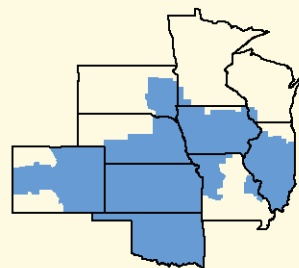


Bulletin



Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA

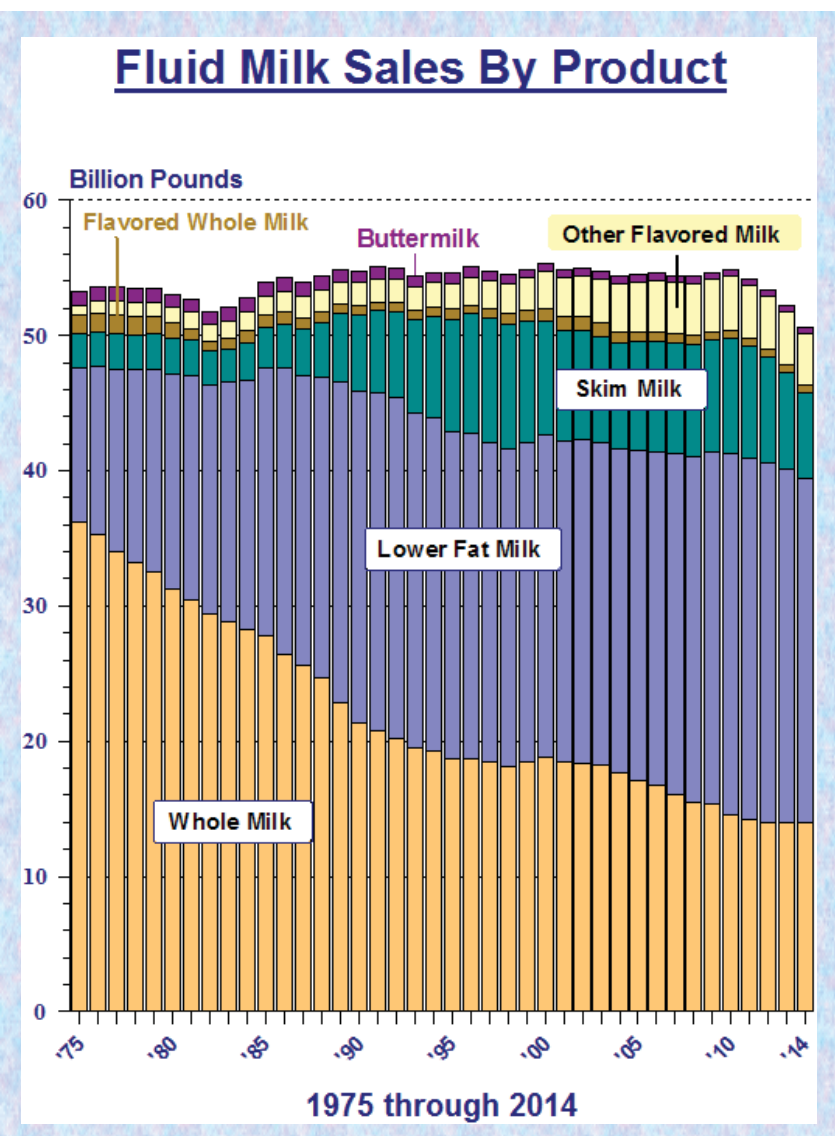
Fluid Milk Sales

U.S. fluid milk sales have changed substantially over the past several decades. The graph on this page depicts total fluid milk sales by product from 1975 through 2014*. Although total fluid sales haven't varied dramatically over this time frame, they have decreased by more than 7.5% since 2010. In addition, the mix of products comprising this total has changed significantly, as indicated by the graph below. Examining this data on a *per capita* basis reveals additional insight into fluid product sales trends over the past few decades. 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 two. Year-to-year per capita sales have increased only three times over the 40-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 3.7% during 2014, and have decreased by around 28.5% since 1989. Compared with 1975, per capita sales of beverage milk have decreased by more than 35%.

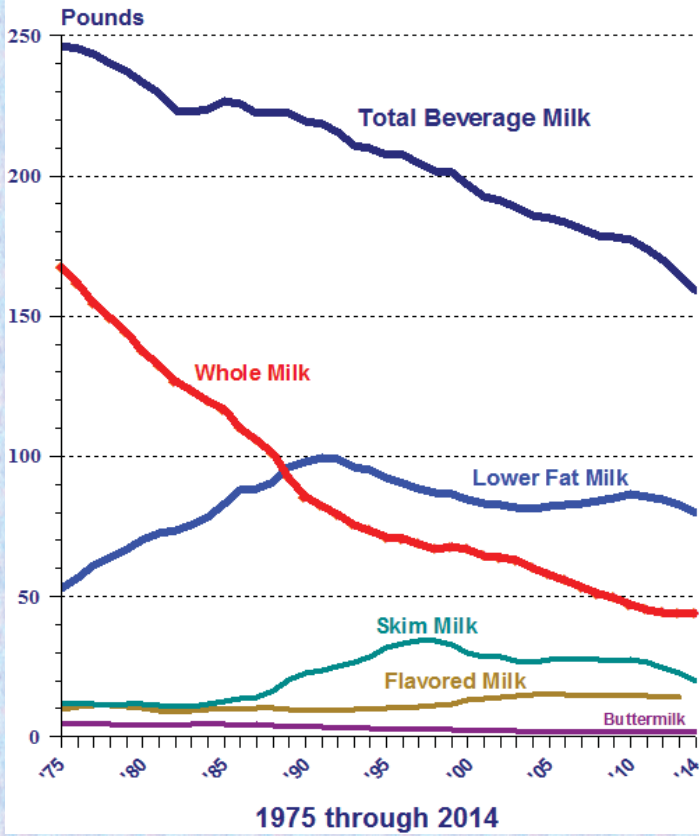
An index for 2014 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2014 sales as a percentage of 1975 sales for selected fluid milk products. Per capita sales of whole milk, flavored whole milk and buttermilk during 2014 were less than one-third of their respective 1975 levels. Conversely, lower fat, skim, and other flavored milk per capita sales all increased substantially comparing 2014 with 1975. Other flavored milk sales in 2014 were more than three and one-half times greater than the 1975 level on a per capita basis, while skim sales were nearly 75% higher and lower fat sales were around 50% greater. Total beverage milk sales in 2014 were less than 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 2014.

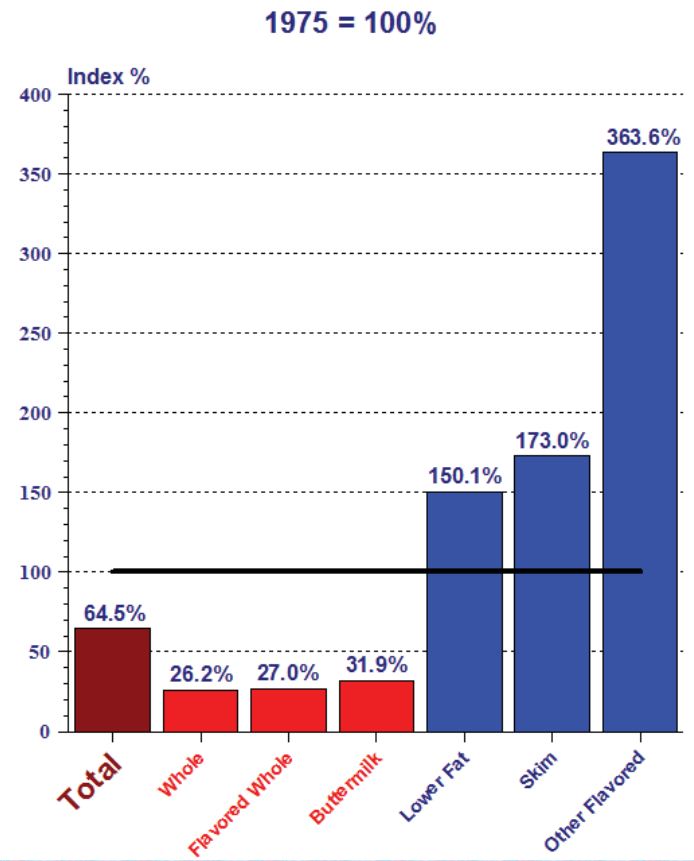


*All 2014 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (www.ers.usda.gov/data-products/dairy-data.aspx). Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (www.census.gov/popest/data).

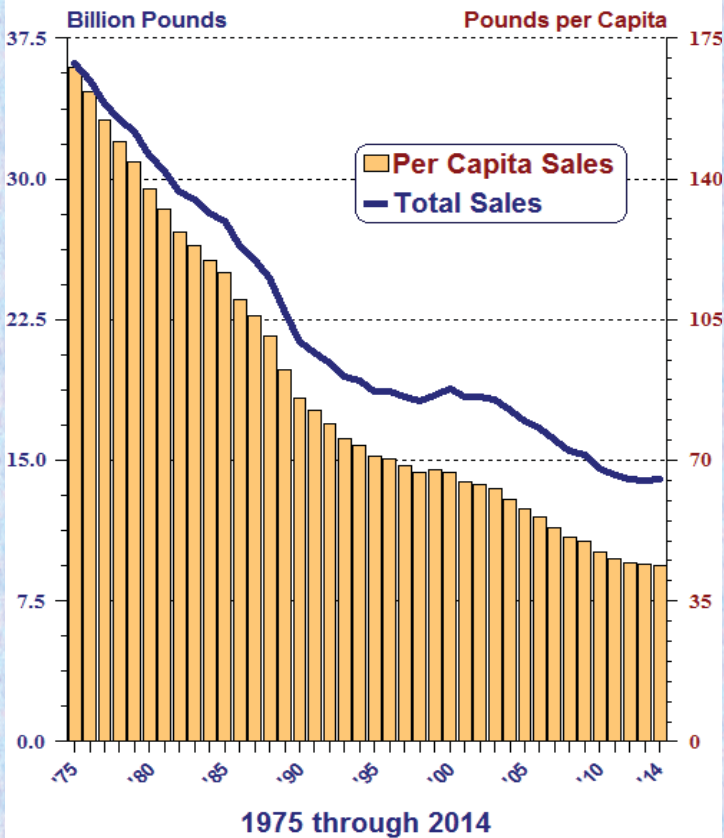
Per Capita Fluid Milk Sales



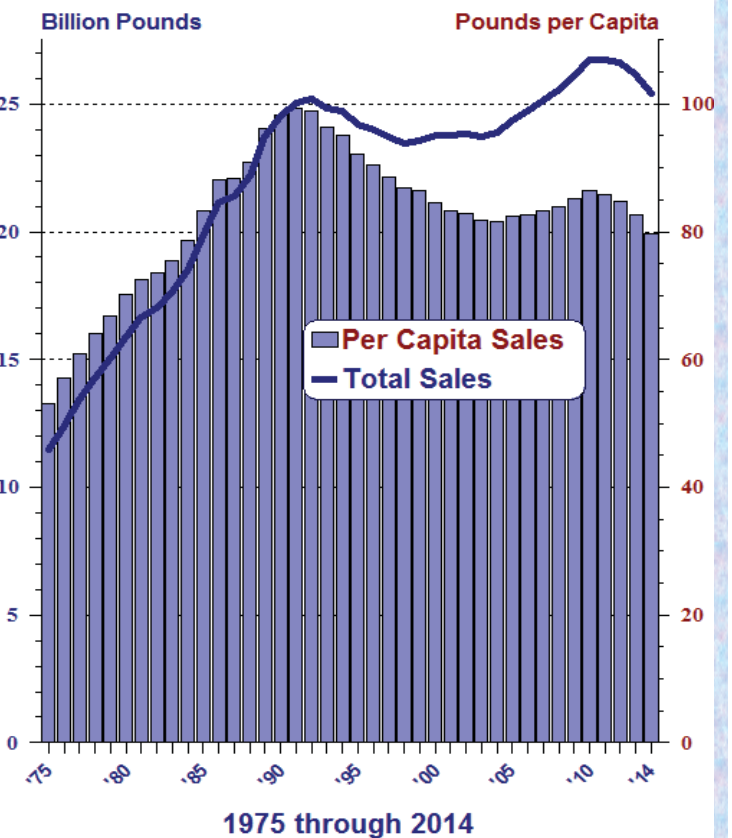
2014 Fluid Milk Per Capita Sales Index



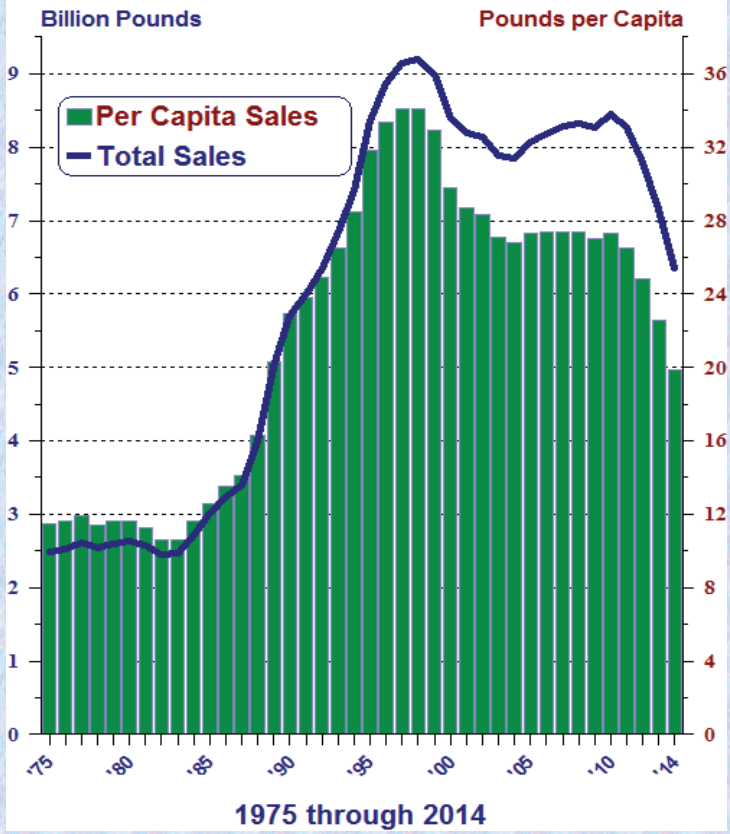
Whole Milk Sales



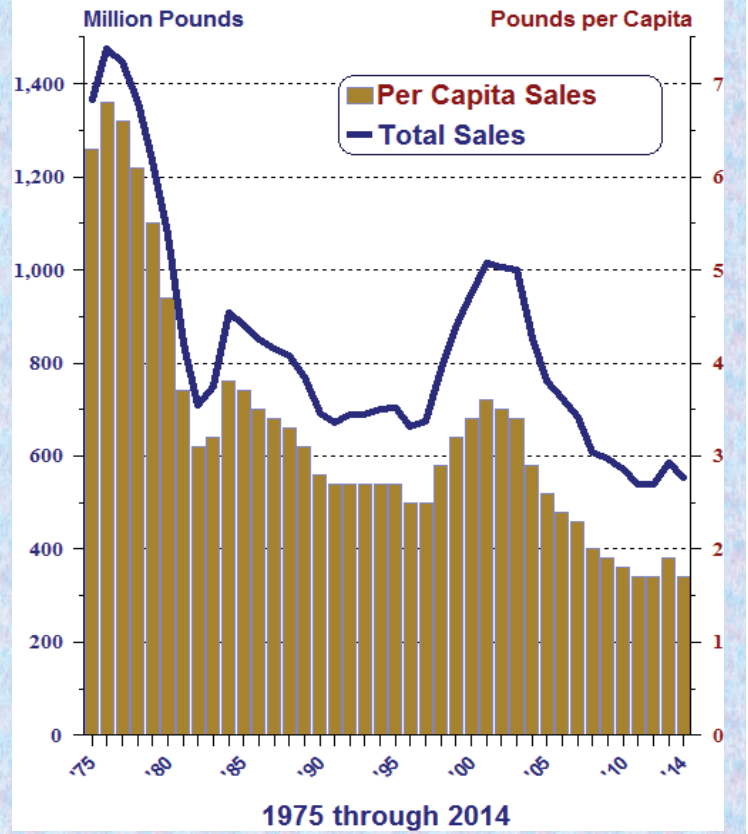
Lower Fat Milk Sales



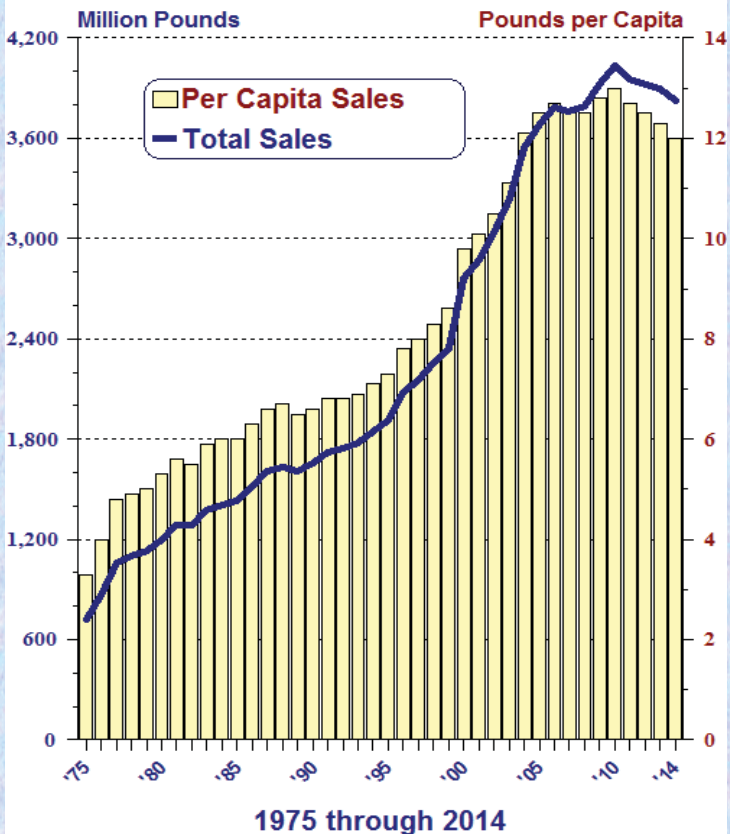
Skim Milk Sales



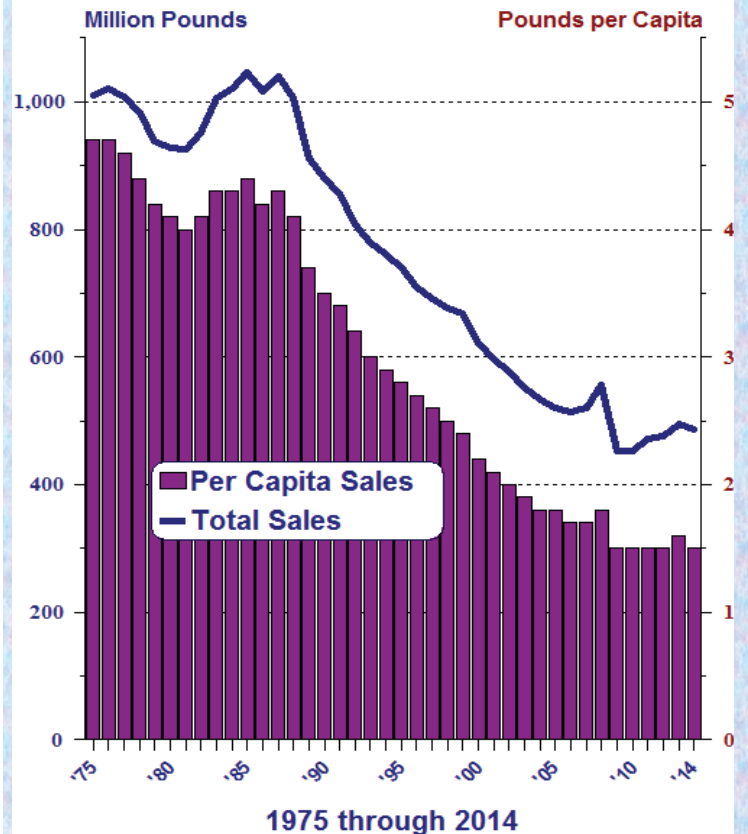
Flavored Whole Milk Sales



Other Flavored Milk Sales



Buttermilk Sales





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E-mail: market.administrator@fmmacentral.com
Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	<u>Aug '15</u>	<u>Jul '15</u>	<u>Aug '15</u>	<u>Jul '15</u>	<u>Aug '15</u>	<u>Jul '15</u>
Northeast	16.90	16.91	0.63	0.58	32.24	31.27
Appalachian	18.37	18.50	-----	-----	69.20	69.50
Florida	20.62	21.05	-----	-----	83.01	86.75
Southeast	19.18	19.31	-----	-----	77.00	77.01
Upper Midwest	16.25	16.35	-0.02	0.02	13.84	14.96
Central	16.27	16.27	0.00	-0.06	34.85	36.82
Mideast	16.05	16.16	-0.22	-0.17	36.63	35.34
Pacific Northwest	14.85	15.18	-1.42	-1.15	34.58	34.96
Southwest	17.27	17.25	1.00	0.92	29.32	43.84
Arizona	15.88	15.76	-----	-----	30.28	28.15

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