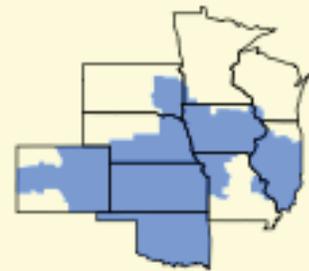


OCTOBER 2016

Marketing Service

Bulletin

Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA



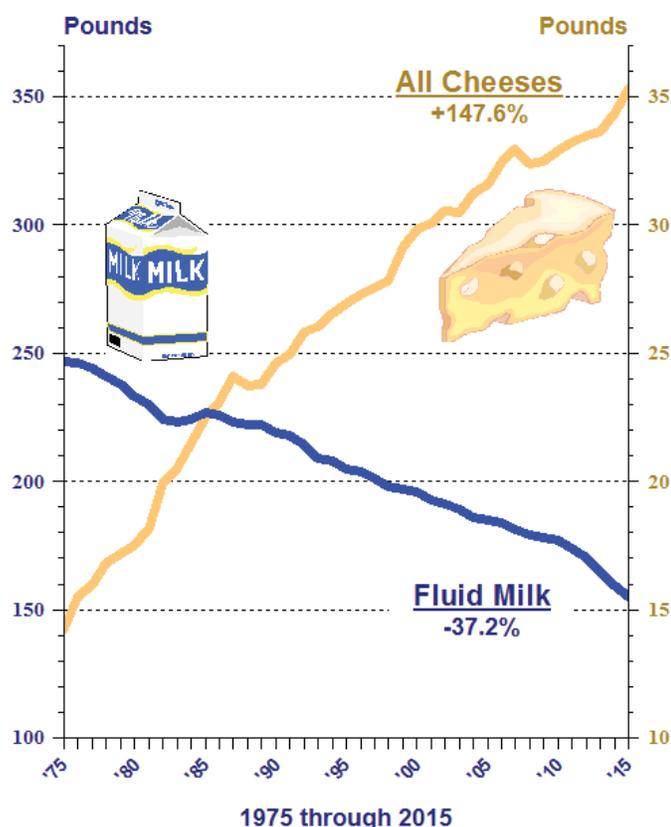
Per Capita Consumption of Selected Dairy Products

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 2015*.

A persistent downward trend in per capita consumption of fluid milk products is depicted by the graph below and the upper right graph on page two. Fluid milk consumption decreased by 37.2% per person comparing 2015 with 1975, and has declined by 20.9% since 2000. Per capita consumption of fluid milk during 2015 was 155 pounds, which is 2.5% lower than 2014 and the lowest amount recorded during the 1975 through 2015 time frame.

The downward trend in fluid milk consumption is in sharp contrast to the strong 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 since the mid 1980's. Cheese consumption per capita in 2015 was 147.6% greater than it was in 1975, and is up 18.5% compared with 2000. Per capita consumption has increased in twenty-five of the last twenty-seven years, and has declined only three times since 1975. Italian cheese varieties have posted the largest consumption gains comparing 2015 with 1975, increasing by approximately 348.0% on a per capita basis.

Per Capita Consumption of Dairy Products



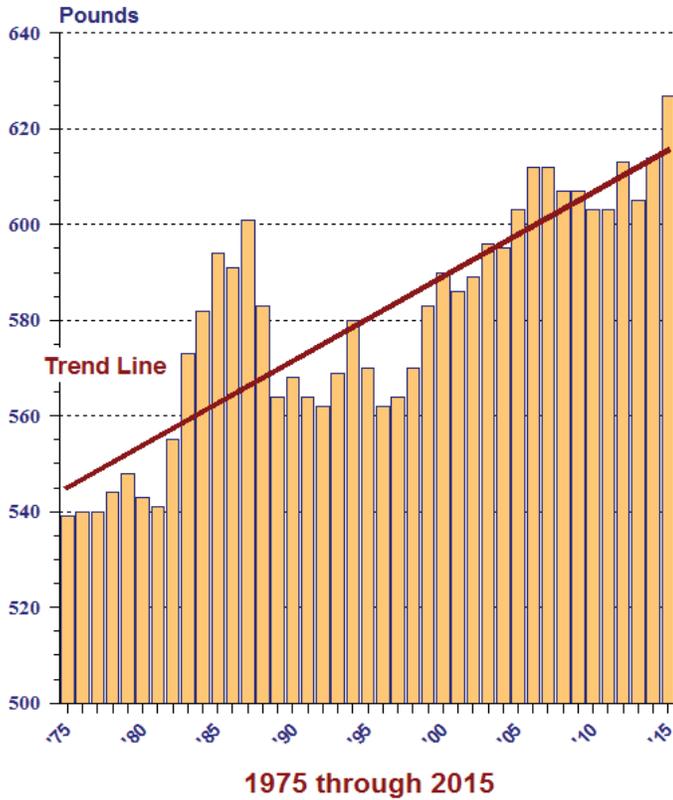
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 88 pounds per person (+16.3%), increasing from 539 pounds in 1975 to 627 pounds in 2015. The remaining graphs on pages two and three depict per capita consumption for selected dairy products. Mozzarella posted the largest gain among hard cheeses (+438.1%), with consumption rising from 2.1 pounds per person in 1975 to 11.3 pounds during 2015. Per capita consumption of miscellaneous cheese varieties has also grown substantially, increasing from 2.9 pounds in 1975 to 6.6 pounds during 2015.

Yogurt also posted significant per capita consumption gains during this time frame, as indicated by the bottom left graph on page three. Yogurt consumption increased from 2.0 pounds per person in 1975 to 14.7 pounds in 2015 (+635.0%). Butter consumption, depicted in the bottom right graph on page three, has posted a strong upward trend in recent years. Since 1997, consumption of butter has increased from 4.2 to 5.6 pounds per capita, an increase of 33.3%.

* The 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 2015 data is preliminary.

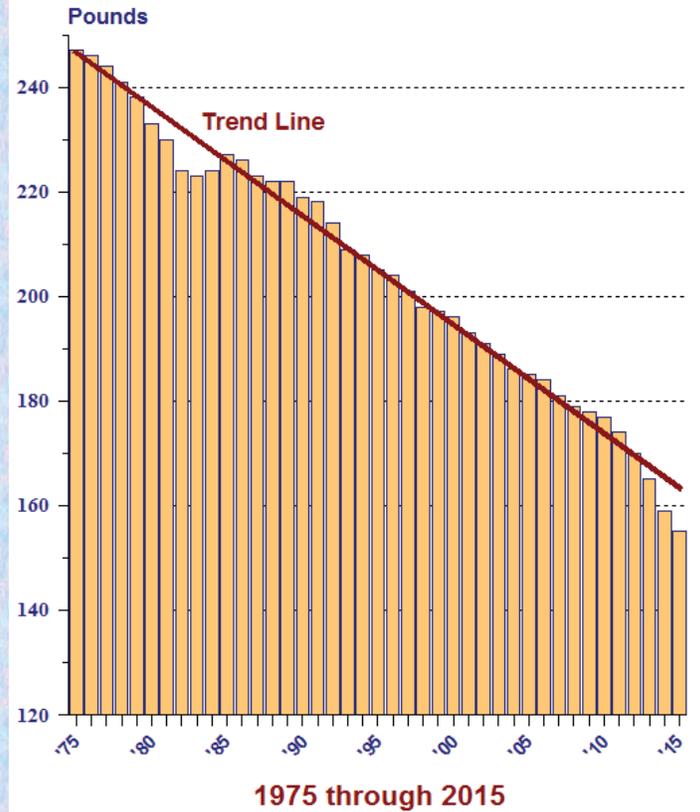
All Dairy Products

Per Capita Consumption: Milk Equivalent, Milkfat Basis

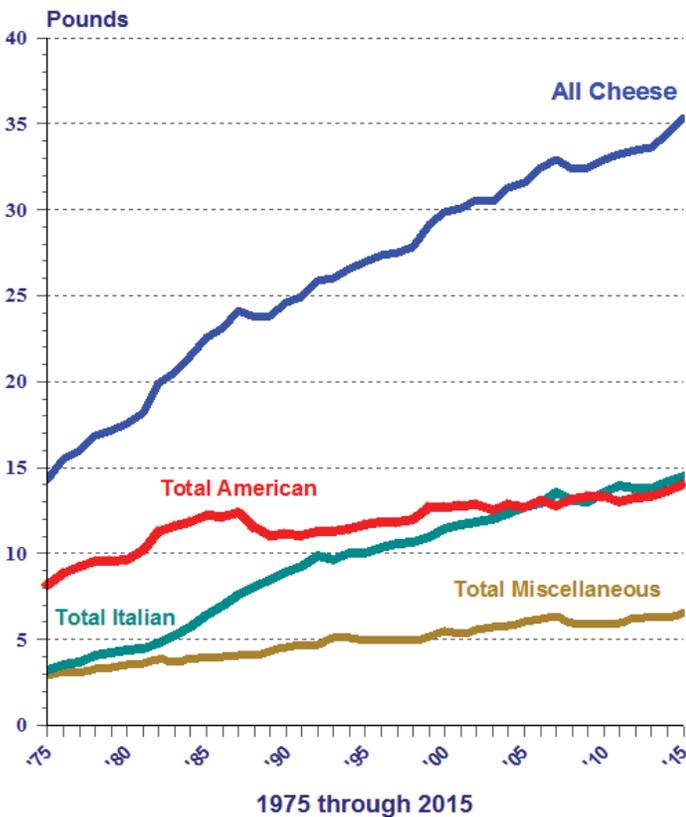


Fluid Milk

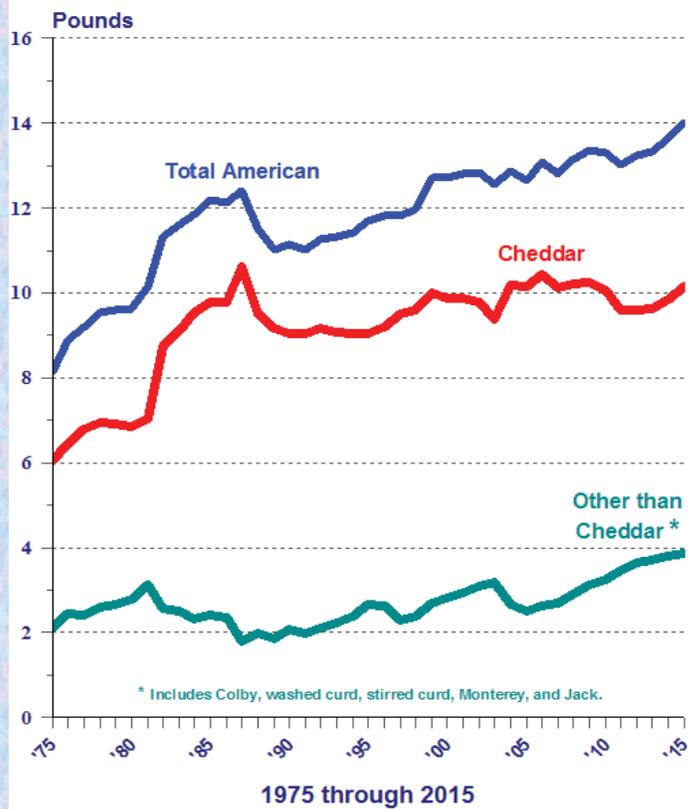
Per Capita Consumption



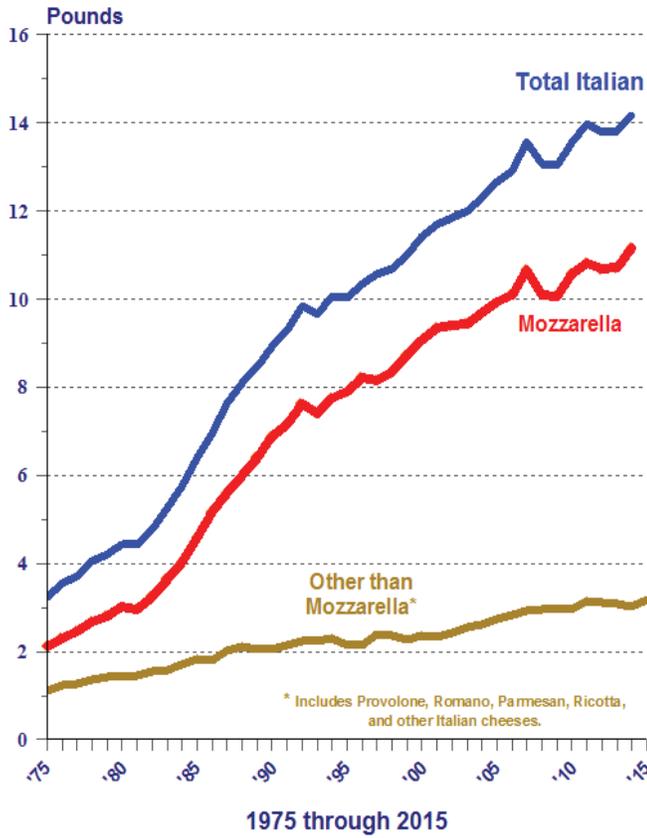
Per Capita Consumption of Cheese



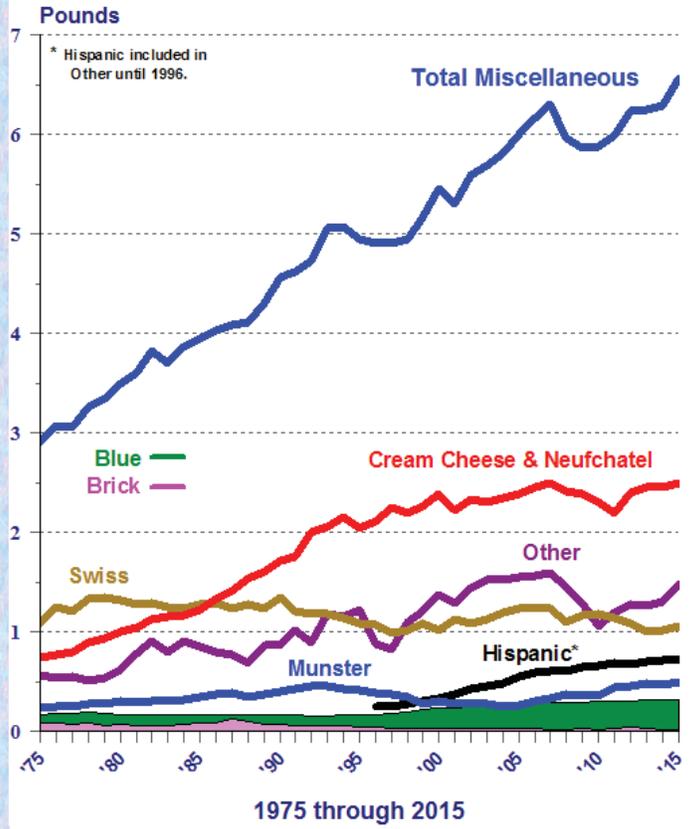
Per Capita Consumption of American Cheese



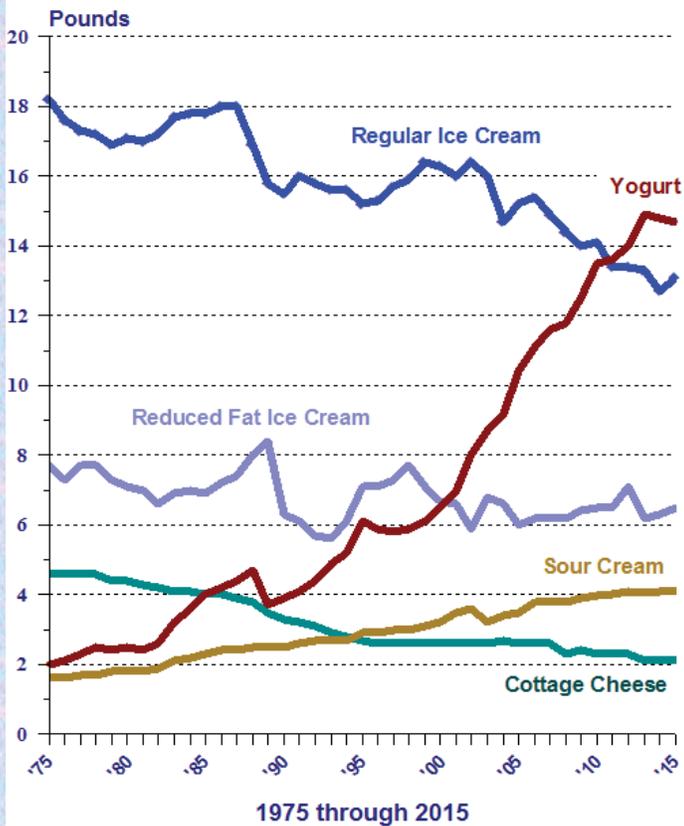
Per Capita Consumption of Italian Cheese



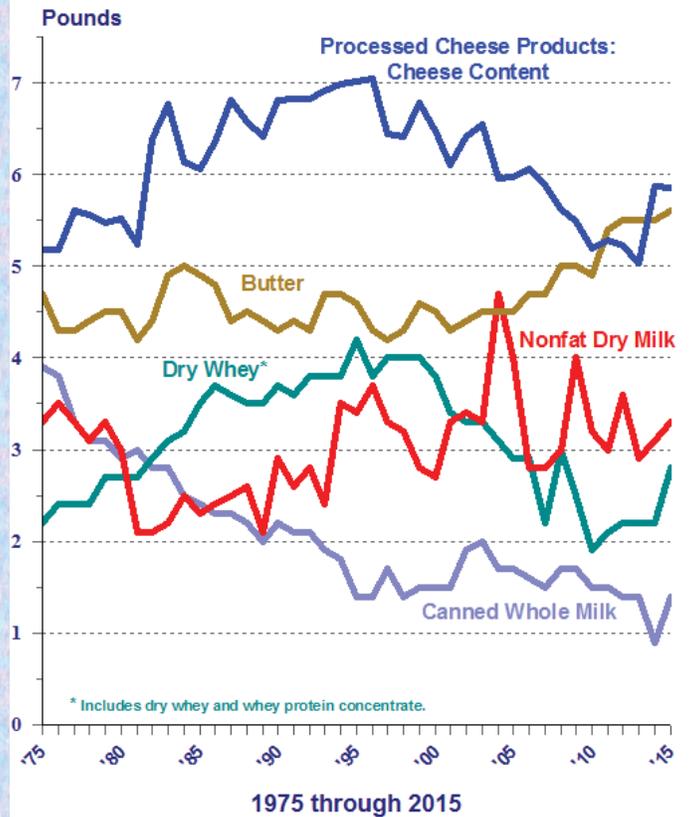
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Selected Class II Products



Per Capita Consumption of Miscellaneous Dairy Products





**United States
Department of
Agriculture**

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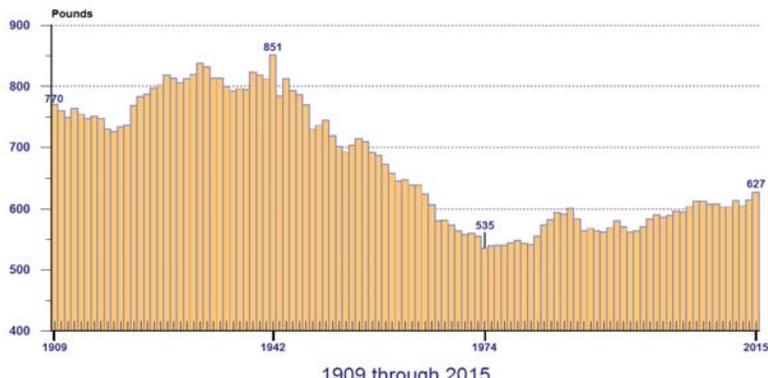
FEDERAL MILK MARKET ADMINISTRATOR
P.O. BOX 14650
SHAWNEE MISSION, KANSAS 66285-4650

FIRST CLASS

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

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Sep '16	Aug '16	Sep '16	Aug '16	Sep'16	Aug '16
Northeast	17.10	16.97	0.71	0.06	34.65	31.70
Appalachian	18.56	17.62	-----	-----	74.07	74.23
Florida	20.87	19.51	-----	-----	87.88	84.14
Southeast	19.21	18.24	-----	-----	78.91	80.98
Upper Midwest	16.37	16.66	-0.02	-0.25	12.54	13.20
Central	16.32	16.09	-0.07	-0.82	37.95	41.73
Mideast	16.27	16.14	-0.12	-0.77	37.36	36.19
Pacific Northwest	15.77	15.79	-0.62	-1.12	27.56	27.55
Southwest	17.29	16.83	0.90	-0.08	30.95	64.69
Arizona	16.22	16.16	-----	-----	31.02	30.95

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



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