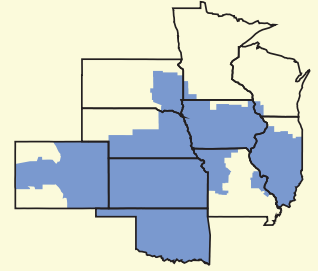


# Bulletin

Facilitating the efficient marketing of milk and dairy products.



**CENTRAL MARKETING AREA**

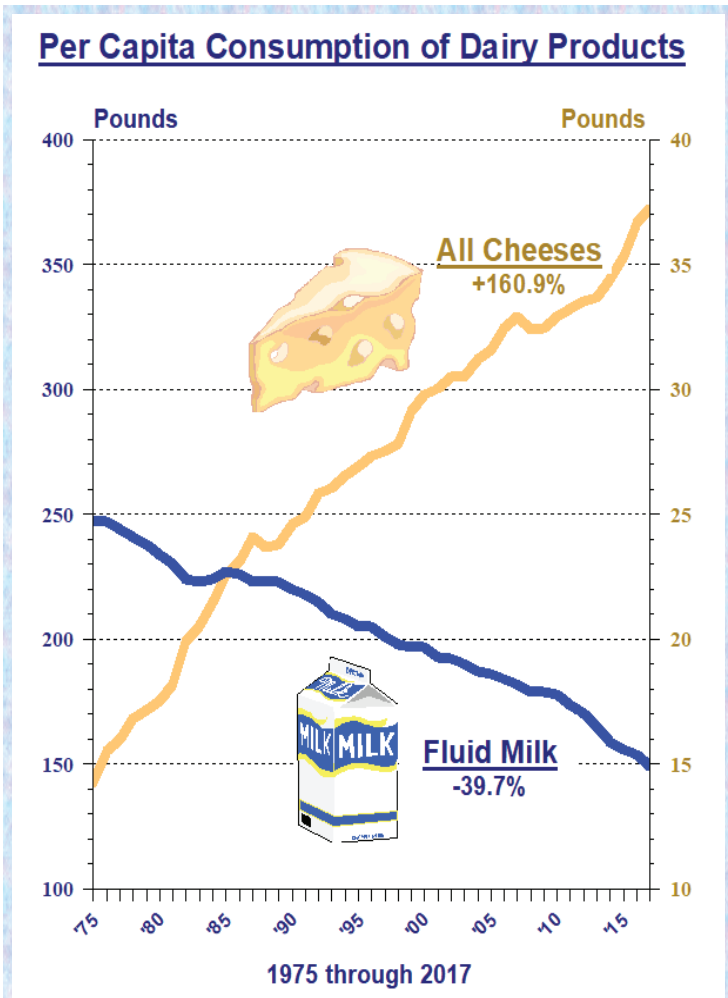


## Per Capita Consumption of Selected Dairy Products

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 2017\*.

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 39.7% per person comparing 2017 with 1975, and has declined by 24.4% since 2000. Per capita consumption of fluid milk during 2017 was 149 pounds, which is 3.2% lower than 2016 and the lowest amount recorded during the 1975 through 2017 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 2017 was 160.9% greater than it was in 1975, and is up 25.0% compared with 2000. Per capita consumption increased in twenty-eight of the last twenty-nine years, and has declined only twice since 1975. Italian cheese varieties posted the largest consumption gains comparing 2017 with 1975, increasing by approximately 366.3% on a per capita basis.



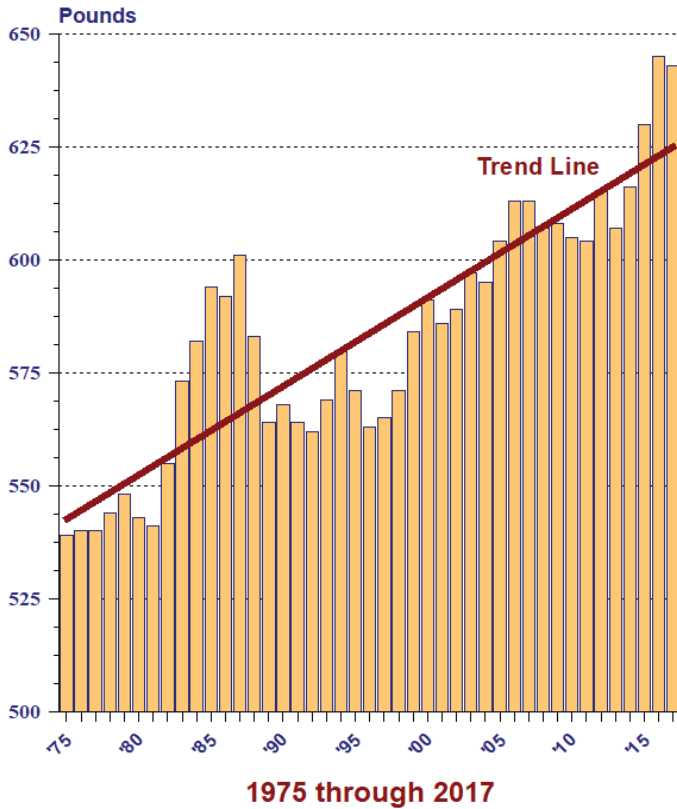
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 104 pounds per person (+19.3%), increasing from 539 pounds in 1975 to 643 pounds in 2017. Comparing 2017 with the previous year, however, consumption declined by 2 pounds (-0.3%) decreasing from 645 to 643 pounds. This was the first year-over year decrease in total consumption since 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 (+448.3%), with consumption rising from 2.11 pounds per person in 1975 to 11.57 pounds during 2017. Per capita consumption of miscellaneous cheese varieties has also grown substantially (+135.2%), increasing from 2.90 pounds in 1975 to 6.82 pounds during 2017.

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 13.7 pounds in 2017 (+585.0%), although it decreased during each of the previous three years while remaining unchanged in 2017, falling from 14.9 pounds in 2013 to 13.7 pounds during 2016 and 2017 (-8.1%). 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 5.7 pounds per capita, an increase of 35.7%.

\* 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 2017 data is preliminary.

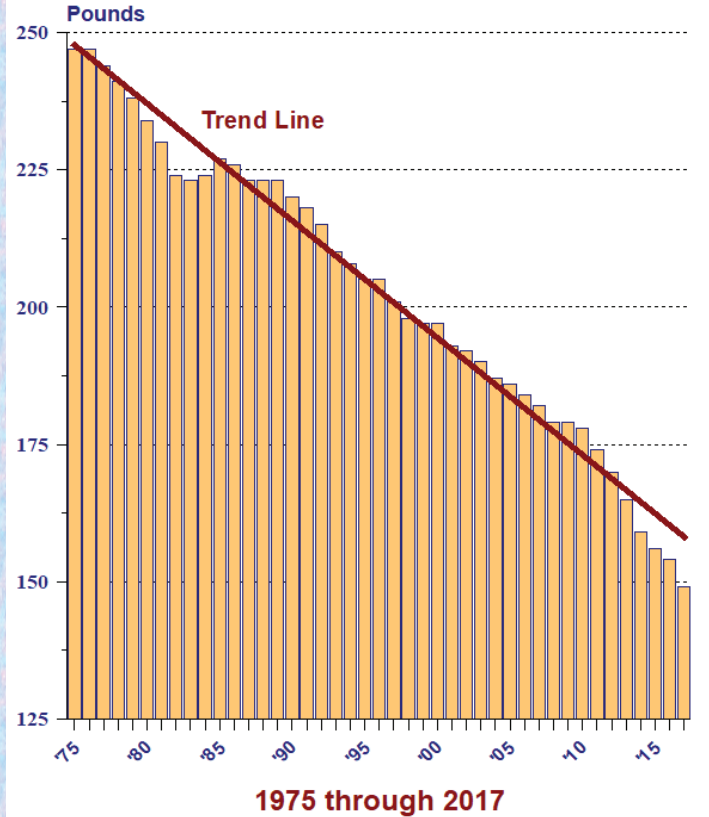
## All Dairy Products

Per Capita Consumption: Milk Equivalent,  
Milkfat Basis

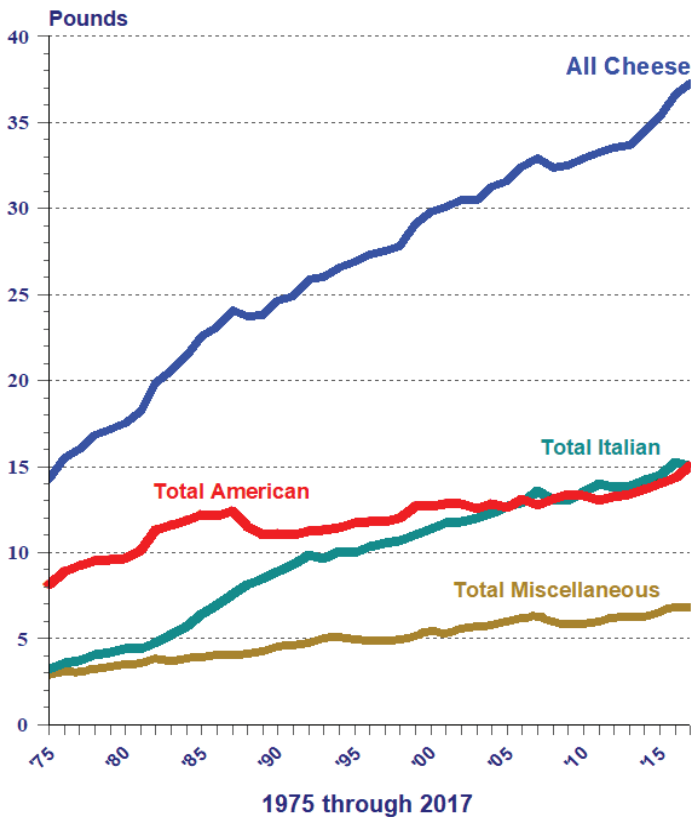


## Fluid Milk

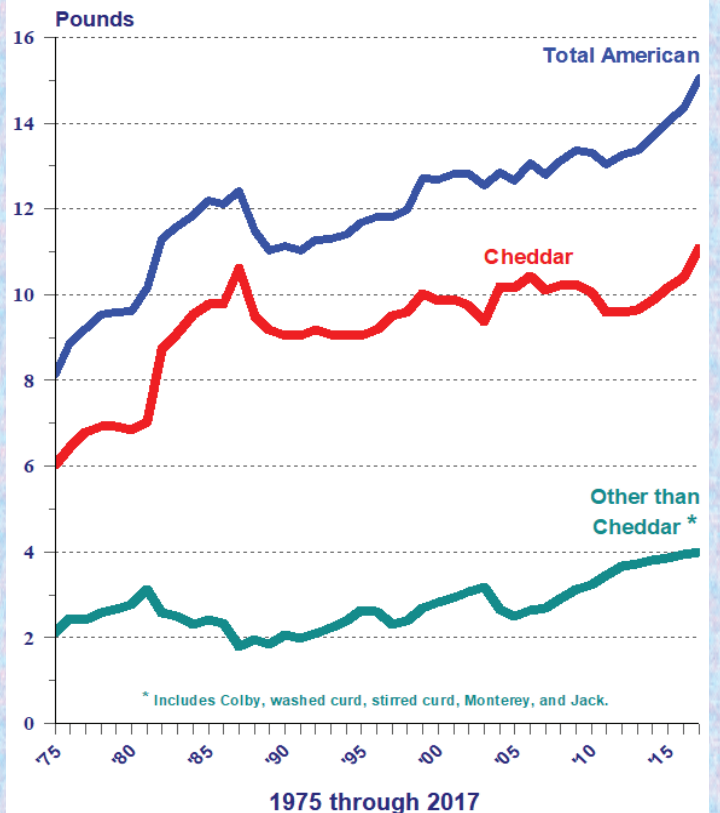
Per Capita Consumption



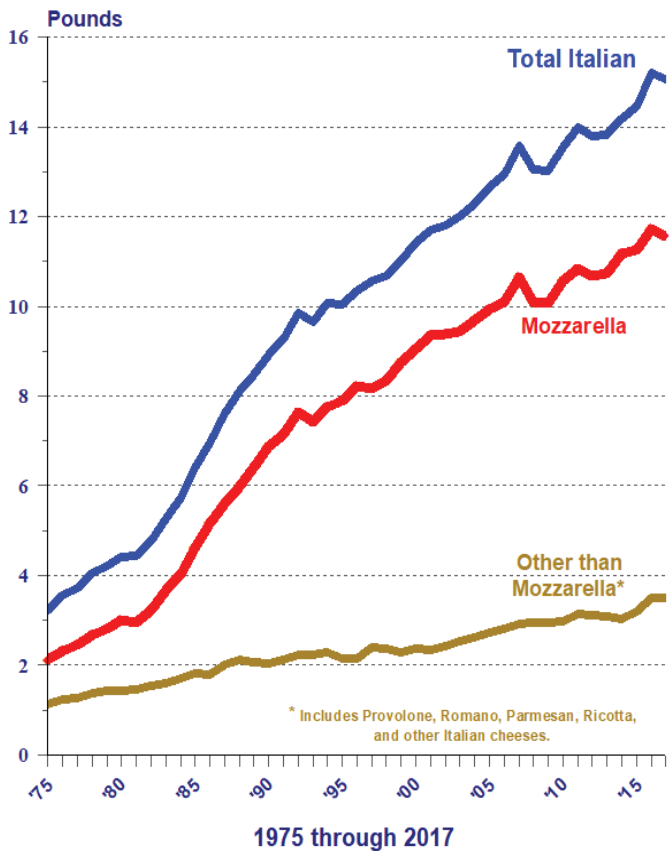
## Per Capita Consumption of Cheese



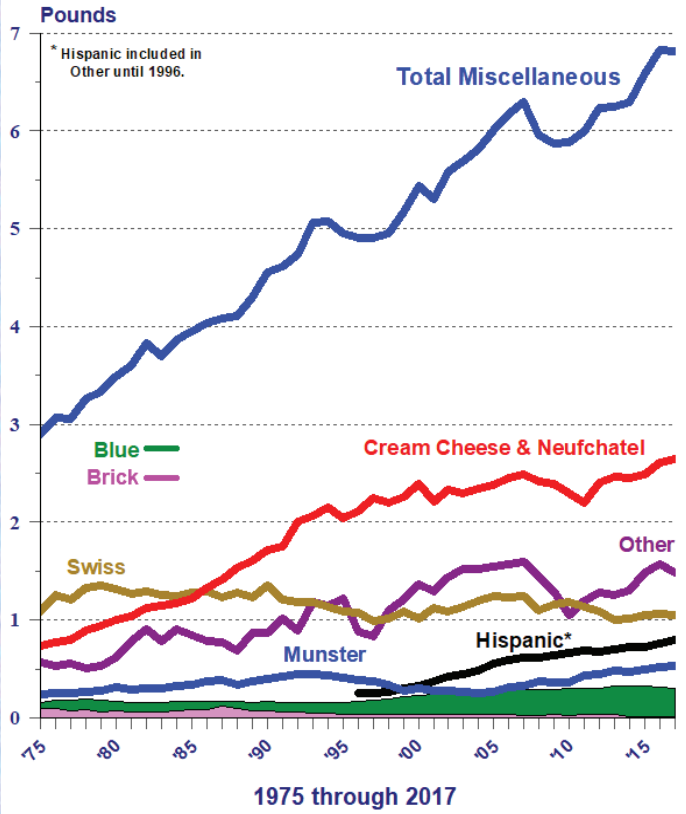
## Per Capita Consumption of American Cheese



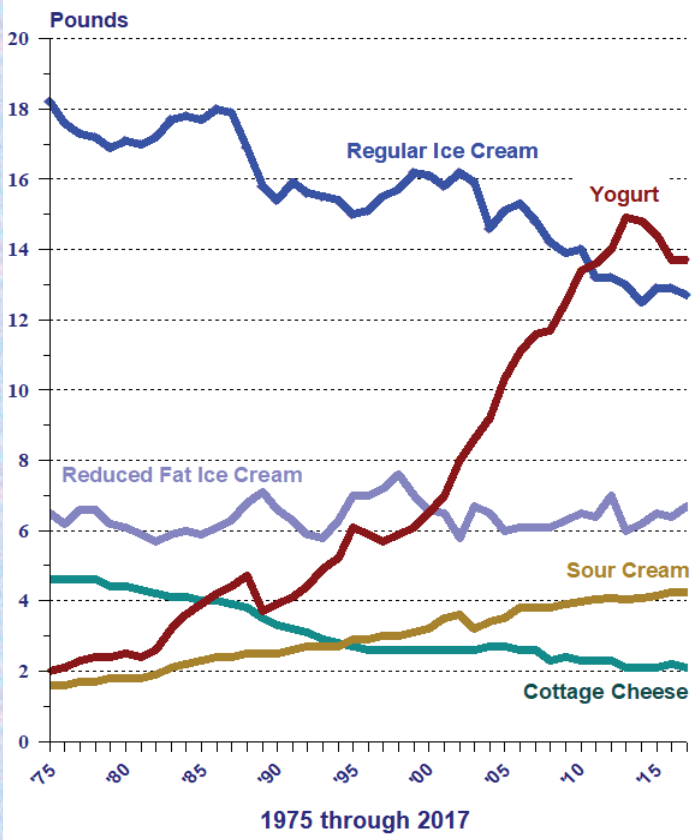
### Per Capita Consumption of Italian Cheese



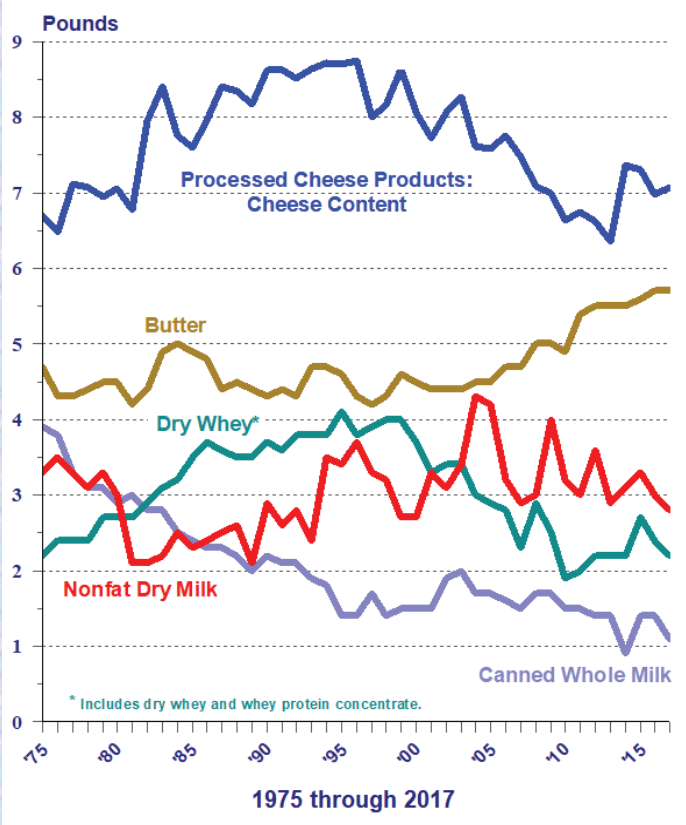
### Per Capita Consumption of Miscellaneous Cheeses



### Per Capita Consumption of Selected Class II Products



### Per Capita Consumption of Miscellaneous Dairy Products





**United States  
Department of  
Agriculture**

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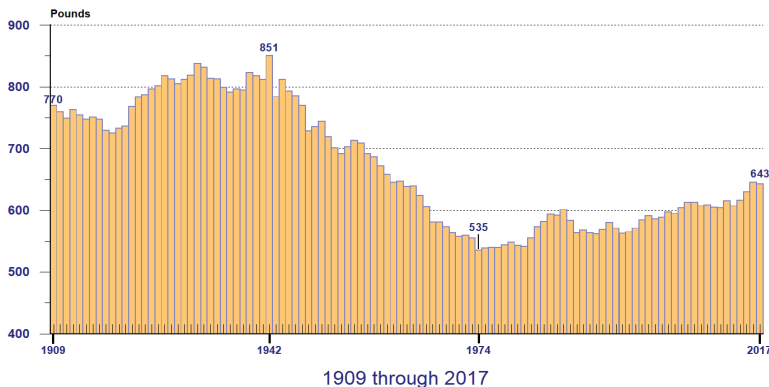
**FEDERAL MILK MARKET ADMINISTRATOR**  
P.O. BOX 14650  
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**FIRST CLASS**

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	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Sep '18	Aug '18	Sep '18	Aug '18	Sep'18	Aug '18
Northeast	16.71	16.21	0.62	1.26	33.24	31.14
Appalachian	17.35	17.03	-----	-----	69.42	72.47
Florida	19.23	18.89	-----	-----	81.88	83.55
Southeast	17.94	17.53	-----	-----	74.76	75.65
Upper Midwest	16.02	15.08	-0.07	0.13	10.40	8.59
<b>Central</b>	<b>15.64</b>	<b>15.09</b>	<b>-0.45</b>	<b>0.14</b>	<b>35.80</b>	<b>30.49</b>
Mideast	15.83	15.35	-0.26	0.40	36.06	32.35
Pacific Northwest	15.44	15.07	-0.65	0.12	24.19	23.99
Southwest	16.31	15.96	0.22	1.01	45.77	28.08
Arizona	15.85	15.32	-----	-----	28.34	26.47

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



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