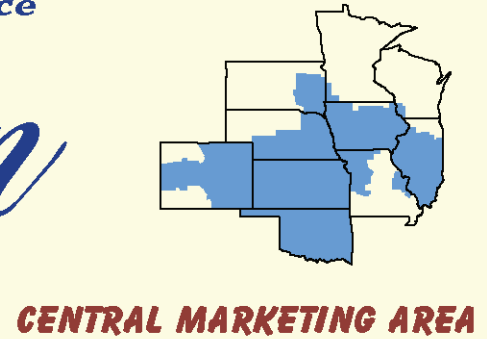


# Bulletin

Facilitating the efficient marketing of milk and dairy products.



## Fluid Milk Sales

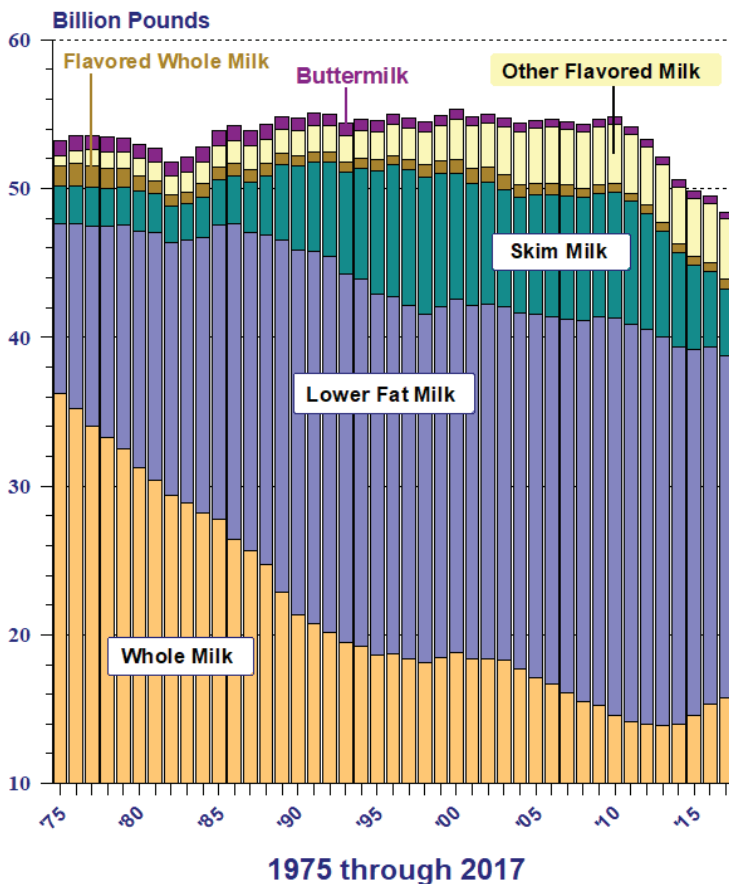
U.S. fluid milk sales have changed substantially over the past several decades. The graph on this page depicts total fluid milk sales by product from 1975 through 2017\*. Although total fluid sales haven't varied dramatically over this time frame, they have decreased by 11.6% since 2010. In addition, 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 43-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 2.9% during 2017, and have decreased nearly one-third since 1989. Compared with 1975, per capita sales of beverage milk have decreased by approximately 39.4%.

An index for 2017 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2017 sales as a percentage of 1975 sales for selected fluid milk products. Per capita sales of whole milk, flavored whole milk and buttermilk during 2017 were approximately one-third or less than their respective 1975 levels; however, per capita whole milk sales have increased in each of the last three years. Conversely, lower fat, skim, and other flavored milk per capita sales all increased substantially comparing 2017 with 1975. Other flavored milk sales in 2017 were more than three and three-fourth times greater than the 1975 level on a per capita basis, while skim milk sales were up nearly 20% greater and lower fat sales were up by nearly one-third. Total beverage milk sales in 2017 were less than two-thirds of the 1975 level on a per capita basis.

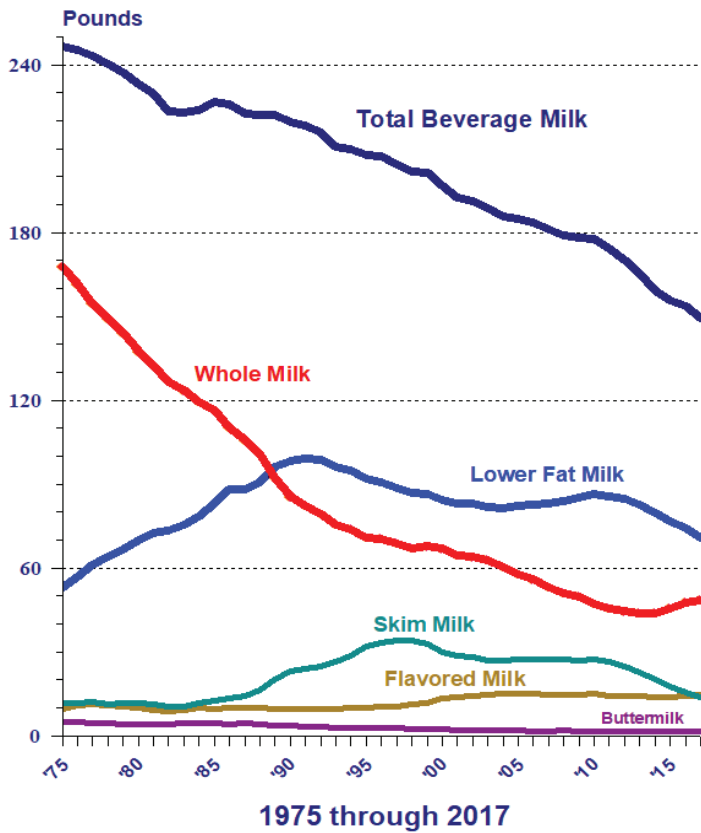
The remaining graphs on pages two and three detail yearly per capita and total sales of individual fluid milk products from 1975 through 2017.

**Fluid Milk Sales By Product**

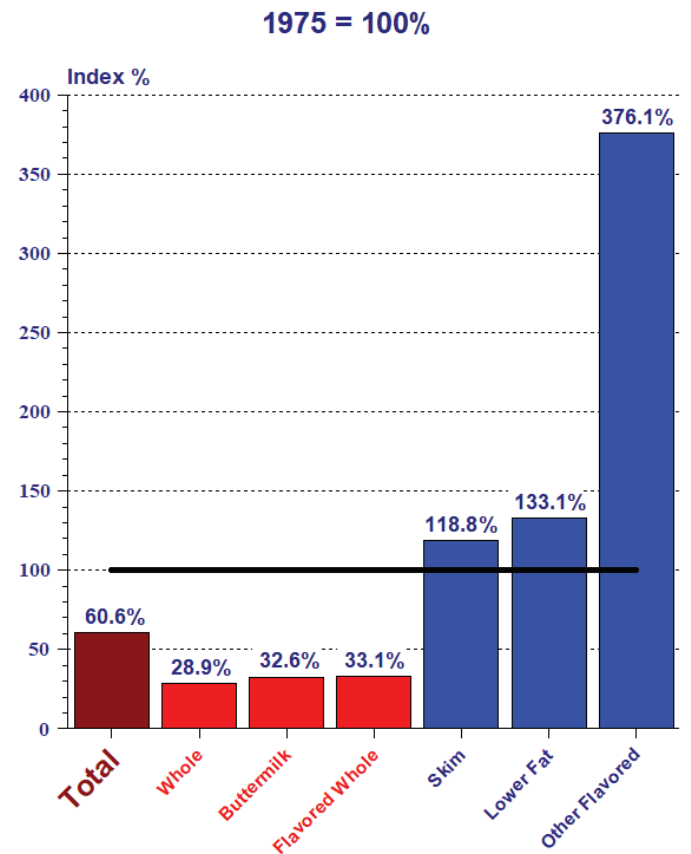


\*All 2017 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview ([www.ers.usda.gov/data-products/dairy-data.aspx](http://www.ers.usda.gov/data-products/dairy-data.aspx)). Population data used in per capita calculations is from the U.S. Census Bureau, Population Division ([www.census.gov/popest/data](http://www.census.gov/popest/data)).

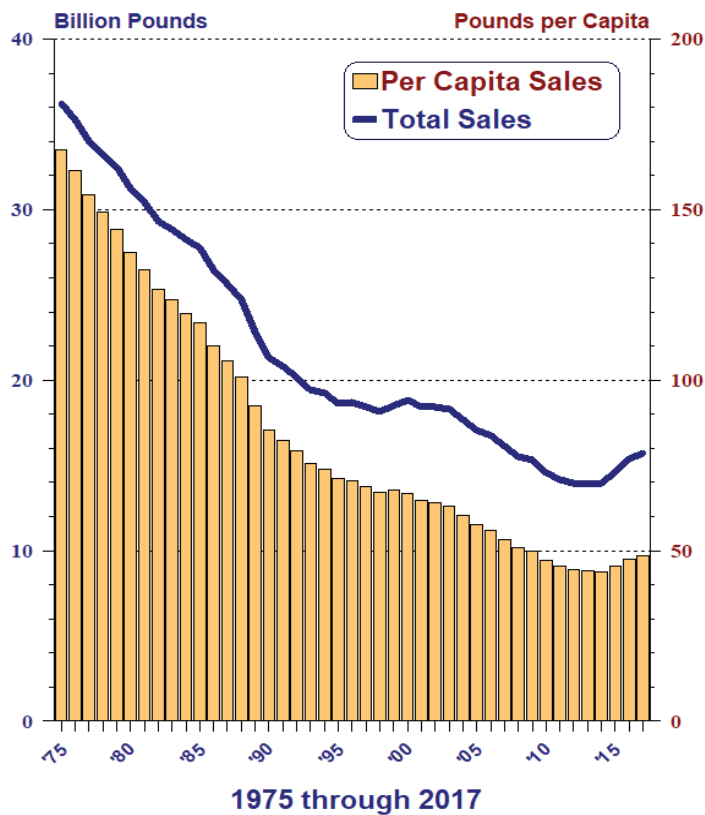
## Per Capita Fluid Milk Sales



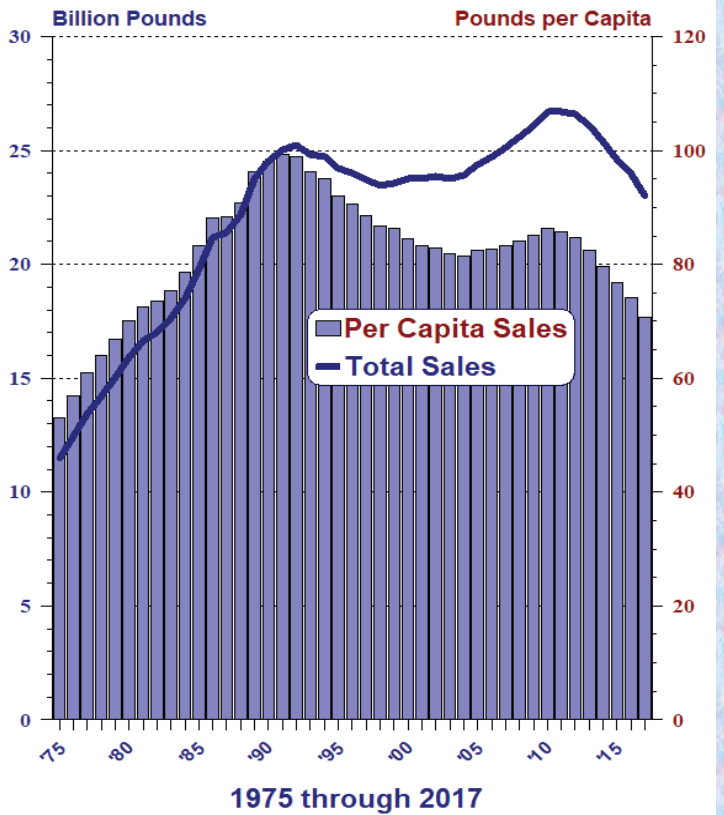
## 2017 Fluid Milk Per Capita Sales Index



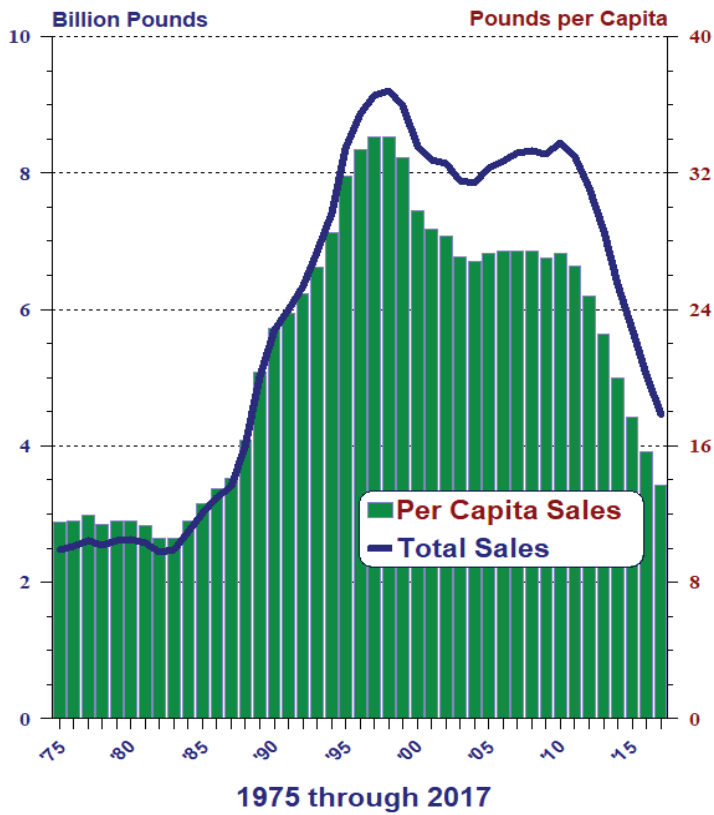
## Whole Milk Sales



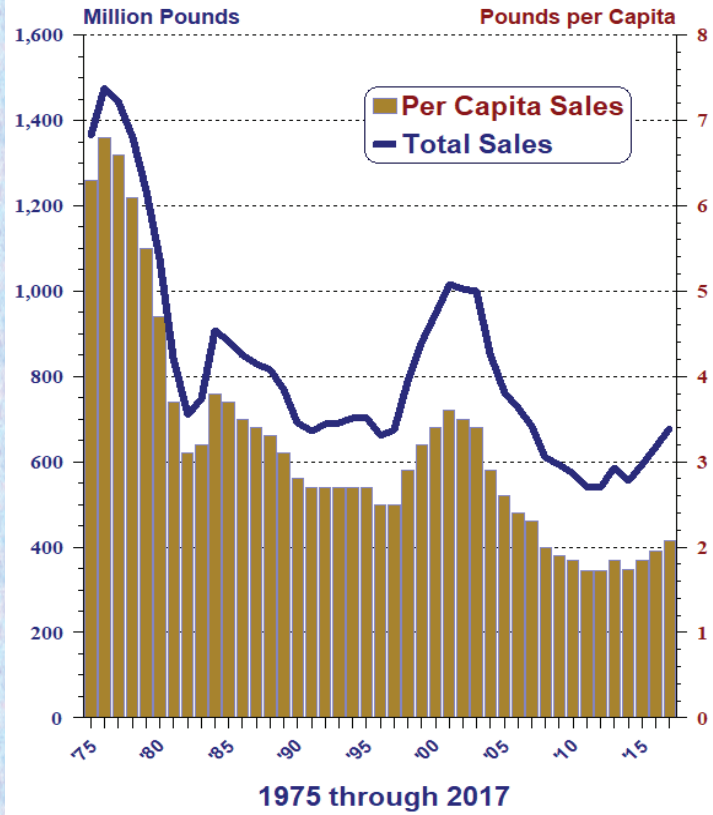
## Lower Fat Milk Sales



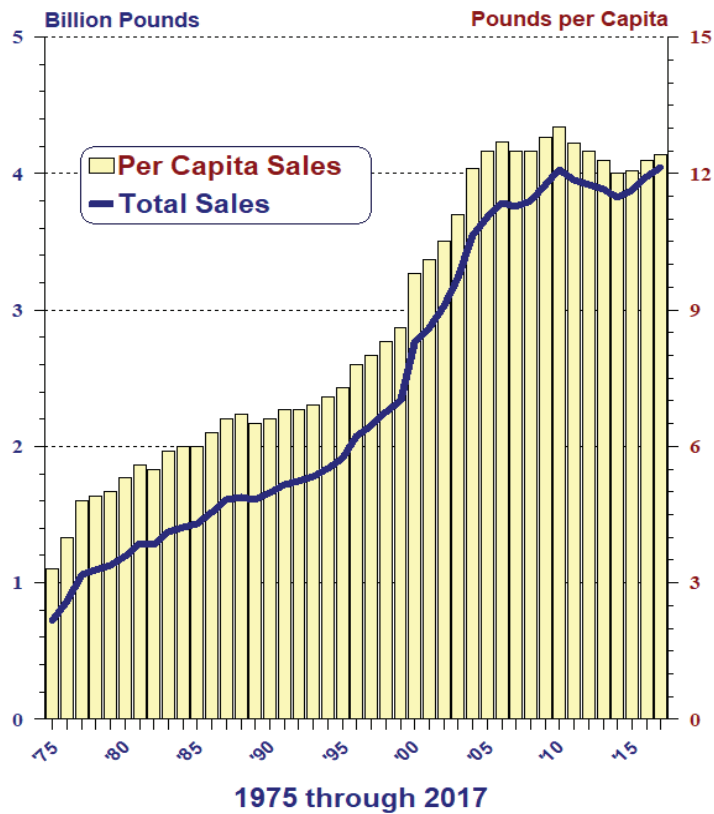
## Skim Milk Sales



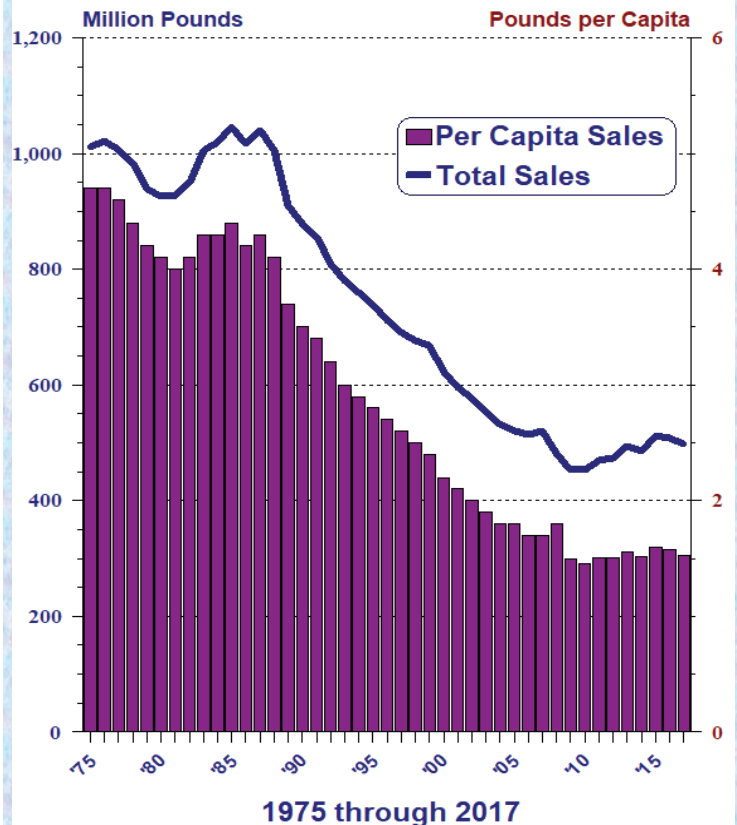
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales





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Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '18	Jul '18	Aug '18	Jul '18	Aug '18	Jul '18
Northeast	16.21	16.14	1.26	2.04	31.14	29.08
Appalachian	17.03	17.52	-----	-----	72.47	69.05
Florida	18.89	19.57	-----	-----	83.55	81.10
Southeast	17.53	18.12	-----	-----	75.65	73.31
Upper Midwest	15.08	14.37	0.13	0.27	8.59	7.19
<b>Central</b>	<b>15.09</b>	<b>14.78</b>	<b>0.14</b>	<b>0.68</b>	<b>30.49</b>	<b>23.31</b>
Mideast	15.35	15.22	0.40	1.12	32.35	28.98
Pacific Northwest	15.07	14.73	0.12	0.63	23.99	18.77
Southwest	15.96	15.77	1.01	1.67	28.08	28.39
Arizona	15.32	15.03	-----	-----	26.47	23.72

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