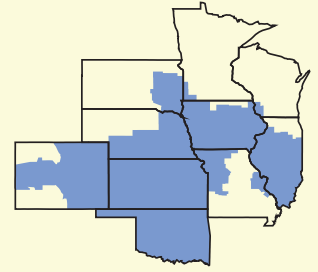


# Bulletin

Facilitating the efficient marketing of milk and dairy products.



**CENTRAL MARKETING AREA**

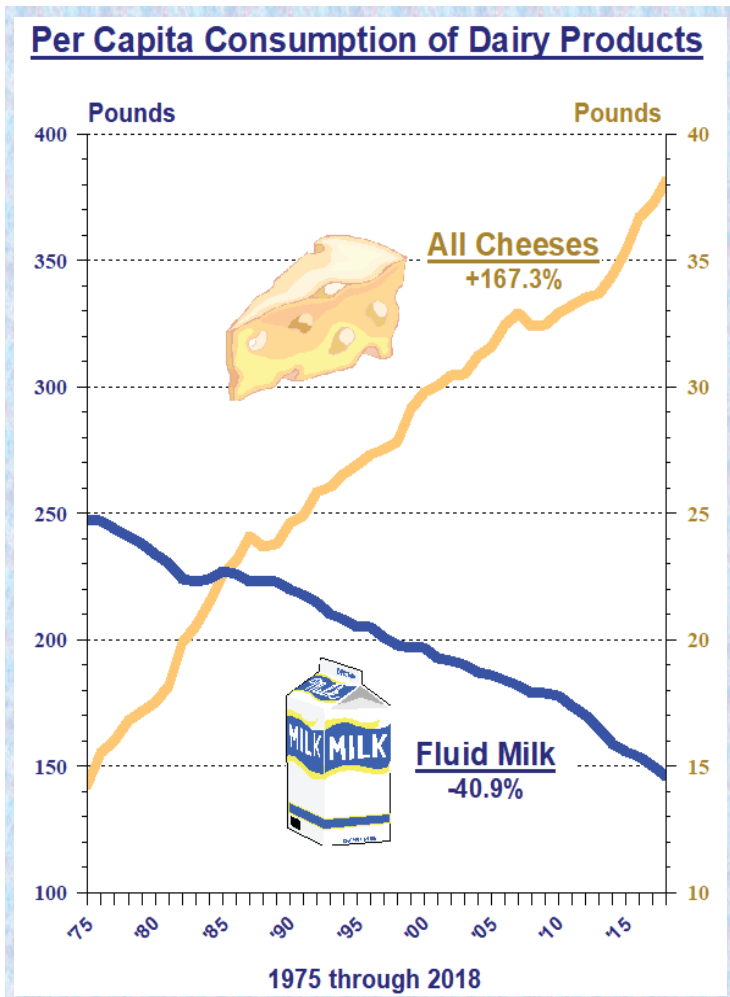


## Per Capita Consumption of Selected Dairy Products

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 2018\*.

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 40.9% per person comparing 2018 with 1975, and has declined by 25.9% since 2000. Per capita consumption of fluid milk during 2018 was 146 pounds, which is 2.7% lower than 2017 and the lowest amount recorded during the 1975 through 2018 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 2018 was 167.3% greater than it was in 1975, and is up 28.1% compared with 2000. Per capita consumption increased in twenty-nine of the last thirty years, and has declined only twice since 1975. Italian cheese varieties posted the largest consumption gains comparing 2018 with 1975, increasing by approximately 384.2% on a per capita basis.



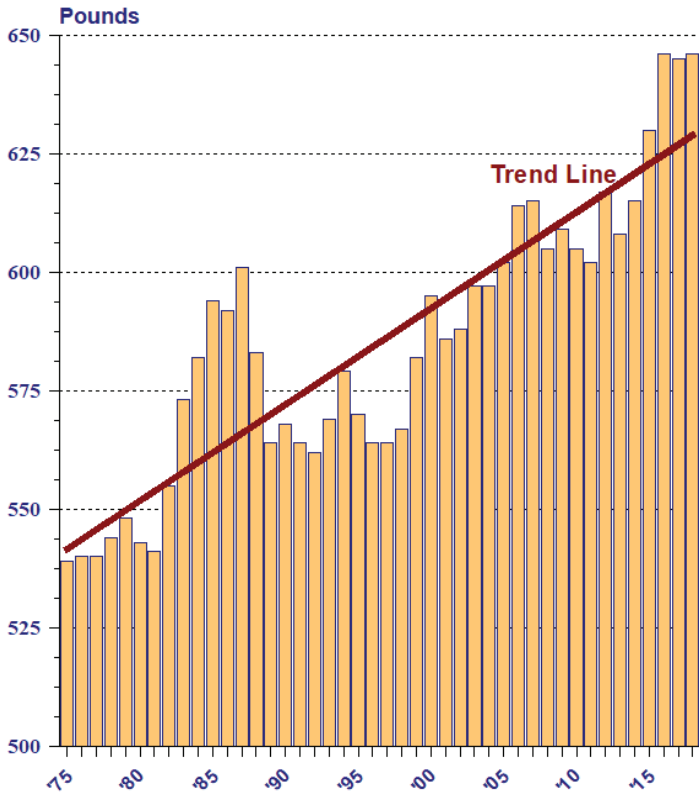
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 107 pounds per person (+19.9%), increasing from 539 pounds in 1975 to 646 pounds in 2018. Comparing 2018 with the previous year, consumption increased by 1 pound (+0.2%) increasing from 645 to 646 pounds. The remaining graphs on pages two and three depict per capita consumption for selected dairy products. Mozzarella posted the largest gain among hard cheeses (+475.8%), with consumption rising from 2.11 pounds per person in 1975 to 12.15 pounds during 2018. Per capita consumption of miscellaneous cheese varieties has also grown substantially (+137.2%), increasing from 2.90 pounds in 1975 to 6.88 pounds during 2018.

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 13.4 pounds in 2018 (+570.0%), although it has decreased 3 times in the last 5 years. Per capita yogurt consumption decreased from 14.9 pounds in 2013 to 13.4 pounds during 2018 (-10.1%). 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 5.8 pounds per capita, an increase of 38.1%.

\* 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>).

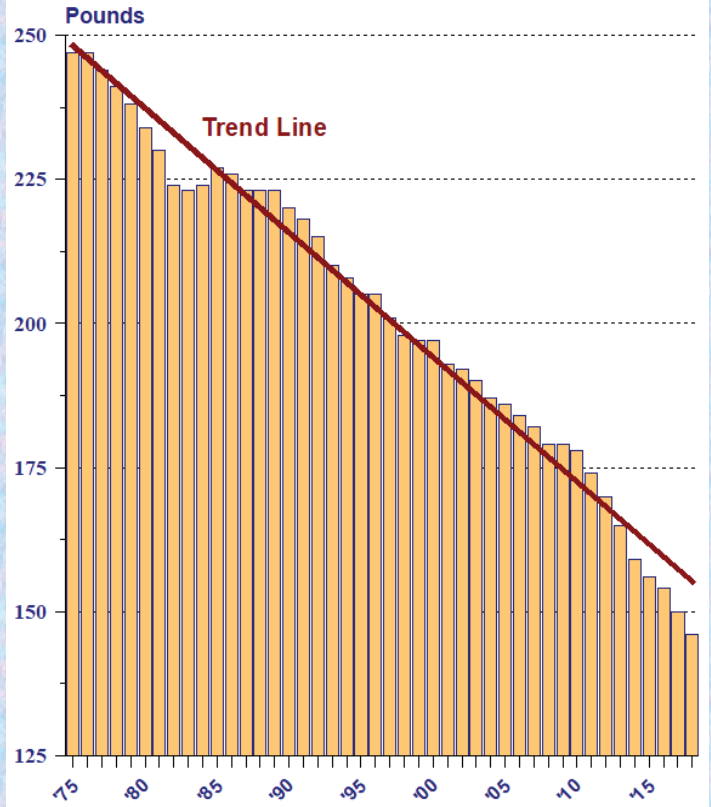
## All Dairy Products

Per Capita Consumption: Milk Equivalent, Milkfat Basis

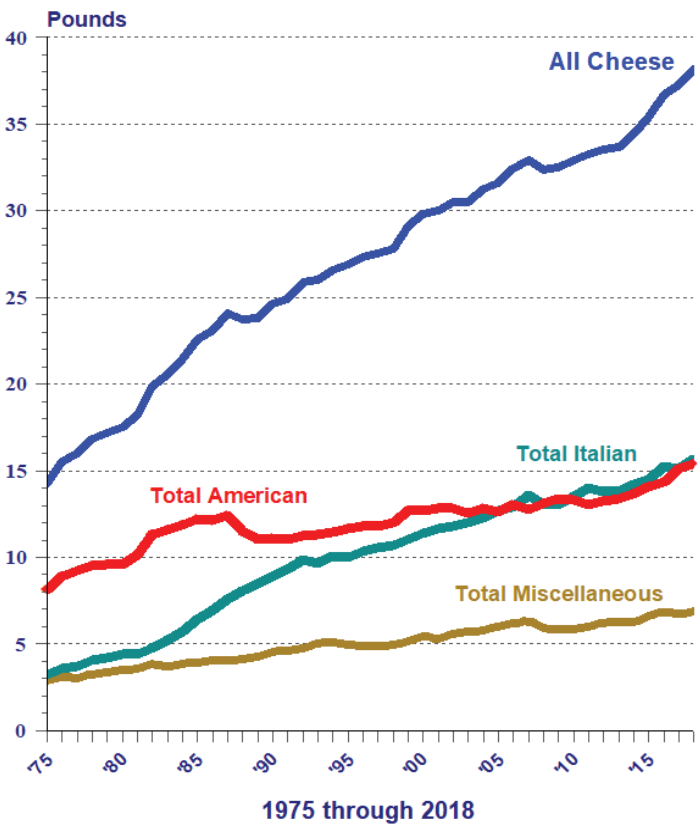


## Fluid Milk

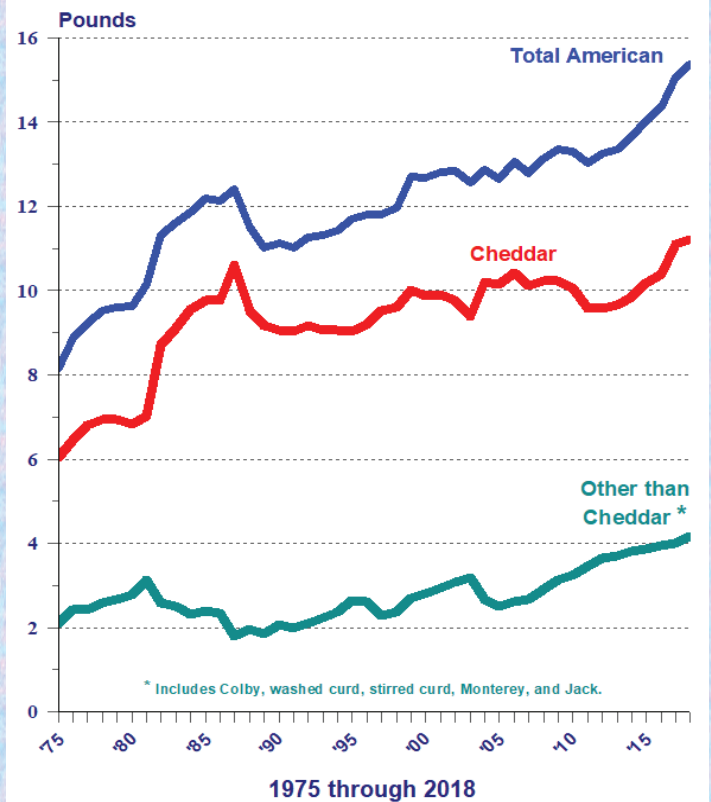
Per Capita Consumption



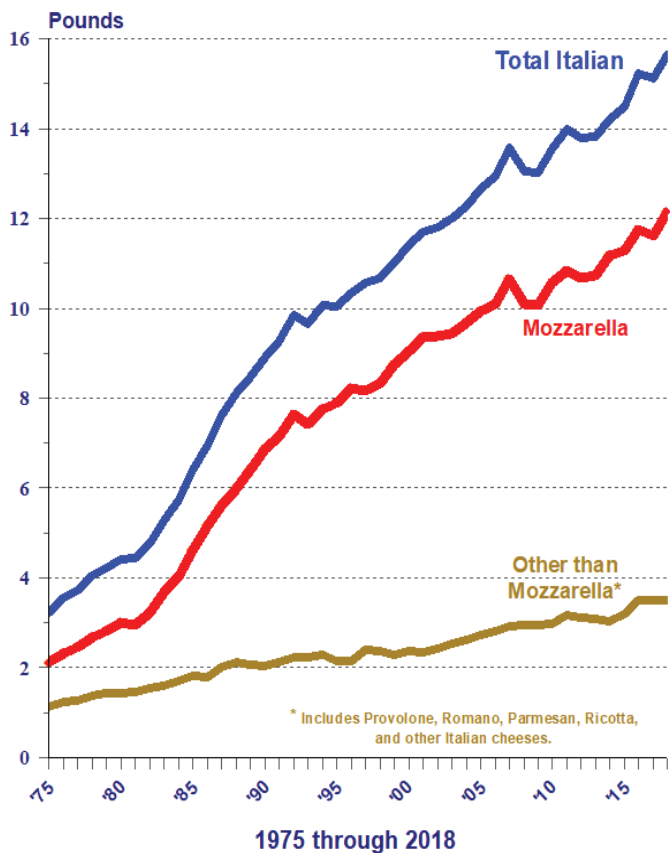
## Per Capita Consumption of Cheese



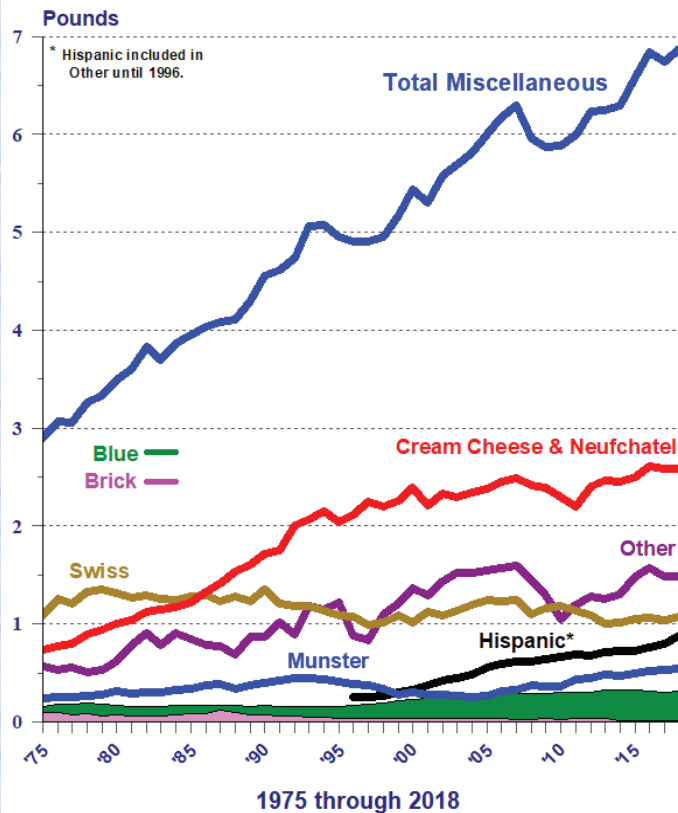
## Per Capita Consumption of American Cheese



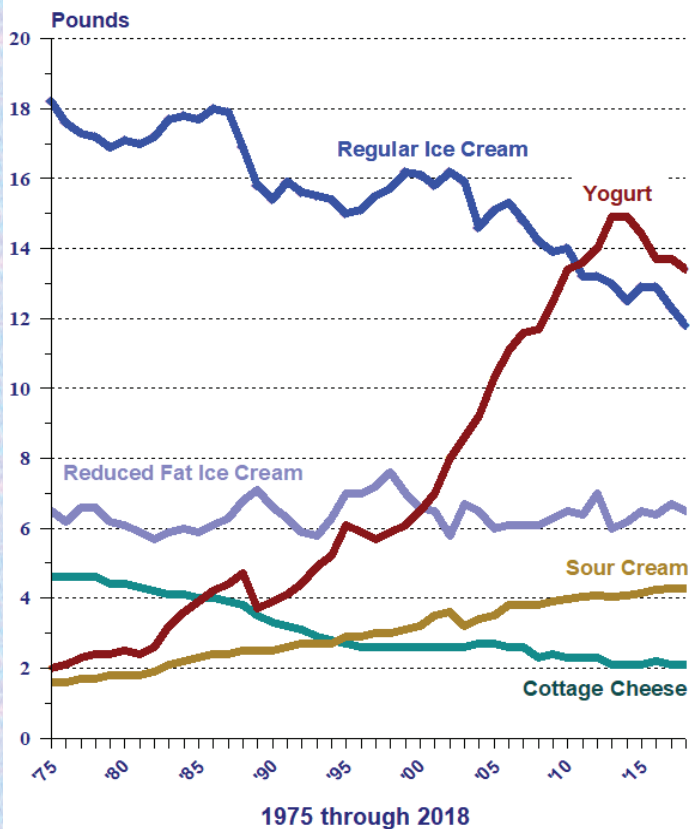
### Per Capita Consumption of Italian Cheese



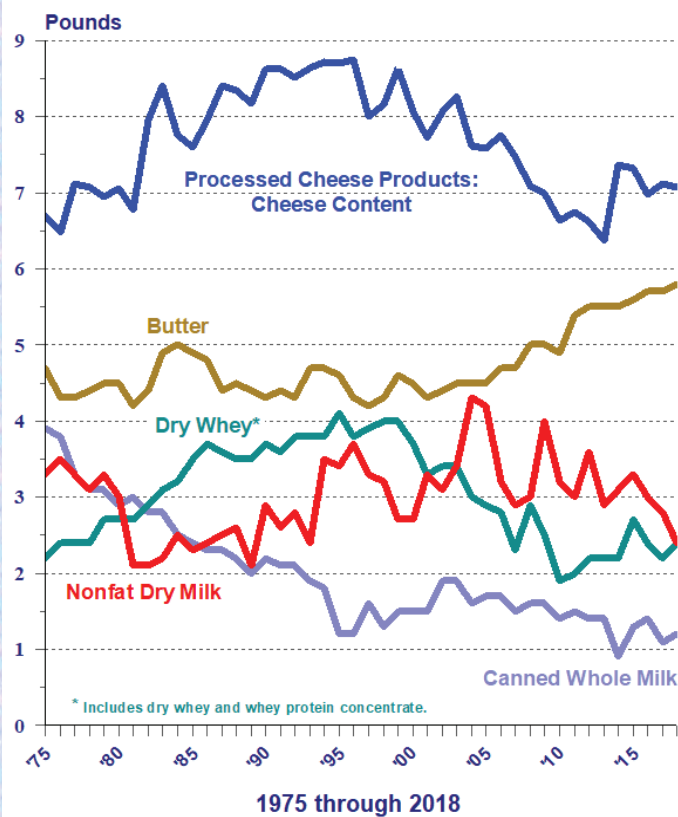
### Per Capita Consumption of Miscellaneous Cheeses



### Per Capita Consumption of Selected Class II Products



### Per Capita Consumption of Miscellaneous Dairy Products





**United States  
Department of  
Agriculture**

FIRST CLASS  
U.S. POSTAGE  
PAID  
OLATHE, KS  
PERMIT NO. 377

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

**FIRST CLASS**

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E-mail: [market.administrator@fmmacentral.com](mailto:market.administrator@fmmacentral.com)  
Phone: 913-495-9300

**Statistical  
Uniform Price**

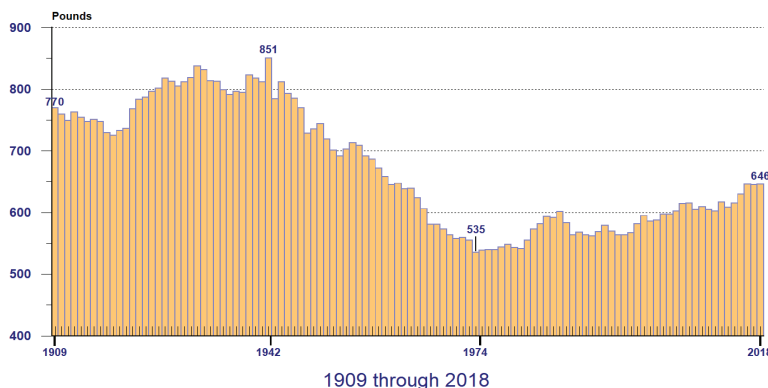
**Producer Price  
Differential**

**Class I  
Utilization**

	<u>Sep '19</u>	<u>Aug '19</u>	<u>Sep '19</u>	<u>Aug '19</u>	<u>Sep'19</u>	<u>Aug '19</u>
Northeast	18.78	18.97	0.47	1.37	31.81	30.35
Appalachian	20.04	20.34	-----	-----	72.57	72.88
Florida	21.85	22.48	-----	-----	80.00	85.79
Southeast	20.52	20.85	-----	-----	73.01	73.61
Upper Midwest	18.23	17.75	-0.08	0.15	9.67	7.03
<b>Central</b>	<b>17.71</b>	<b>17.85</b>	<b>-0.60</b>	<b>0.25</b>	<b>35.92</b>	<b>29.46</b>
Mideast	18.00	18.20	-0.31	0.60	36.77	33.30
California	17.37	17.84	-0.94	0.24	25.77	23.64
Pacific Northwest	17.43	17.60	-0.88	0.00	22.83	17.88
Southwest	18.21	18.69	-0.10	1.09	44.30	27.88
Arizona	18.08	18.11	-----	-----	30.39	27.88

**U.S. Per Capita Consumption**

All Dairy Products - Milk Equivalent, Milk-Fat Basis



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**United States  
Department of  
Agriculture**  
Agricultural Marketing Service  
Dairy Programs

## **MARKET ADMINISTRATOR**

**Central Federal Order No. 32**

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Shawnee Mission, KS 66285-4650

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October 18, 2019

## **USDA Grants Would Like Feedback on How They Evaluate Grant Programs Like the Dairy Business Innovation Grant!**

USDA Agricultural Marketing Service (AMS) is updating their performance measures and looking for feedback from farmers, producers, ranchers, farmer organizations, trade associations, universities, etc. for their [Grant programs](#), including the Farmers Market and Local Food Promotion Programs, Specialty Crop Block Grant Program, and **Dairy Business Innovation Initiatives**. Visit their website to learn more about the [Performance Measures project](#).

*You may provide your feedback at the following national meetings or through comments to <https://nasda.foundation/contact-us> | [RSVP Today!](#)*

- Rosemont, IL: October 9, 2019
- New Haven, CT: October 25, 2019
- Tallahassee, FL: October 29, 2019
- Monterey, CA: November 5, 2019