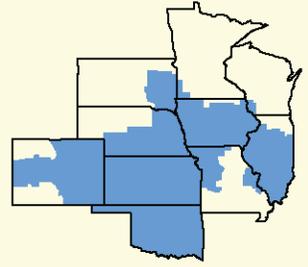


# Bulletin

Facilitating the efficient marketing of milk and dairy products.



**CENTRAL MARKETING AREA**



## Fluid Milk Sales

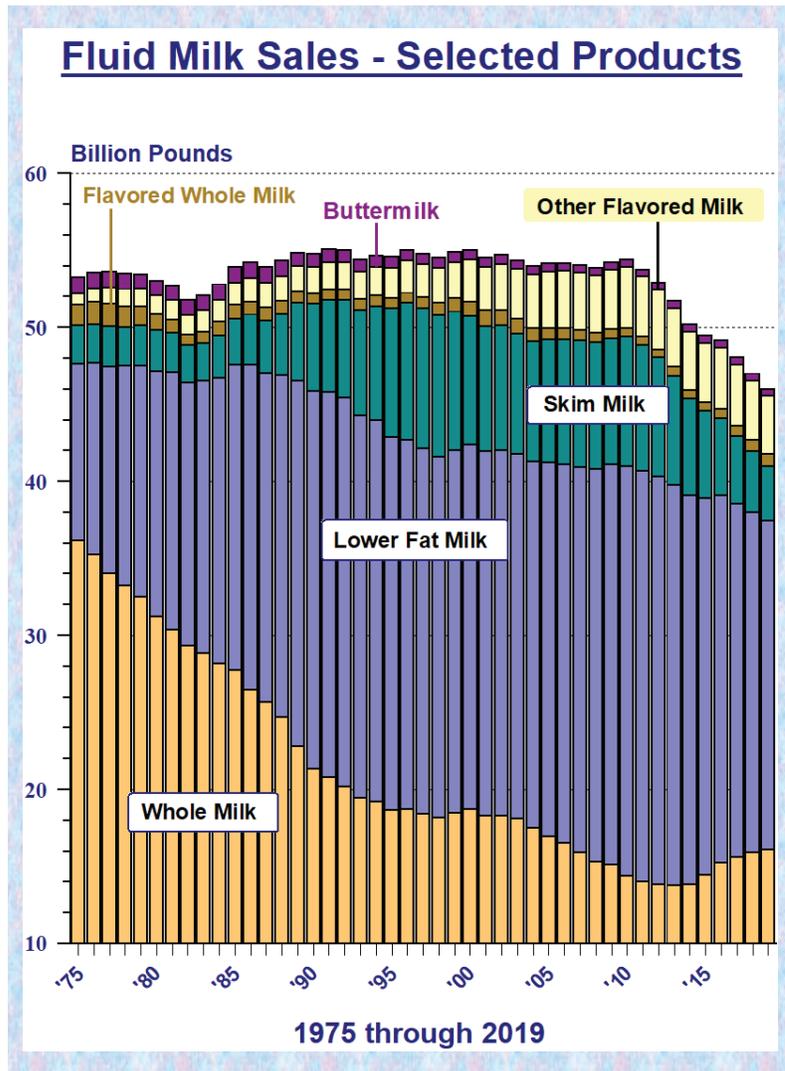
U.S. fluid milk sales have changed substantially over the past several decades. The graph on this page depicts total fluid milk sales by product from 1975 through 2019\*. Although total fluid sales didn't vary dramatically during the first 25 years of this time frame, they have decreased by 16.3% since 2009. 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 45-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 2.2% during 2019, and have decreased over one-third since 1989. Compared with 1975, per capita sales of beverage milk have decreased by approximately 42.7%.

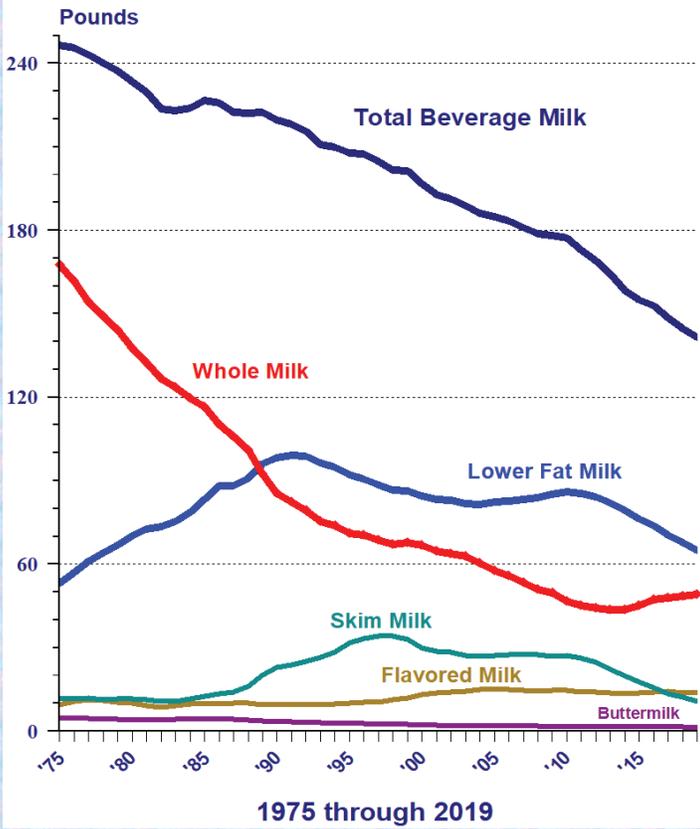
An index for 2019 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2019 sales as a percentage of 1975 sales for selected fluid milk products. 2019 per capita sales of whole milk and buttermilk were less than 30% of their 1975 levels, while flavored whole milk was less than 40%. Whole milk and flavored whole milk have recently reversed this downward trend, however, with per capita sales increasing during each of the past five years. Conversely, 2019 lower fat and other flavored milk per capita sales were substantially greater than they were in 1975, but both have been trending down in recent years. Moreover, lower fat per capita sales have exhibited an overall downward trend since the early 1990's, while those for other flavored milk have been trending downward since 2010. After trending sharply upward from the early 1980's through the late 1990's, skim milk sales have dropped substantially since, falling below 1975 per capita levels during 2019. Total beverage milk sales in 2019 were 57.3% 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 2019.

\*All 2019 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 (<https://www.census.gov/data/tables/time-series/demo/popest/2010s-state-total.html>).

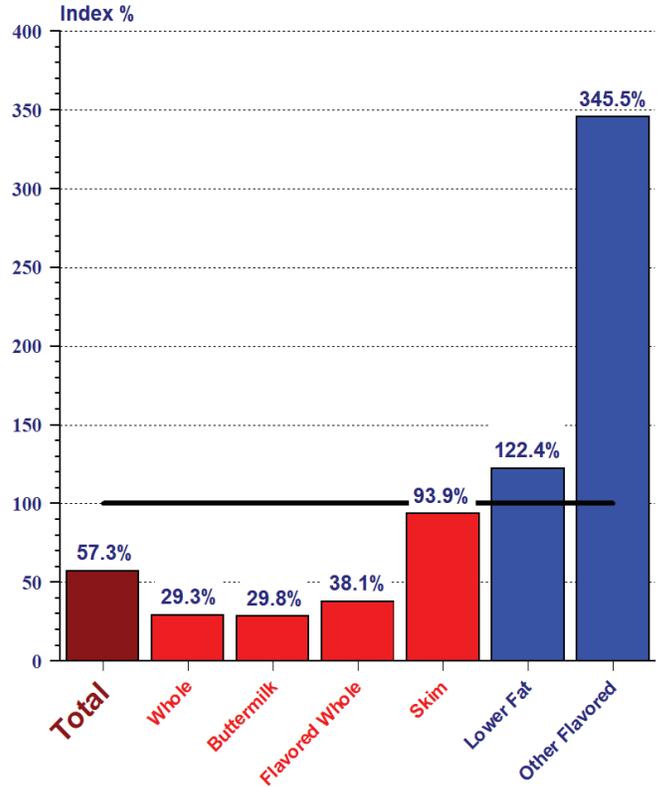


## Per Capita Fluid Milk Sales

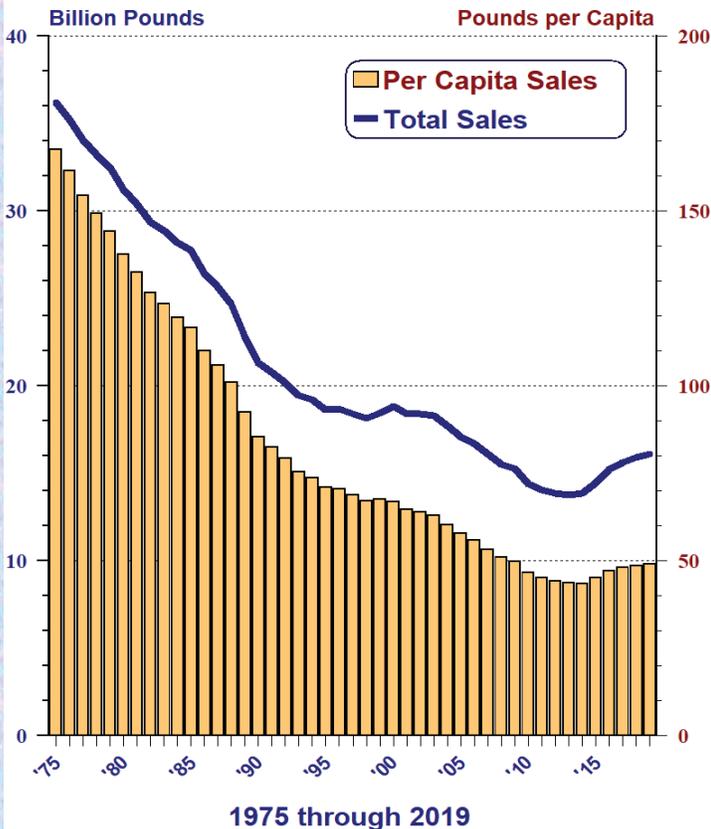


## 2019 Fluid Milk Per Capita Sales Index

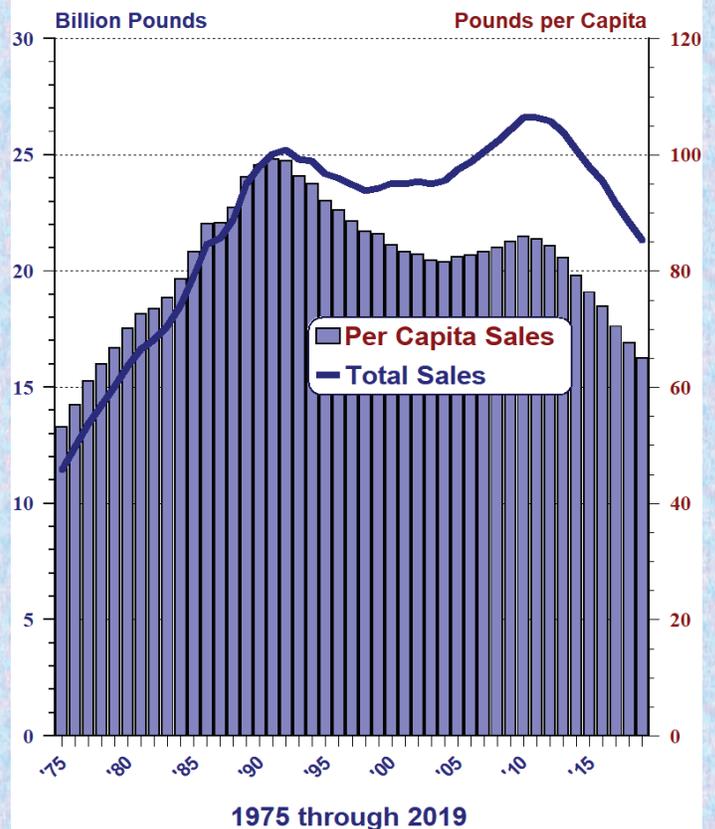
1975 = 100%



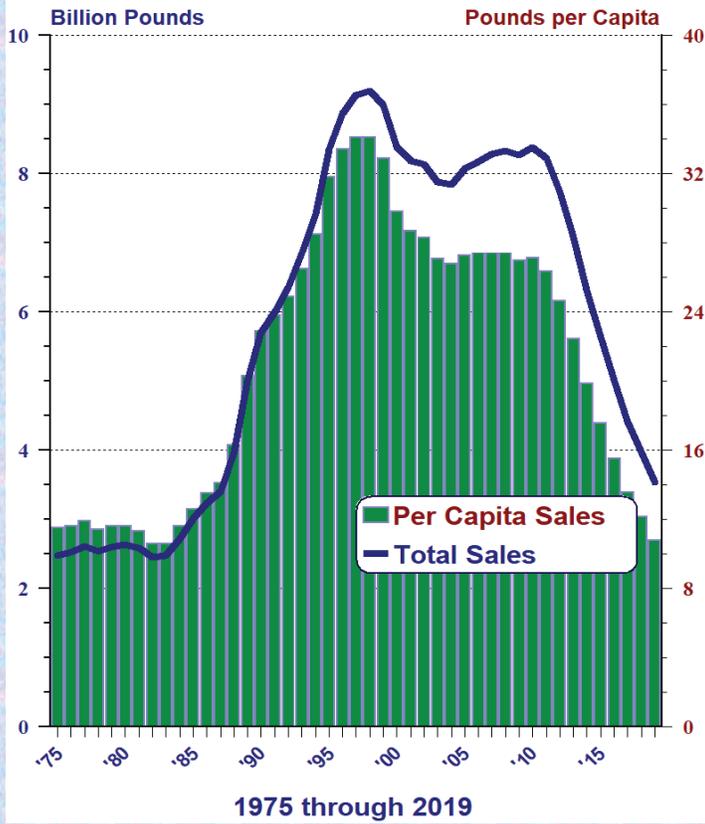
## Whole Milk Sales



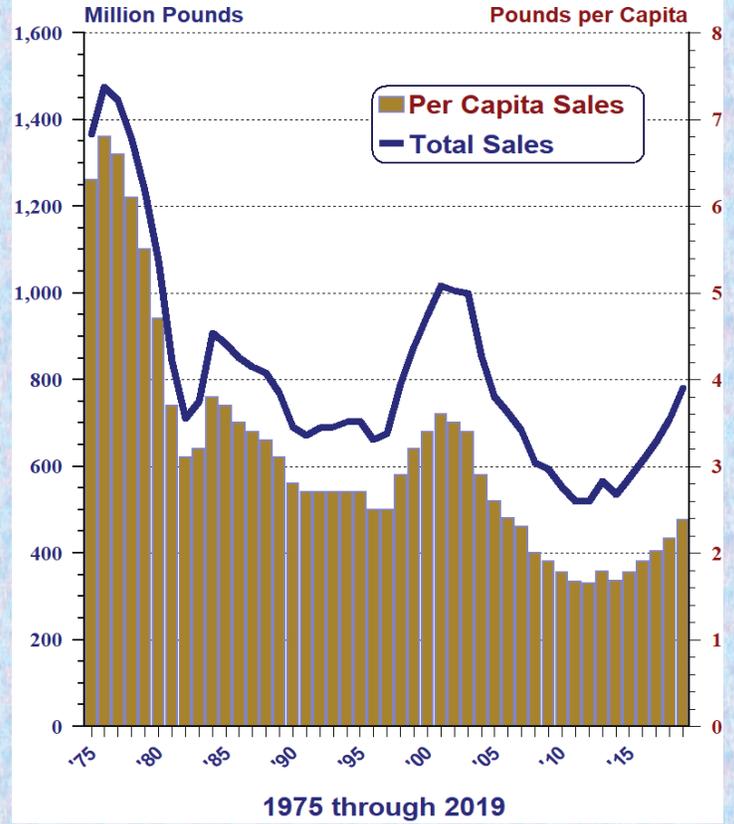
## Lower Fat Milk Sales



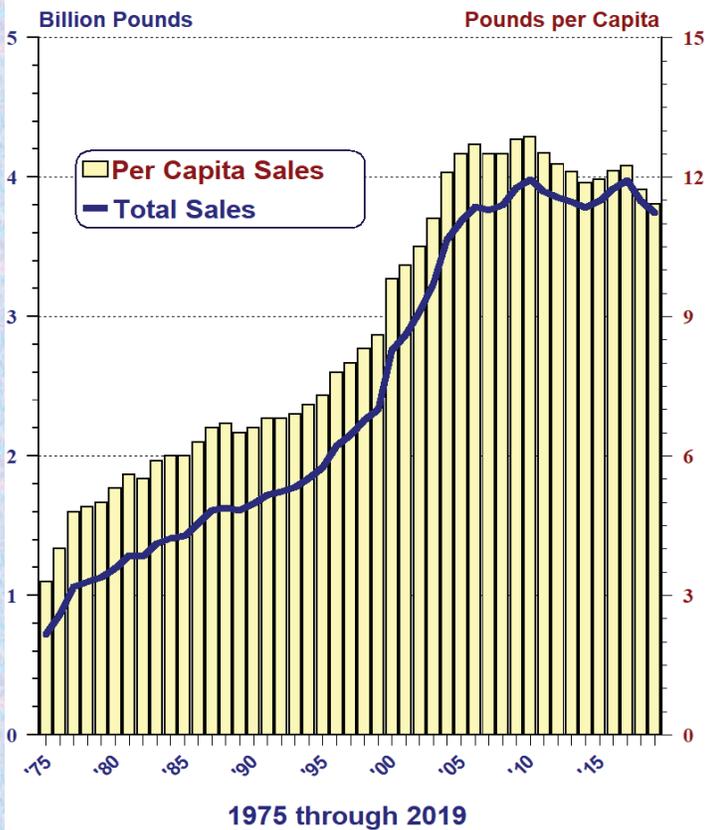
## Skim Milk Sales



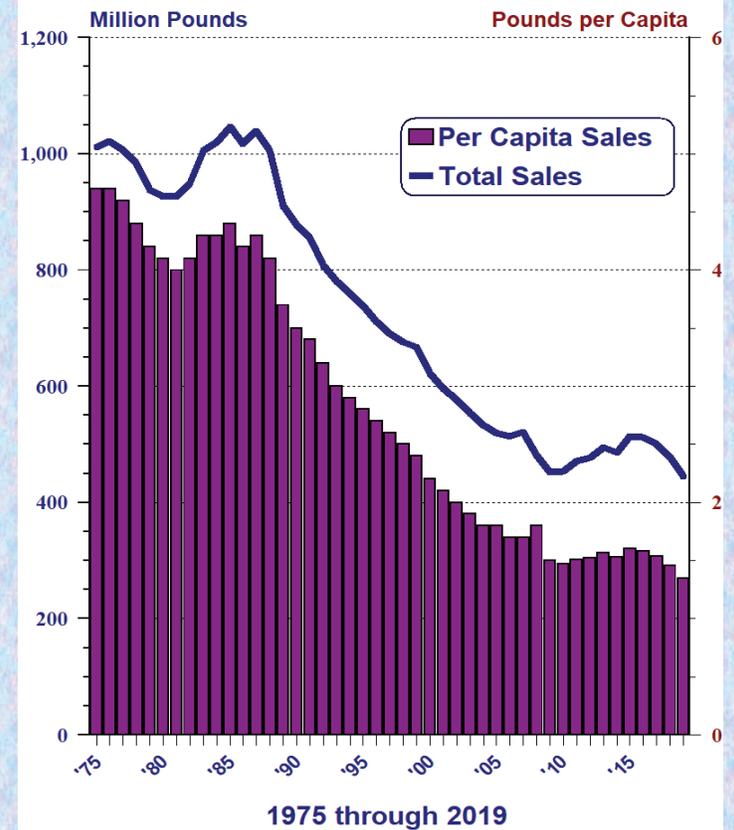
## Flavored Whole Milk Sales



## Other Flavored Milk Sales



## Buttermilk Sales





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Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '20	Jul '20	Aug '20	Jul '20	Aug '20	Jul '20
Northeast	18.02	19.08	-1.75	-5.46	28.58	28.10
Appalachian	20.25	19.34	-----	-----	70.86	84.85
Florida	22.69	20.80	-----	-----	81.55	83.22
Southeast	20.18	18.89	-----	-----	68.01	69.39
Upper Midwest	17.71	19.68	-2.06	-4.86	18.63	21.17
<b>Central</b>	<b>16.15</b>	<b>15.85</b>	<b>-3.62</b>	<b>-8.69</b>	<b>42.91</b>	<b>45.38</b>
Mideast	16.84	16.52	-2.93	-8.02	40.67	43.73
California	14.53	14.72	-5.24	-9.82	21.84	21.71
Pacific Northwest	16.16	17.11	-3.61	-7.43	20.74	22.48
Southwest	16.01	15.70	-3.76	-8.84	37.04	38.66
Arizona	15.84	16.12	-----	-----	32.57	35.20

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