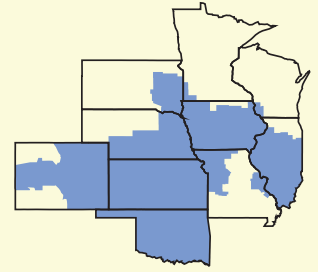


Bulletin

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 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 2019*.

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 42.9% per person comparing 2019 with 1975, and has declined by 28.1% since 2000. Per capita consumption of fluid milk during 2019 was 141 pounds, which is 2.8% lower than 2018 and the lowest amount recorded during the 1975 through 2019 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 2019 was 170.4% greater than it was in 1975, and is up 29.5% compared with 2000. Per capita consumption increased in thirty of the last thirty-one years, and has declined only twice since 1975. Italian cheese varieties posted the largest consumption gains comparing 2019 with 1975, increasing by approximately 391.3% on a per capita basis.

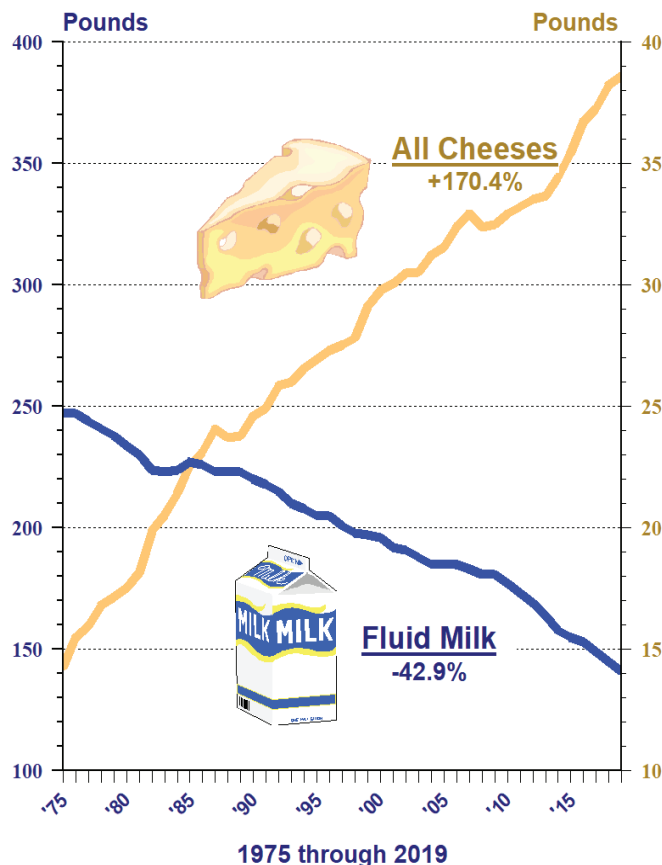
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 114 pounds per person (+21.2%), increasing from 539 pounds in 1975 to

653 pounds in 2019. Comparing 2019 with the previous year, consumption increased by 7 pounds (+1.1%) increasing from 646 to 653 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 (+491.5%), with consumption rising from 2.11 pounds per person in 1975 to 12.48 pounds during 2019. Per capita consumption of miscellaneous cheese varieties has also grown substantially (+138.3%), increasing from 2.90 pounds in 1975 to 6.91 pounds during 2019.

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 2019 (+570.0%), although it has decreased the last 5 years, falling by 10.1% per capita since 2014. 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 6.2 pounds per capita, an increase of 47.6%.

* 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>).

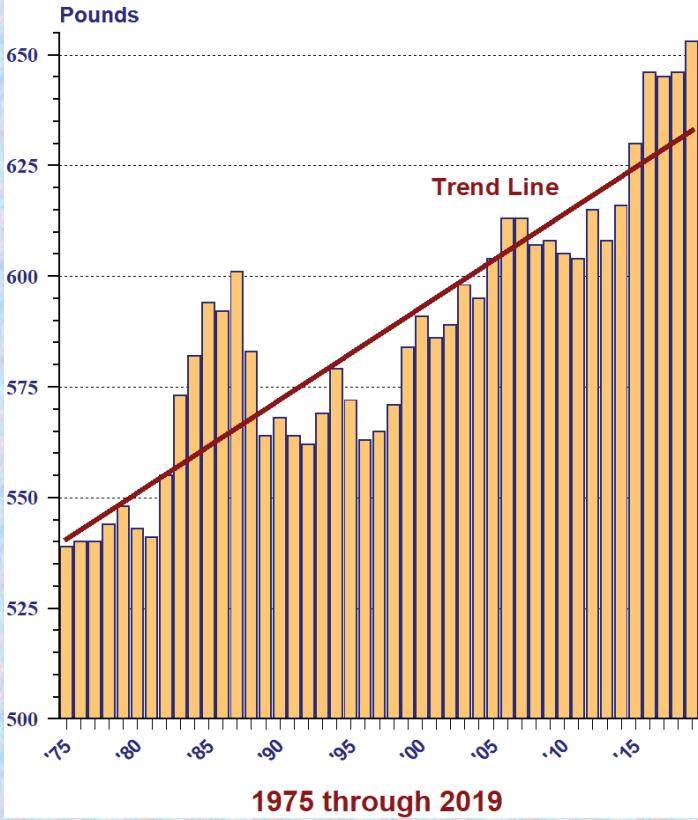
Per Capita Consumption of Dairy Products



DMC Enrollment: USDA is now enrolling dairy farmers for the 2021 Dairy Margin Coverage program year. The enrollment period runs through December 11, 2021. To determine the appropriate level of coverage for a specific dairy operation, producers can utilize the recently updated online dairy decision tool. More information can be found at <https://www.fsa.usda.gov/programs-and-services/dairy-margin-coverage-program/index>.

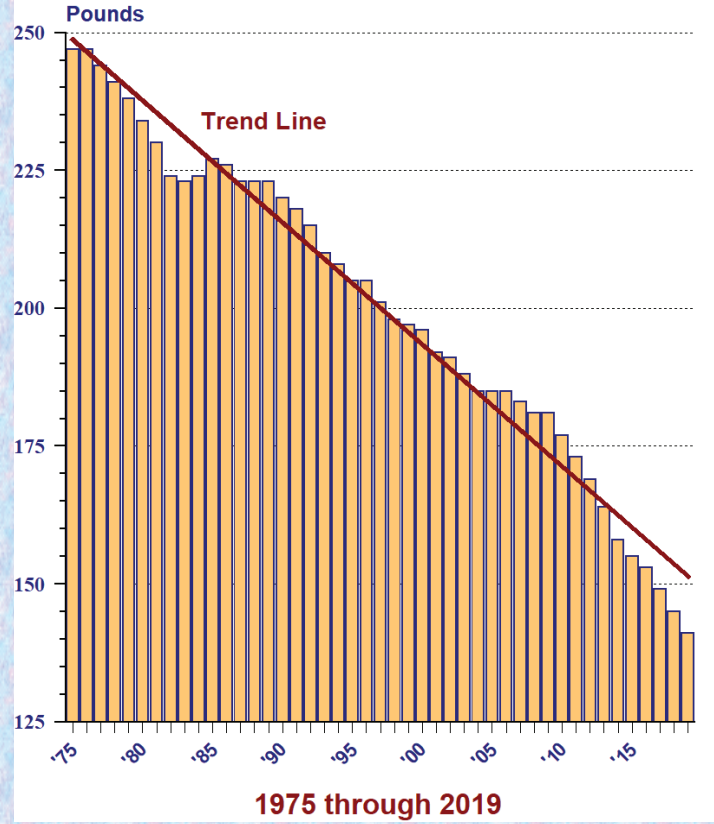
All Dairy Products

Per Capita Consumption: Milk Equivalent,
Milkfat Basis

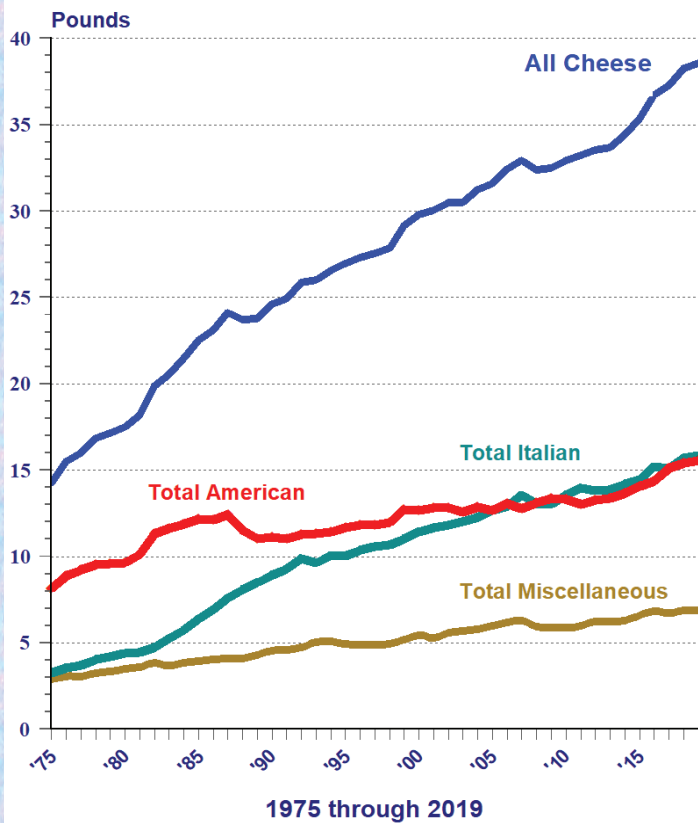


Fluid Milk

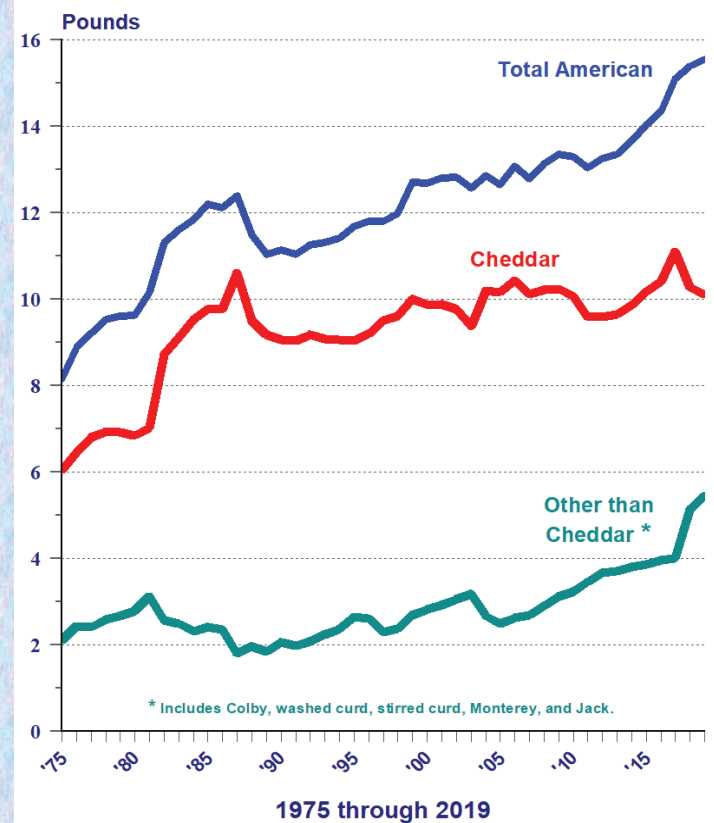
Per Capita Consumption



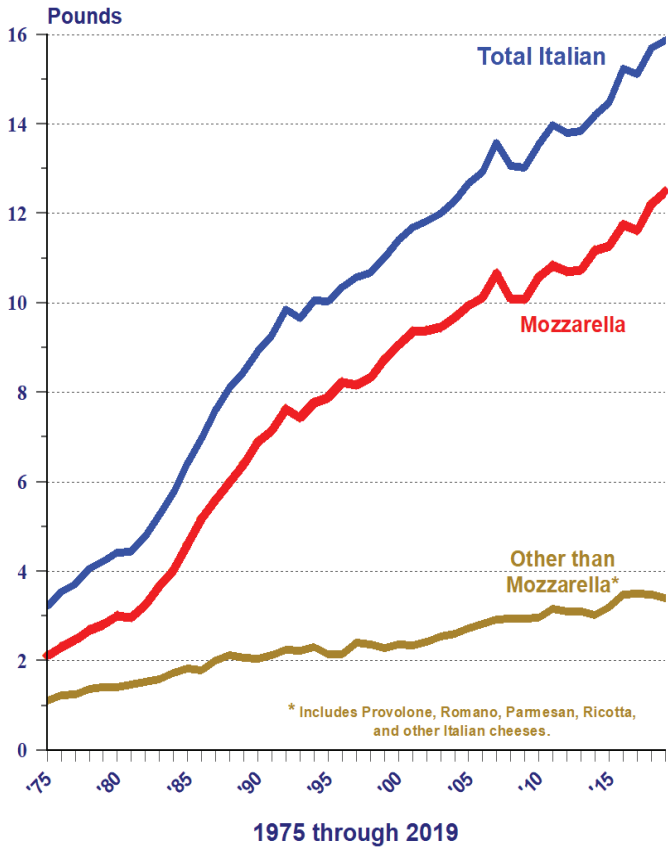
Per Capita Consumption of Cheese



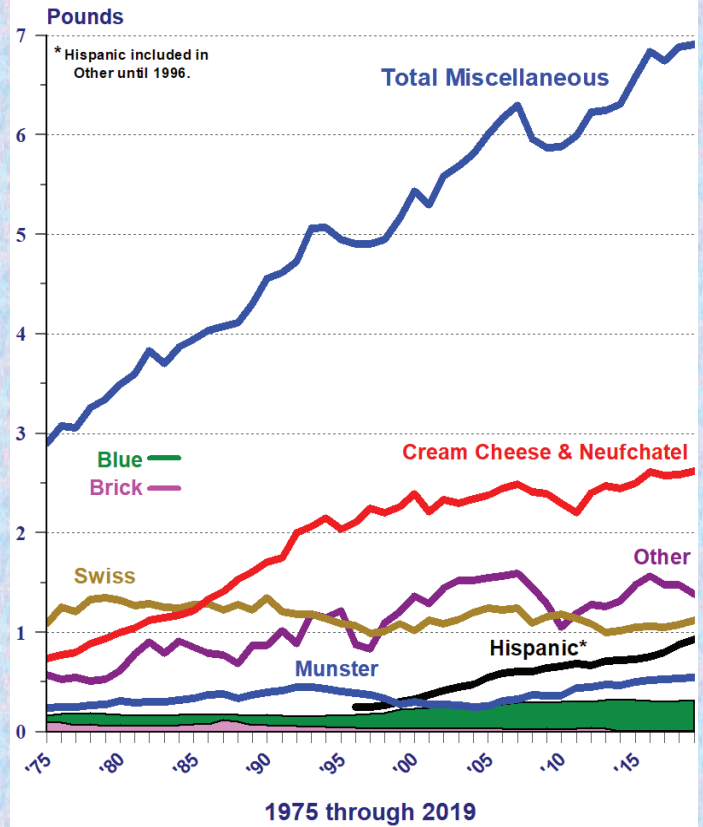
Per Capita Consumption of American Cheese



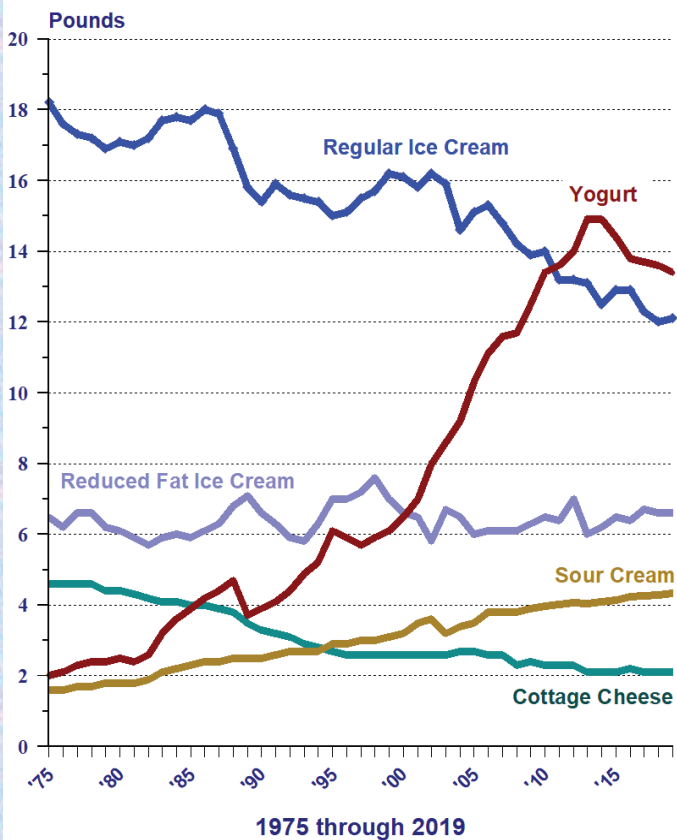
Per Capita Consumption of Italian Cheese



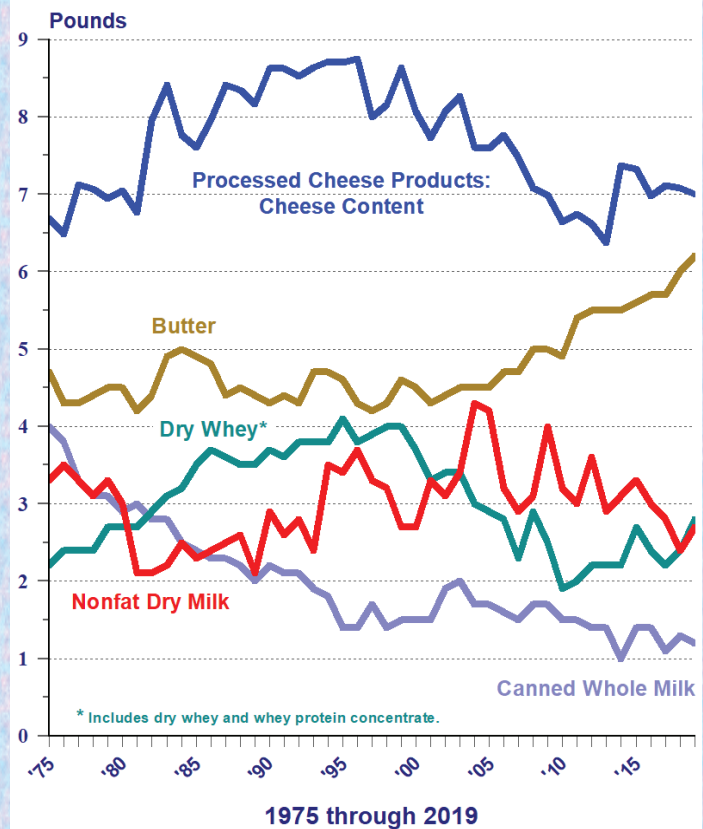
Per Capita Consumption of Miscellaneous Cheeses



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

Website: www.fmmacentral.com
E-mail: market.administrator@fmmacentral.com
Phone: 913-495-9300

**Statistical
Uniform Price**

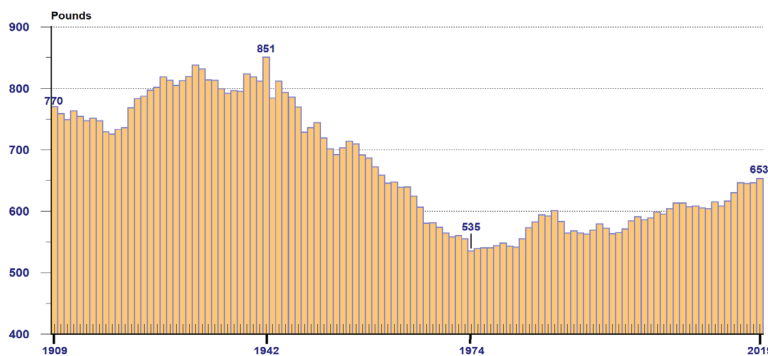
**Producer Price
Differential**

**Class I
Utilization**

	<u>Sep '20</u>	<u>Aug '20</u>	<u>Sep '20</u>	<u>Aug '20</u>	<u>Sep'20</u>	<u>Aug '20</u>
Northeast	16.80	18.02	0.37	-1.75	30.23	28.58
Appalachian	19.68	20.25	-----	-----	72.25	70.86
Florida	21.85	22.69	-----	-----	81.44	81.55
Southeast	19.62	20.18	-----	-----	67.28	68.01
Upper Midwest	15.97	17.71	-0.46	-2.06	20.04	18.63
Central	15.71	16.15	-0.72	-3.62	43.97	42.91
Mideast	16.16	16.84	-0.27	-2.93	38.29	40.67
California	14.47	14.53	-1.96	-5.24	22.78	21.84
Pacific Northwest	15.19	16.16	-1.24	-3.61	22.54	20.74
Southwest	15.83	16.01	-0.60	-3.76	39.00	37.04
Arizona	16.00	15.84	-----	-----	37.82	32.57

U.S. Per Capita Consumption

All Dairy Products - Milk Equivalent, Milk-Fat Basis



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