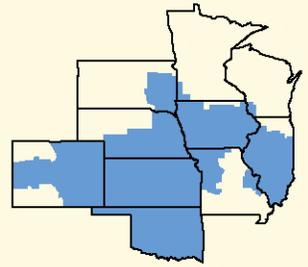


# Bulletin

Facilitating the efficient marketing of milk and dairy products.



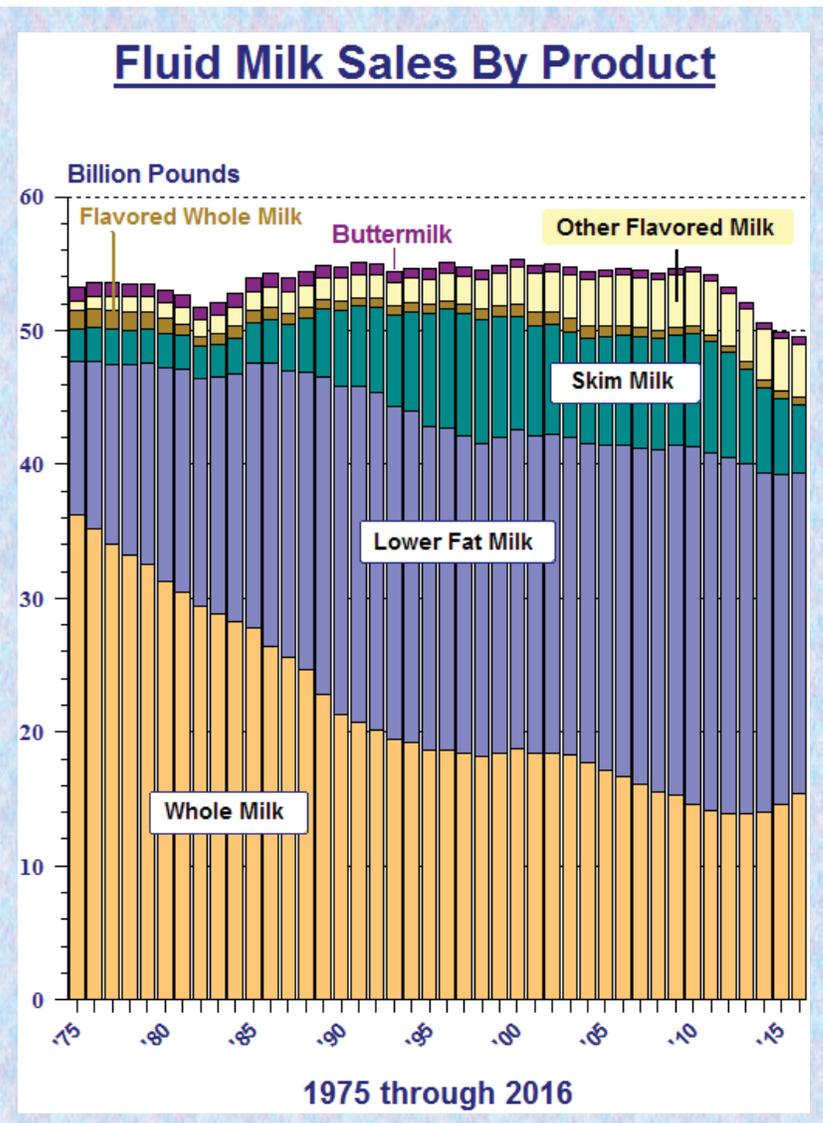
CENTRAL MARKETING AREA



## 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 2016\*. Although total fluid sales haven't varied dramatically over this time frame, they have decreased by more than 9.6% 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 42-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 1.3% during 2016, and have decreased by around 31.0% since 1989. Compared with 1975, per capita sales of beverage milk have decreased by approximately 37.7%.

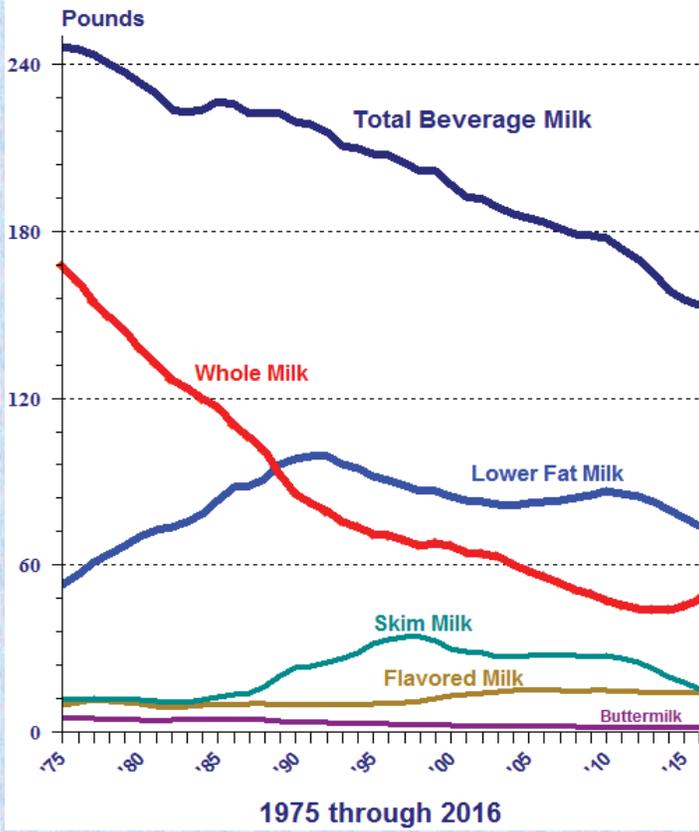


An index for 2016 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2016 sales as a percentage of 1975 sales for selected fluid milk products. Per capita sales of whole milk, flavored whole milk and buttermilk during 2016 were approximately one-third or less of their respective 1975 levels; however, per capita whole milk sales have increased in each of the last two years. Conversely, lower fat, skim, and other flavored milk per capita sales all increased substantially comparing 2016 with 1975. Other flavored milk sales in 2016 were nearly three and three-fourth times greater than the 1975 level on a per capita basis, while skim milk sales were more than 35% greater and lower fat sales were up nearly 40%. Total beverage milk sales in 2016 were less than two-thirds of the 1975 level on a per capita basis.

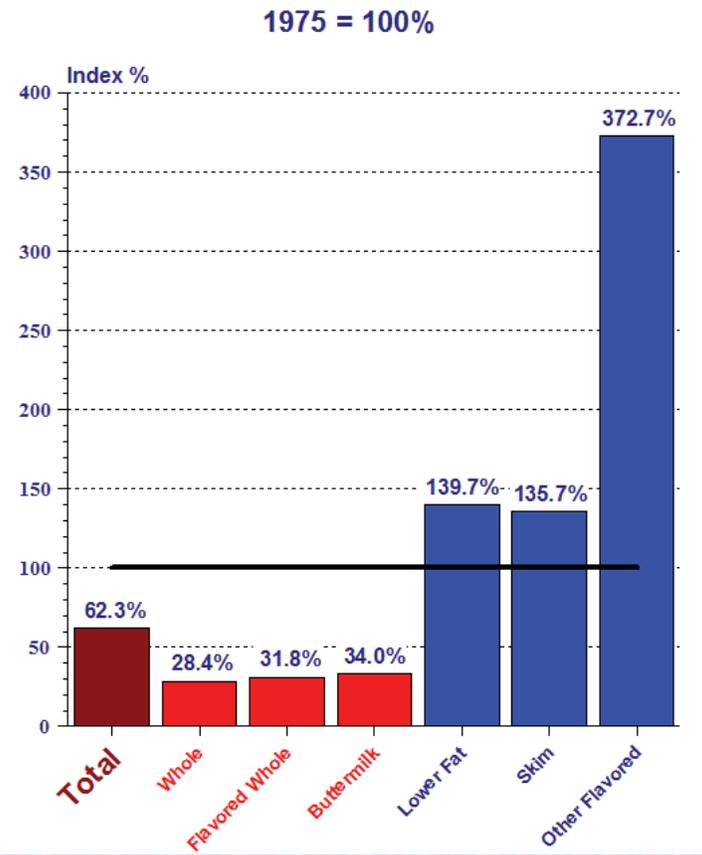
The remaining graphs on pages two and three detail yearly per capita and total sales of individual fluid milk products from 1975 through 2016.

\*All 2016 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](http://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](http://www.census.gov/popest/data)).

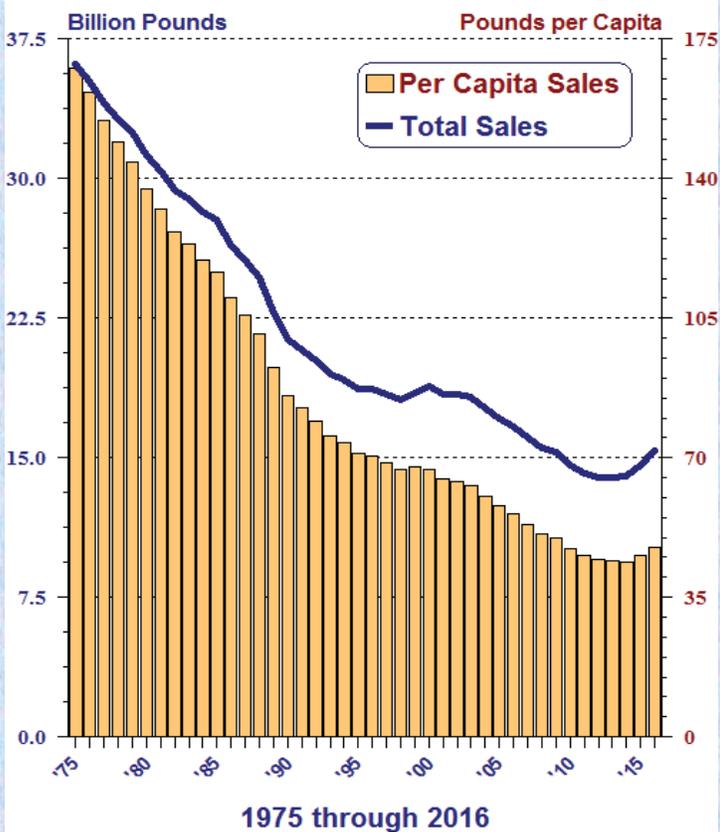
## Per Capita Fluid Milk Sales



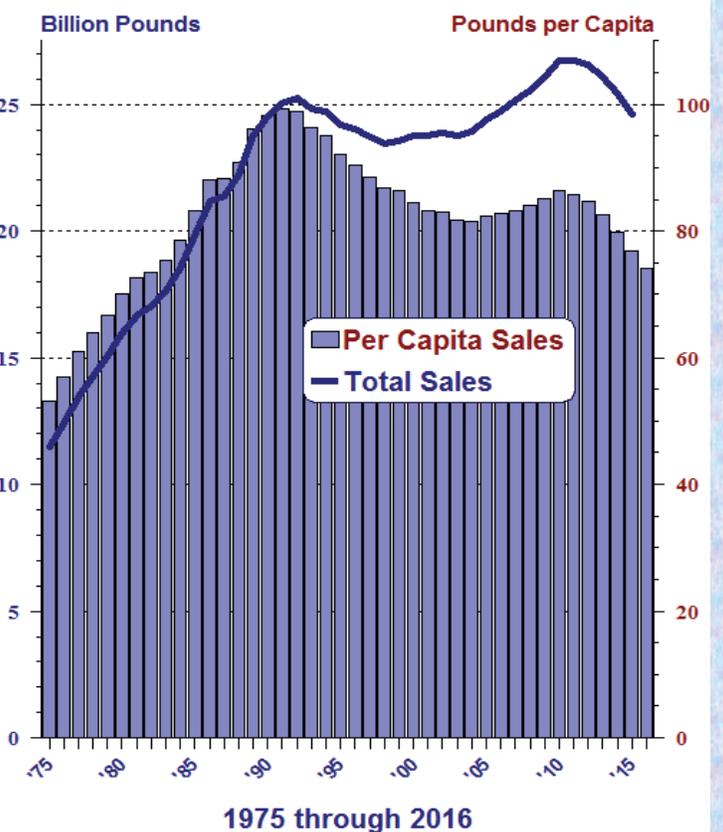
## 2016 Fluid Milk Per Capita Sales Index



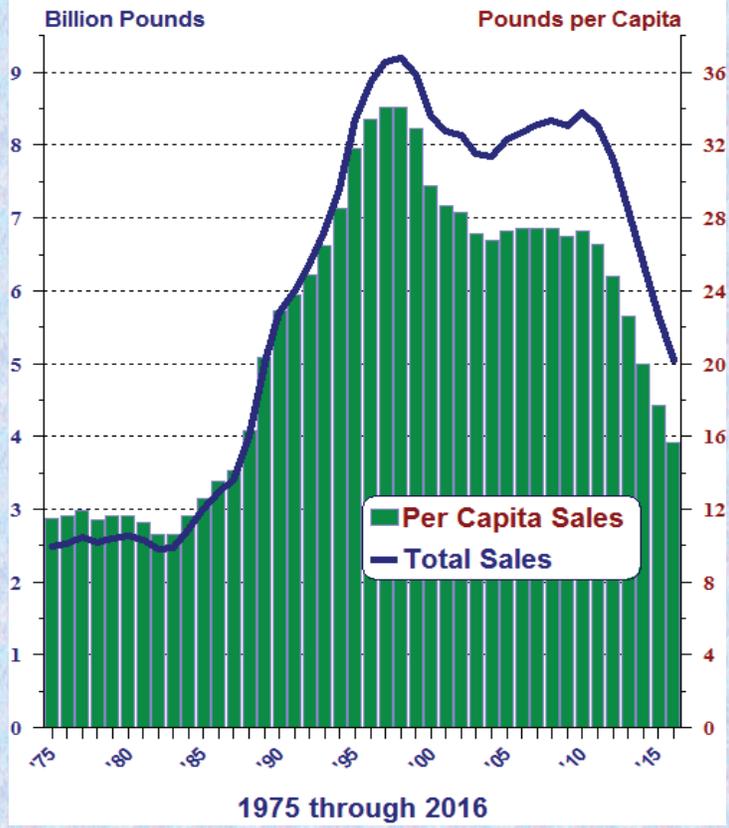
## Whole Milk Sales



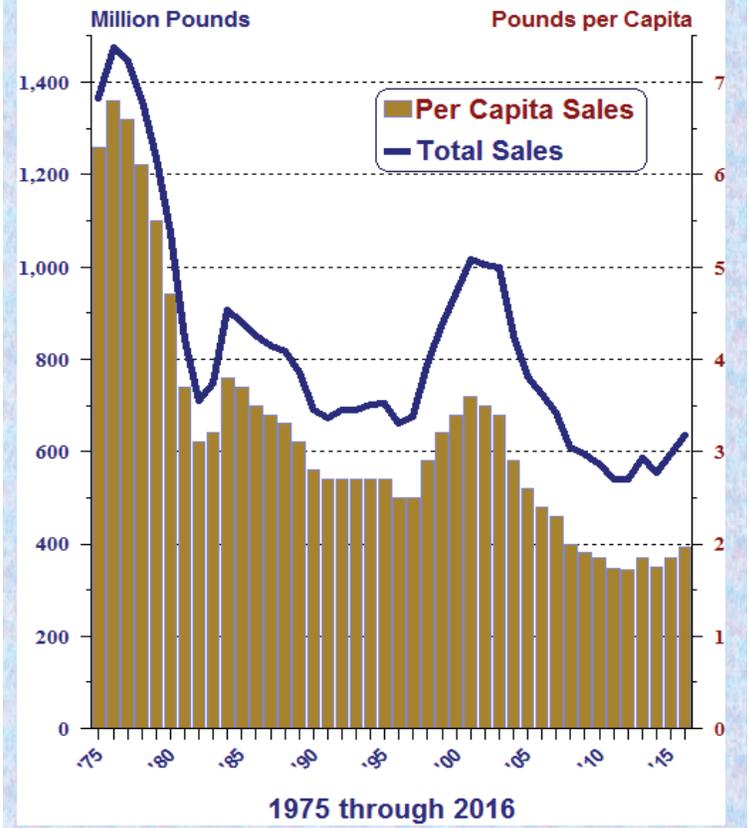
## Lower Fat Milk Sales



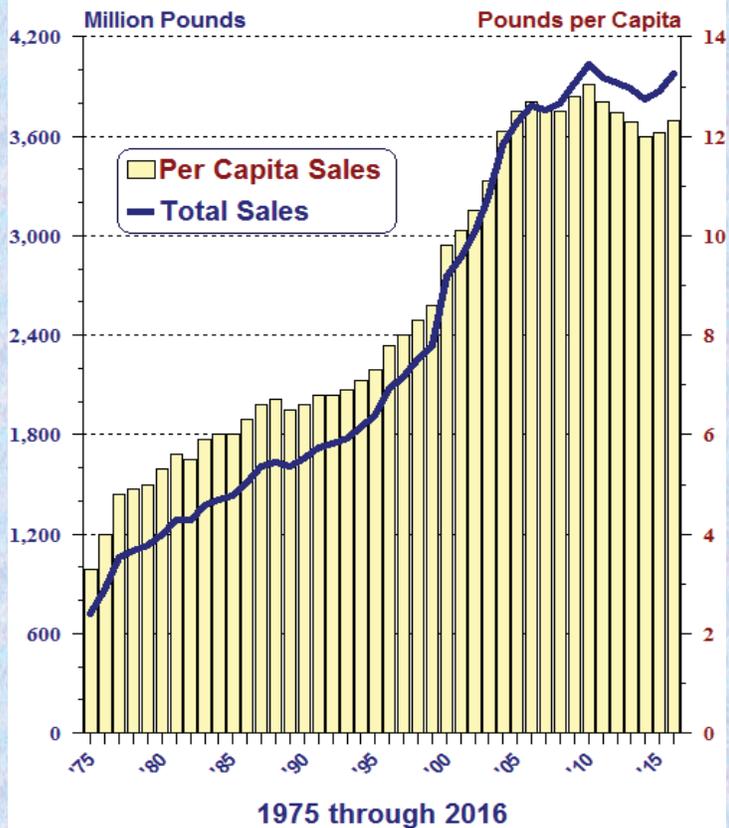
## Skim Milk Sales



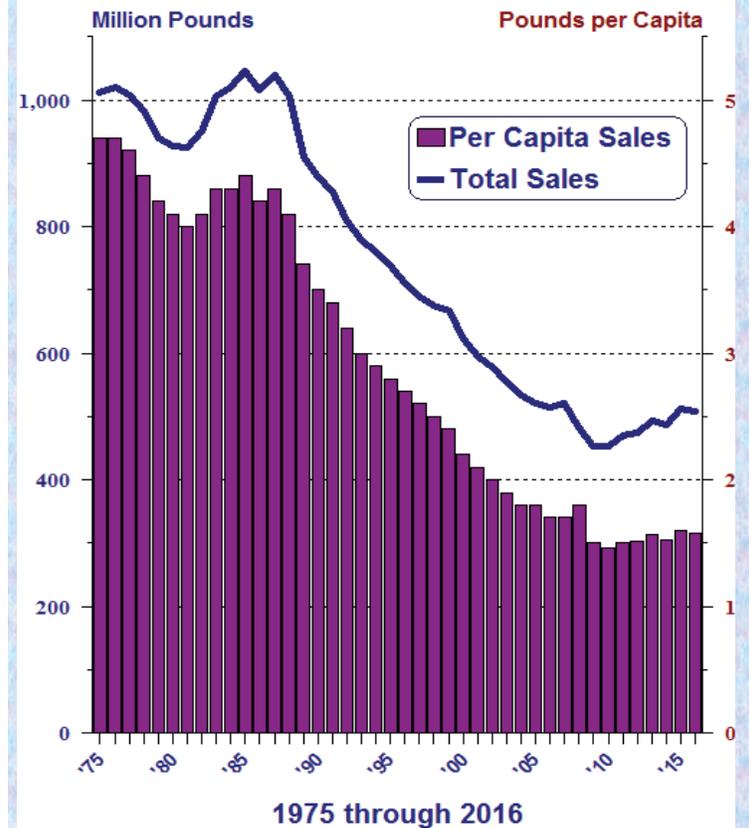
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales





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Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '17	Jul '17	Aug '17	Jul '17	Aug '17	Jul '17
Northeast	18.33	18.01	1.76	2.56	31.61	29.60
Appalachian	19.53	19.35	-----	-----	71.62	65.92
Florida	21.43	21.45	-----	-----	84.23	83.44
Southeast	20.02	19.64	-----	-----	77.22	67.51
Upper Midwest	16.80	15.80	0.23	0.35	8.32	8.08
<b>Central</b>	<b>17.13</b>	<b>16.52</b>	<b>0.56</b>	<b>1.07</b>	<b>28.61</b>	<b>25.43</b>
Mideast	17.47	17.01	0.90	1.56	33.08	29.27
Pacific Northwest	17.05	16.60	0.48	1.15	21.01	19.38
Southwest	17.98	17.29	1.41	1.84	28.39	26.56
Arizona	17.40	17.02	-----	-----	27.13	23.21

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