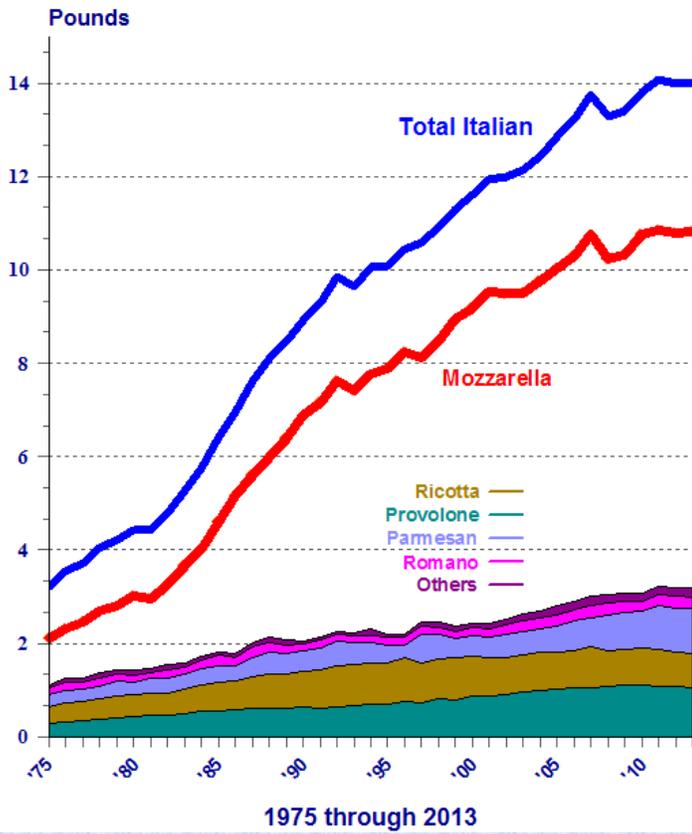
Per Capita Consumption of Cheese



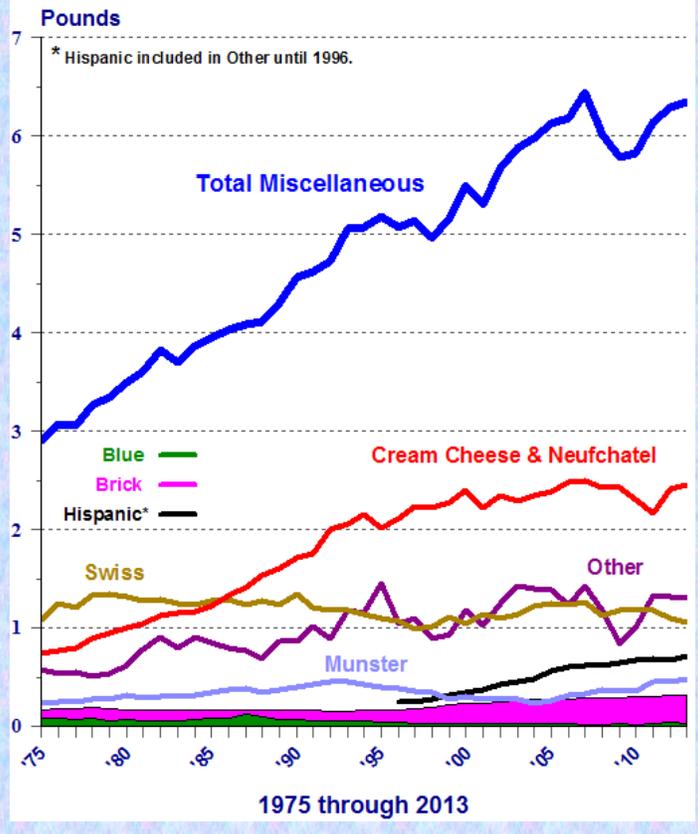
Per Capita Consumption of American Cheese



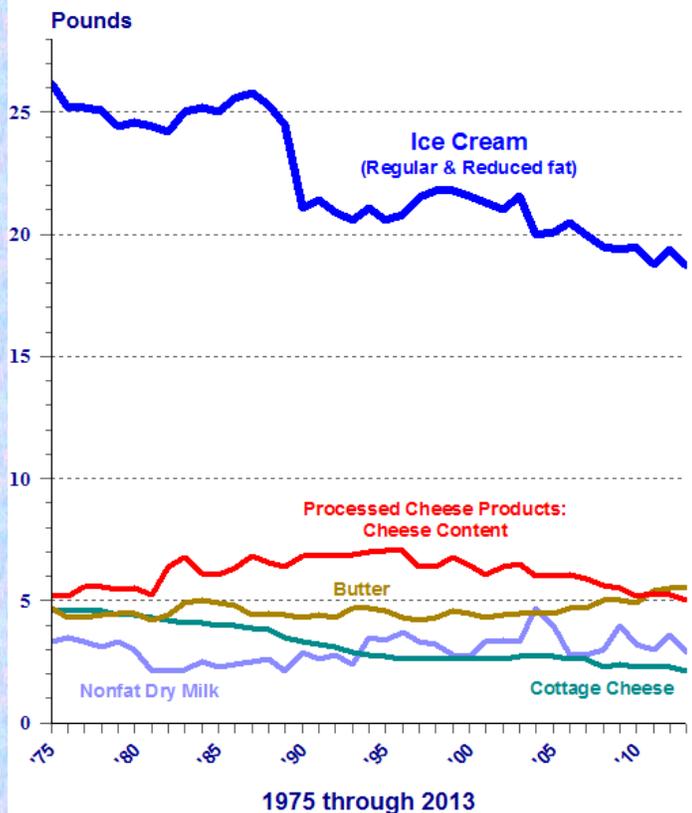
Per Capita Consumption of Italian Cheese



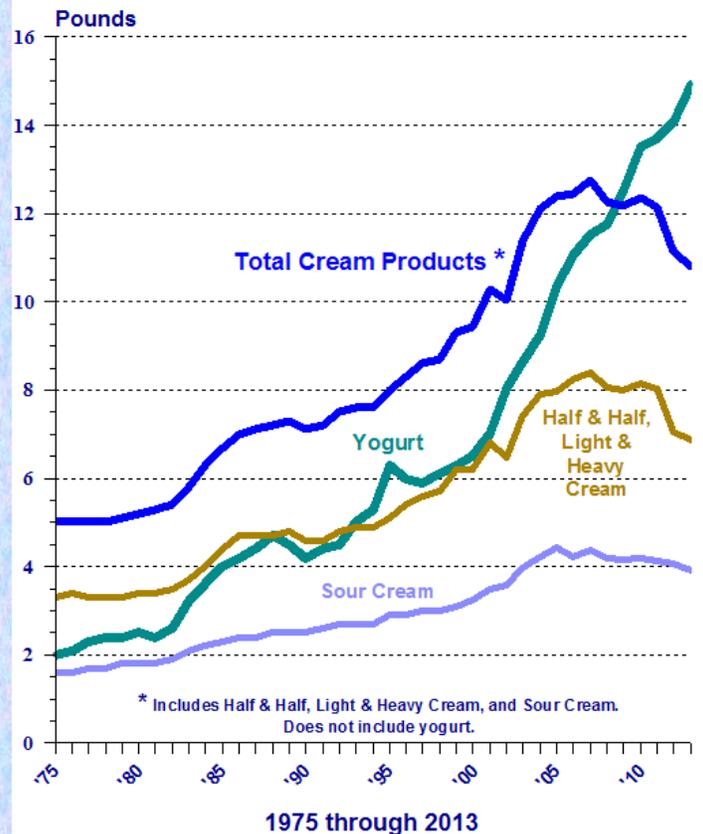
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Miscellaneous Dairy Products



Per Capita Consumption of Selected Class II Products





**United States
Department of
Agriculture**

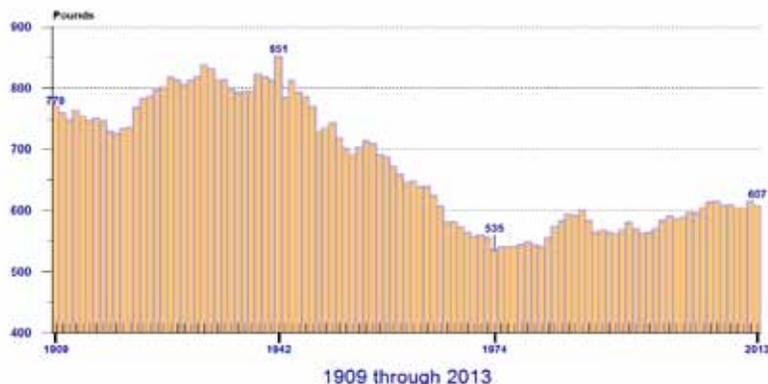
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U.S. Per Capita Consumption
All Dairy Products - Milk Equivalent Basis



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**Statistical
Uniform Price**

**Producer Price
Differential**

**Class I
Utilization**

	<u>Sep '14</u>	<u>Aug '14</u>	<u>Sep '14</u>	<u>Aug '14</u>	<u>Sep'14</u>	<u>Aug '14</u>
Northeast	26.16	25.41	1.56	3.16	36.69	33.46
Appalachian	27.23	26.73	-----	-----	73.19	68.64
Florida	29.29	28.84	-----	-----	86.85	84.67
Southeast	27.86	27.39	-----	-----	82.12	79.01
Upper Midwest	24.76	22.73	0.16	0.48	10.81	09.83
Central	24.83	23.76	0.23	1.51	32.79	30.26
Mideast	25.07	24.20	0.47	1.95	35.85	35.40
Pacific Northwest	24.30	23.69	-0.30	1.44	23.88	21.71
Southwest	25.80	24.29	1.20	2.04	32.60	30.84
Arizona	24.91	24.28	-----	-----	31.64	27.64