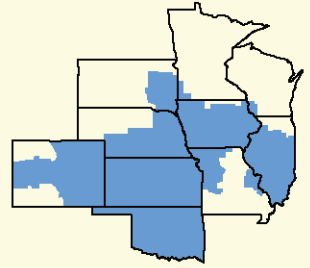


# Bulletin



Facilitating the efficient marketing of milk and dairy products.



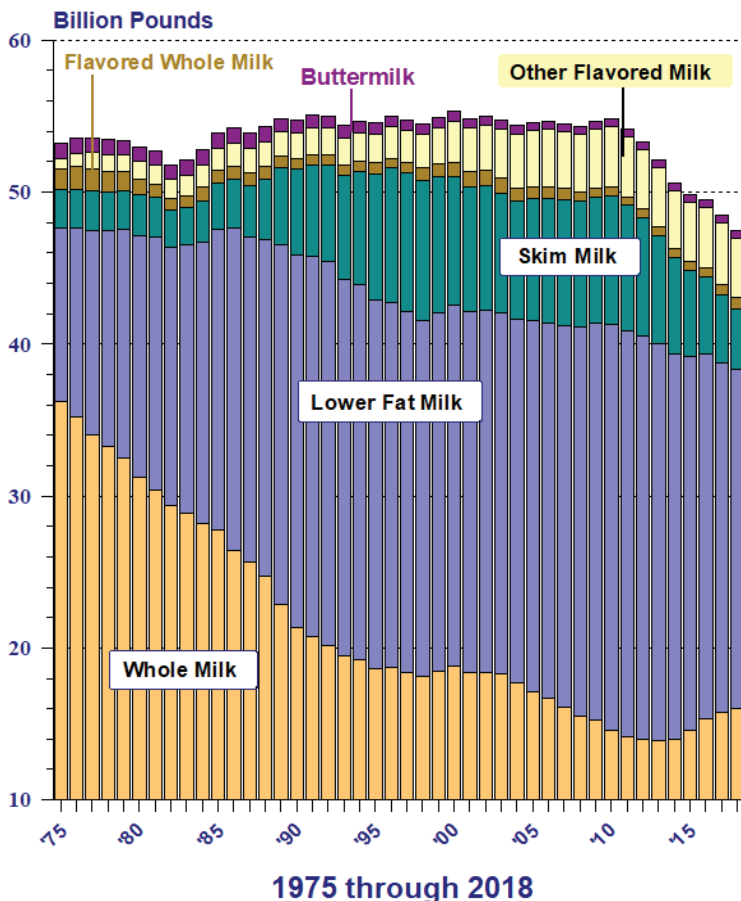
**CENTRAL MARKETING AREA**

## 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 2018\*. Although total fluid sales didn't vary dramatically during the first 25 years of this time frame, they have decreased by 13.3% 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 44-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 2.6% during 2018, and have decreased over one-third since 1989. Compared with 1975, per capita sales of beverage milk have decreased by approximately 40.9%.

**Fluid Milk Sales By Product**

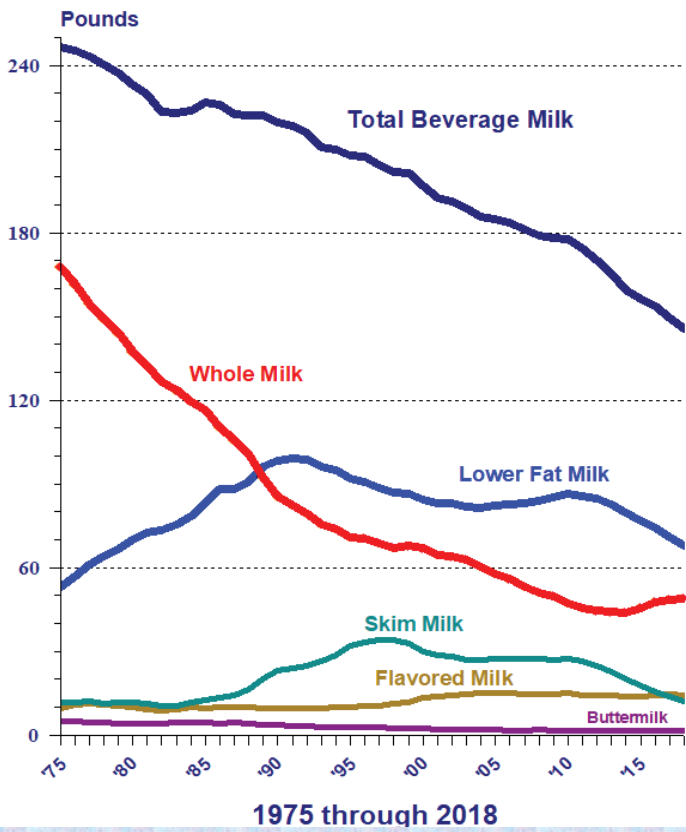


An index for 2018 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2018 sales as a percentage of 1975 sales for selected fluid milk products. Per capita sales of whole milk, flavored whole milk and buttermilk during 2018 were approximately one-third or less than their respective 1975 levels; however, per capita whole milk sales have increased in each of the last four years. Conversely, lower fat, skim, and other flavored milk per capita sales all increased comparing 2018 with 1975. Other flavored milk sales in 2018 were slightly less than three and two-thirds times greater than the 1975 level on a per capita basis, while skim milk sales were up nearly 7% greater and lower fat sales were up by approximately 28%. Total beverage milk sales in 2018 were less than 60% 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 2018.

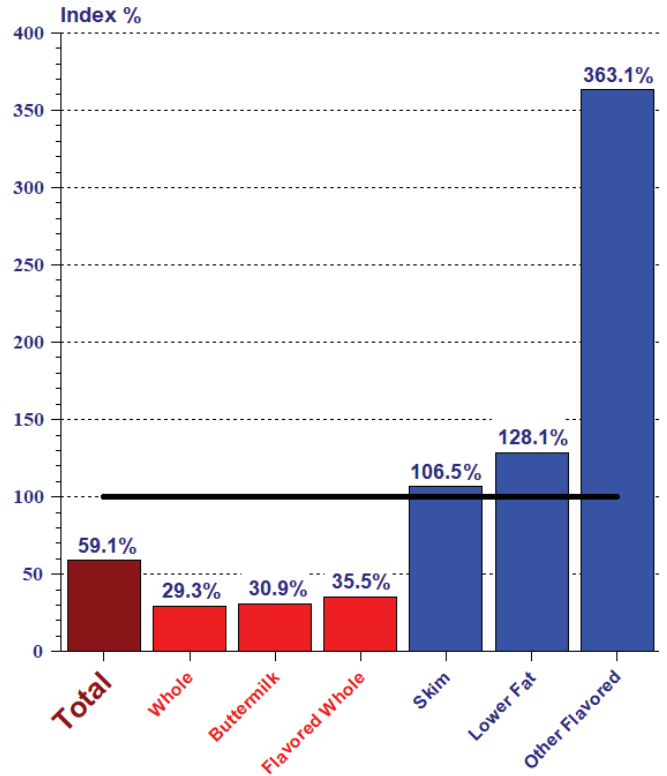
\*All 2018 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview ([www.ers.usda.gov/data-products/dairy-data.aspx](http://www.ers.usda.gov/data-products/dairy-data.aspx)). Population data used in 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

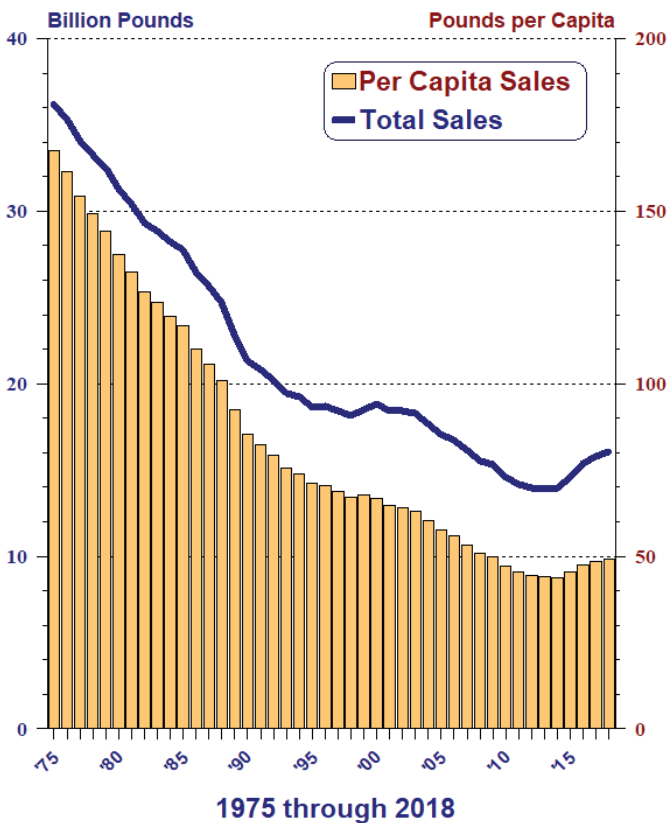


## 2018 Fluid Milk Per Capita Sales Index

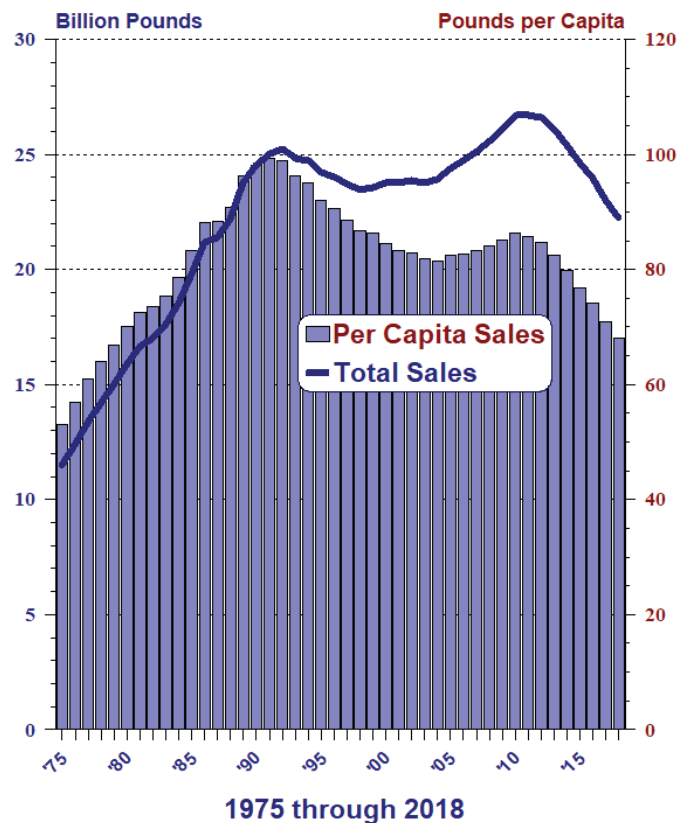
1975 = 100%



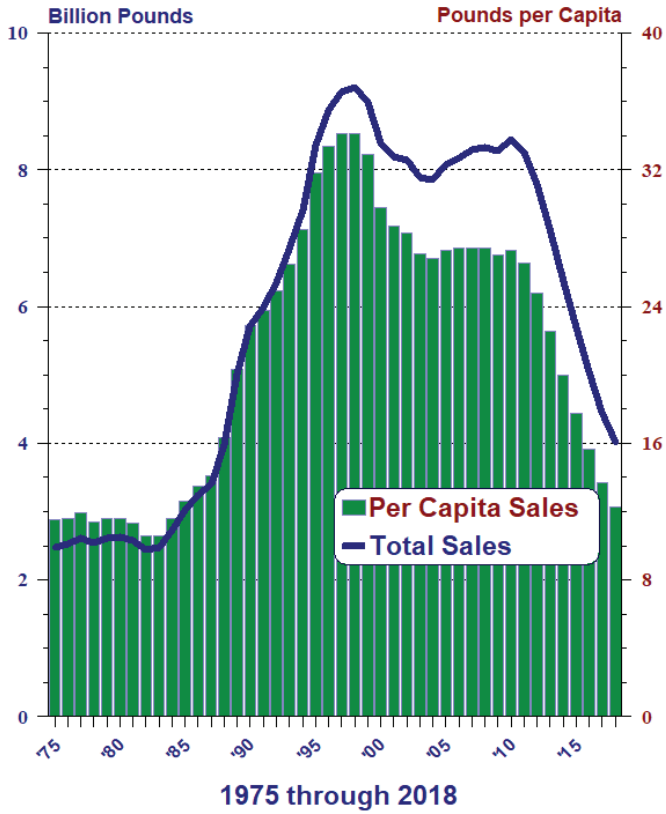
## Whole Milk Sales



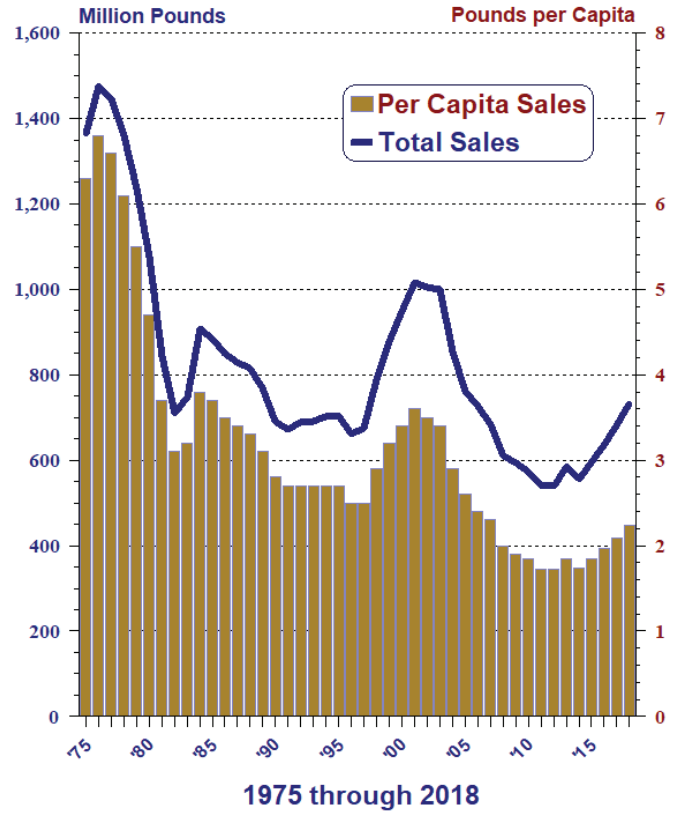
## Lower Fat Milk Sales



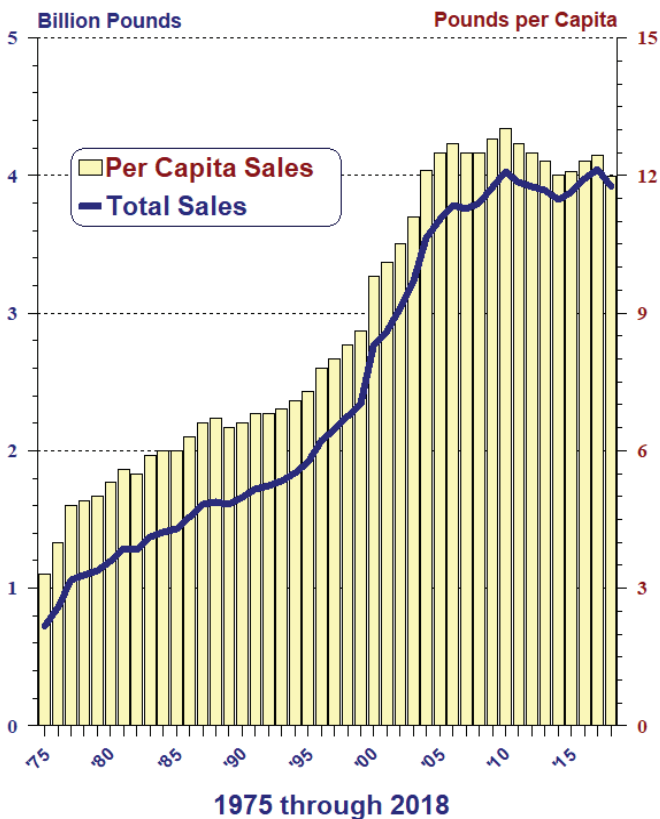
## Skim Milk Sales



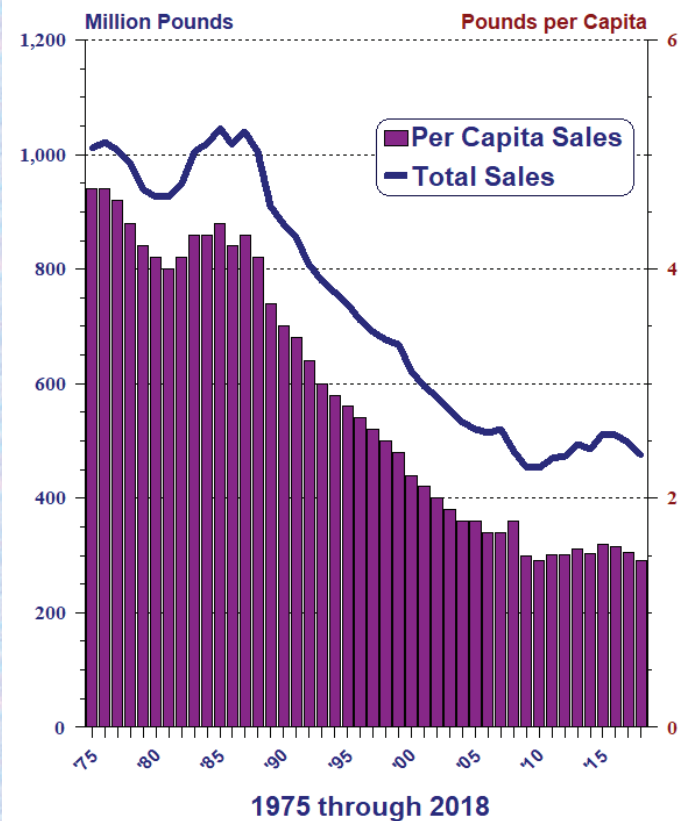
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales





**United States  
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**FIRST CLASS**

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Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '19	Jul '19	Aug '19	Jul '19	Aug '19	Jul '19
Northeast	18.97	18.83	1.37	1.28	30.35	29.58
Appalachian	20.34	19.84	-----	-----	72.88	70.71
Florida	22.48	21.75	-----	-----	85.79	82.57
Southeast	20.85	20.25	-----	-----	73.61	69.73
Upper Midwest	17.75	17.71	0.15	0.16	7.03	7.46
<b>Central</b>	<b>17.85</b>	<b>17.64</b>	<b>0.25</b>	<b>0.09</b>	<b>29.46</b>	<b>26.39</b>
Mideast	18.20	18.02	0.60	0.47	33.30	30.33
California	17.84	17.82	0.24	0.27	23.64	21.90
Pacific Northwest	17.60	17.52	0.00	-0.03	17.88	17.68
Southwest	18.69	18.47	1.09	0.92	27.88	27.98
Arizona	18.11	17.88	-----	-----	27.88	25.65

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**United States  
Department of  
Agriculture**

Agricultural Marketing Service  
Dairy Programs

## **MARKET ADMINISTRATOR**

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Shawnee Mission, KS 66285-4650

September 24, 2019

### **Milk Donation Reimbursement Program:**

On September 16, 2019, USDA established the Milk Donation Reimbursement Program (MDRP). The program was authorized as part of the 2018 Farm Bill and is intended to encourage the donation of Grade A fluid milk products, provide nutrition assistance to individuals in low income groups, and reduce food waste. The program will provide limited financial reimbursements for fluid milk production donations made by eligible dairy organizations who account to a Federal milk marketing order pool. The program requires a formalized partnership between eligible dairy organizations and eligible distributors. Congress authorized \$9 million for Fiscal Year 2019 and \$5 million per fiscal year thereafter, for the life of the current Farm Bill. The deadline for submitting applications is November 6, 2019. Details about program eligibility and participation are available at [www.ams.usda.gov/mdrp](http://www.ams.usda.gov/mdrp).

### **Dairy Business Innovation Initiatives:**

USDA recently announced three grant recipients for the Dairy Business Innovation (DBI) Initiatives. The DBI Initiatives support dairy businesses in the development, production and marketing and distribution of dairy products. DBI Initiatives will provide direct technical assistance and grants to dairy businesses, including niche dairy products, such as specialty cheese, or dairy products derived from the milk or a dairy animal, including cow, sheep and goat milk. These initiatives will specifically focus on: diversifying dairy product markets to reduce risk and develop higher-value uses for dairy products; Promoting business development that diversifies farmer income through processing and marketing innovation; and encouraging the use of regional milk production. The University of Tennessee, the Vermont Agency of Agriculture, Food and Markets, and the University of Wisconsin were all grant awardees. More information on the DBI Initiatives is available at <https://www.ams.usda.gov/services/grants/dbi>.