

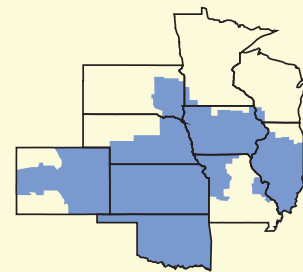
**OCTOBER 2021**

**Marketing Service**



# Bulletin

*Facilitating the efficient  
marketing of milk and  
dairy products.*



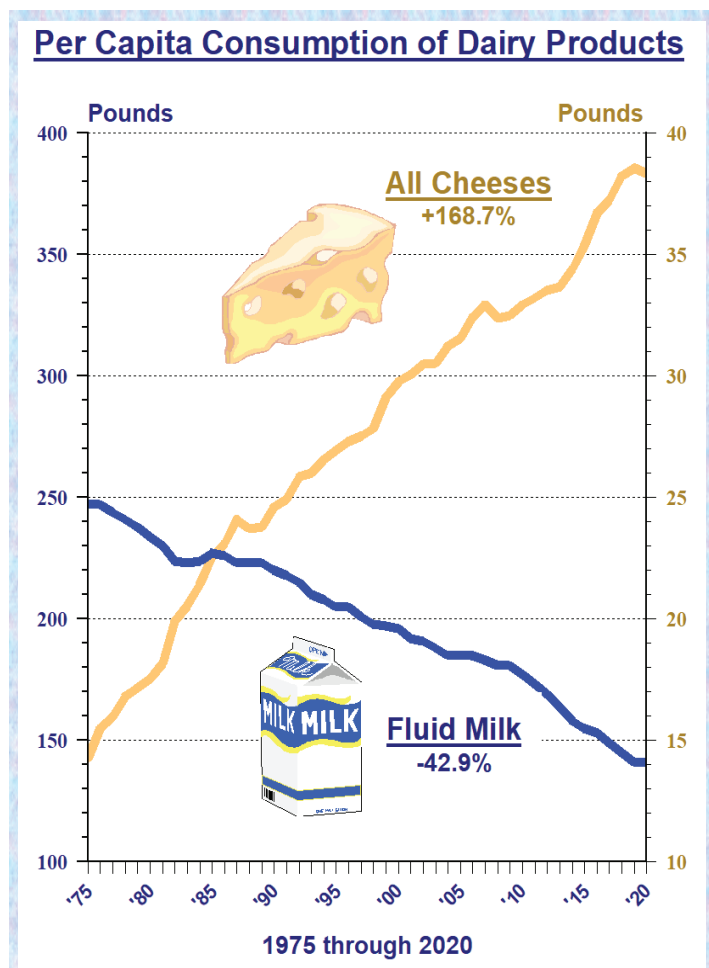
**CENTRAL MARKETING AREA**

## 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 2020\*.

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 2020 with 1975, and has declined by 28.1% since 2000. Per capita consumption of fluid milk during 2020 was 141 pounds, which was unchanged from 2019 and remains 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 2020 was 168.7% greater than it was in 1975, and is up 28.7% compared with 2000. Per capita consumption declined slightly in 2020, decreasing by 0.6% from the previous year. Per capita consumption has increased in thirty of the last thirty-two years, and has declined only three times since 1975 (including the prior year). Italian cheese varieties posted the largest consumption gains comparing 2020 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 116 pounds per person (+21.5%), increasing from 539 pounds in 1975 to 655 pounds in 2020. Comparing 2020 with the previous year, consumption increased by 3 pounds (+0.5%) increasing from 652 to 655 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 (+482.5%), with consumption rising from 2.11 pounds per person in 1975 to 12.29 pounds during 2020. Per capita consumption of miscellaneous cheese varieties has also grown substantially (+139.7%), increasing from 2.90 pounds in 1975 to 6.95 pounds during 2020.

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 13.8 pounds in 2020 (+590.0%). Comparing 2020 with 2019, per capita yogurt consumption increased by 3.0%, after decreasing or remaining unchanged during the previous six years. 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 6.3 pounds per capita, an increase of 50.0%.

\*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>).

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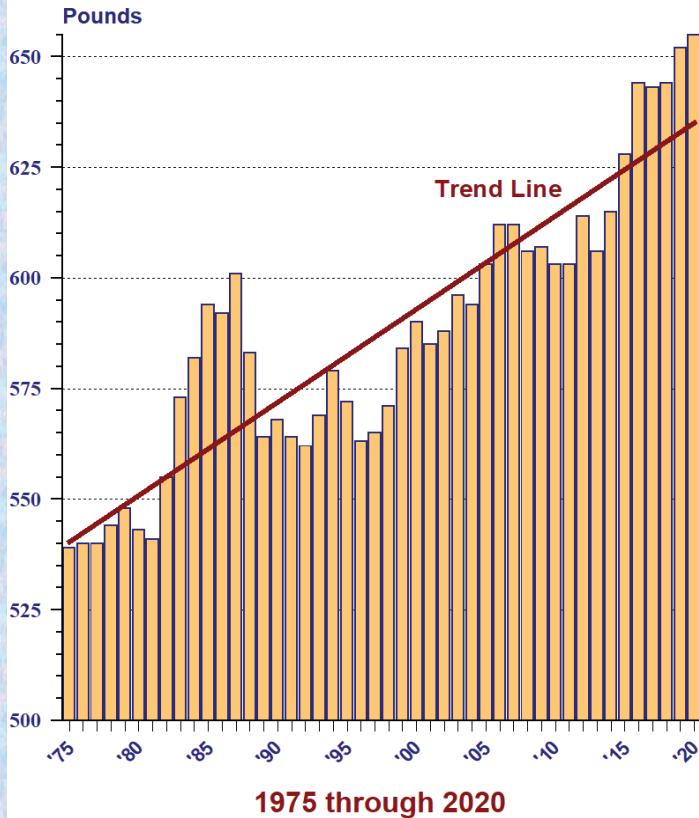
Pandemic Market Volatility Assistance Program (PMVAP) Update

AGI CERTIFICATION REQUIRED BY DAIRY FARMERS

<https://www.ams.usda.gov/services/pandemic-market-volatility-assistance-program>.

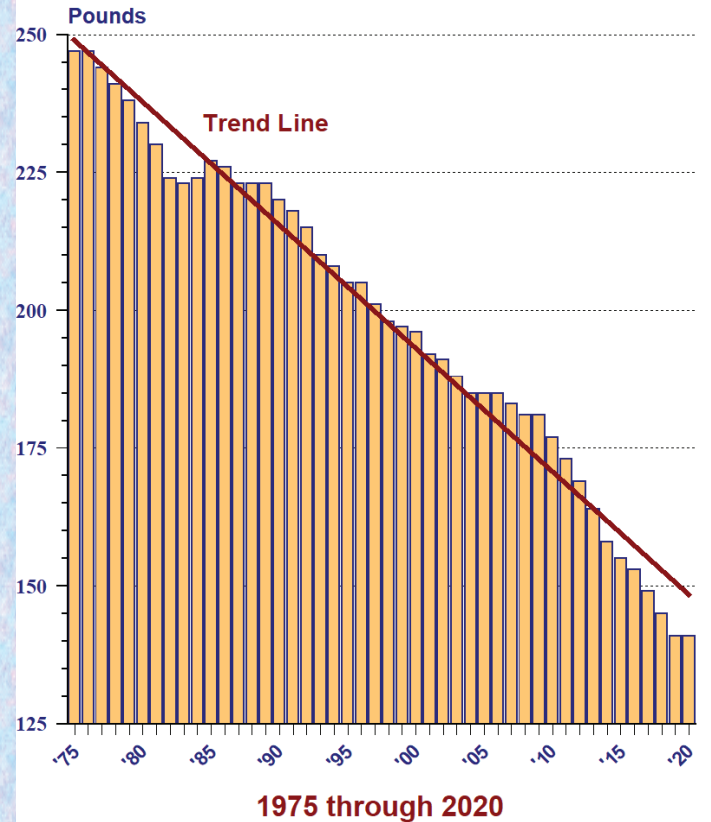
## All Dairy Products

Per Capita Consumption: Milk Equivalent,  
Milkfat Basis

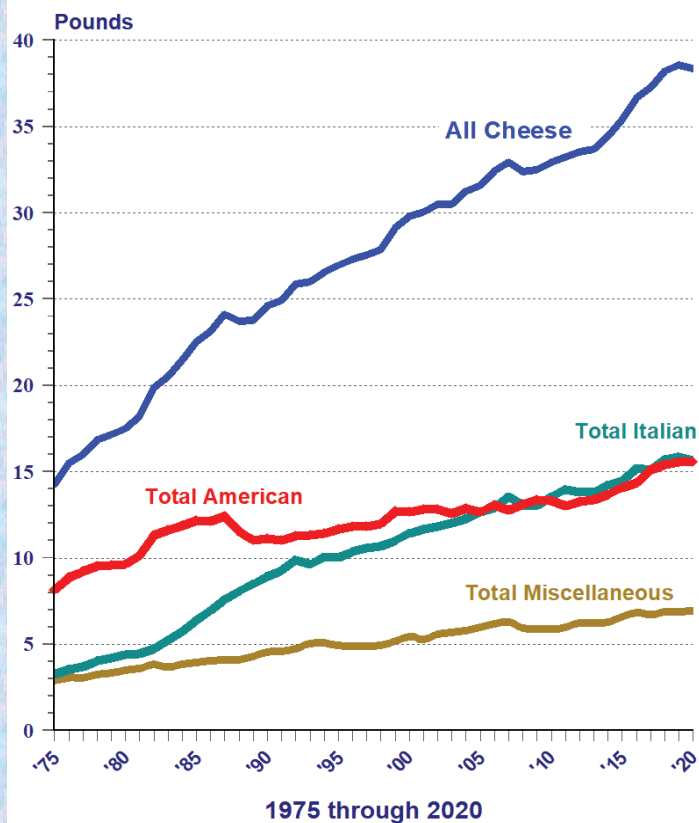


## Fluid Milk

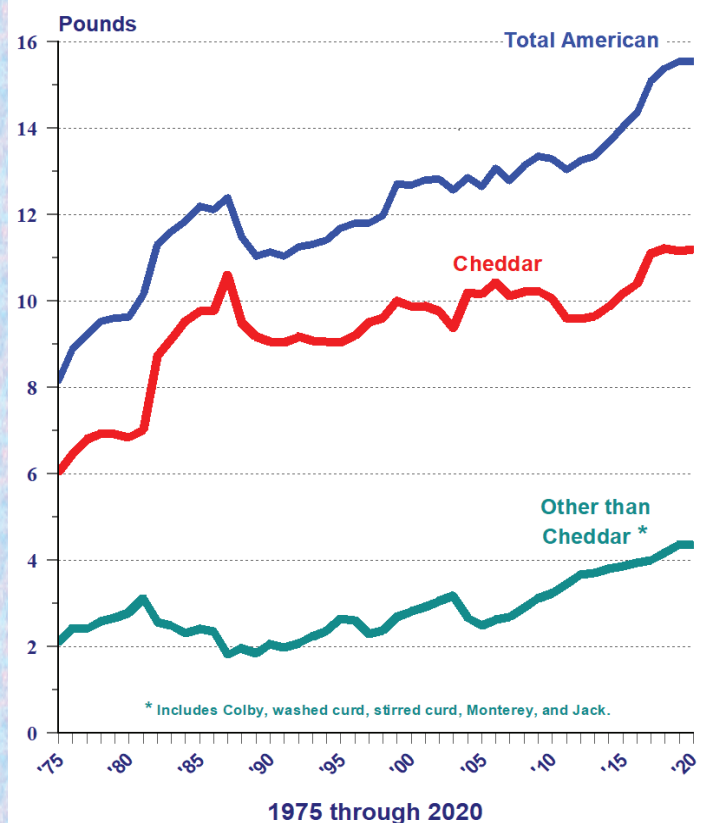
Per Capita Consumption



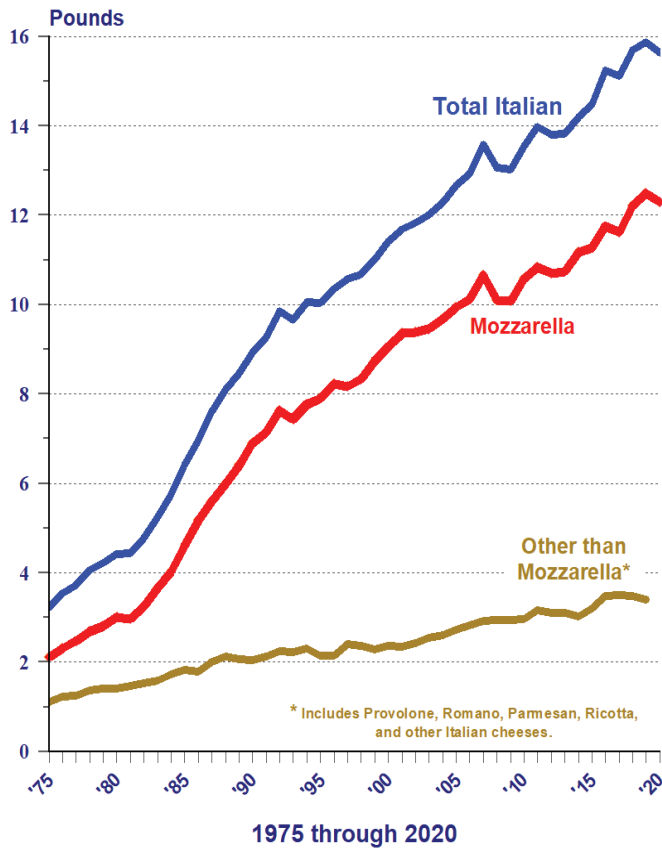
## Per Capita Consumption of Cheese



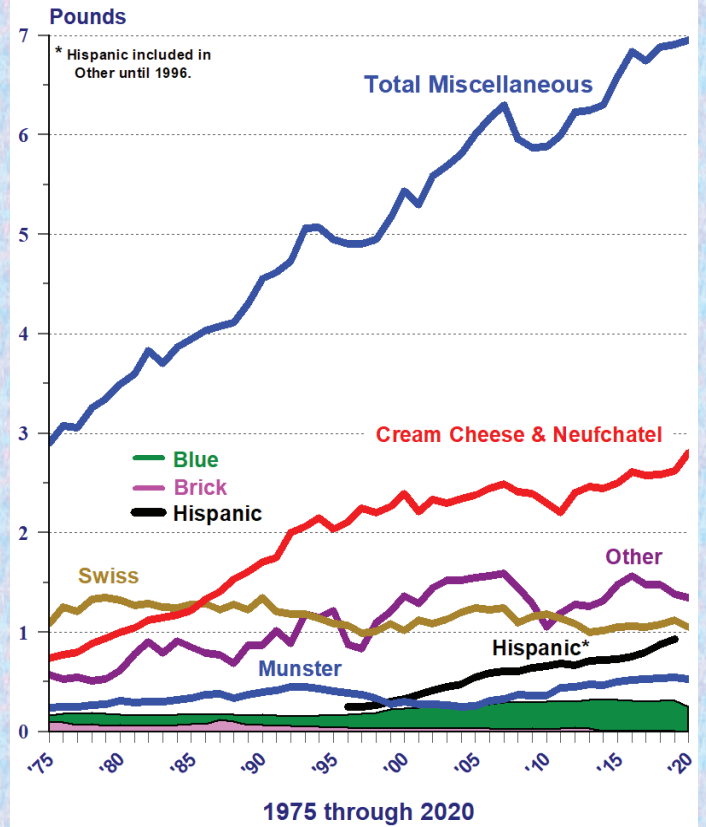
## Per Capita Consumption of American Cheese



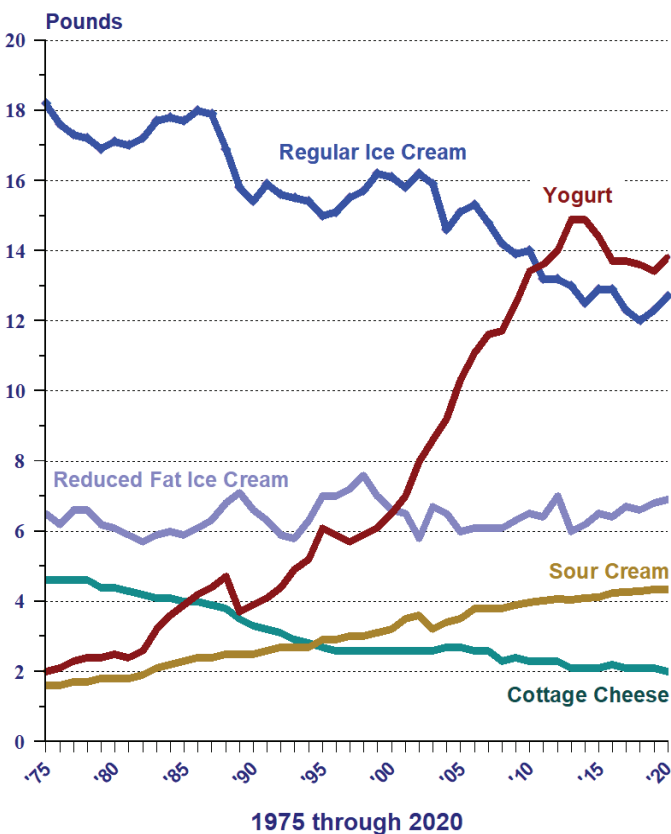
### Per Capita Consumption of Italian Cheese



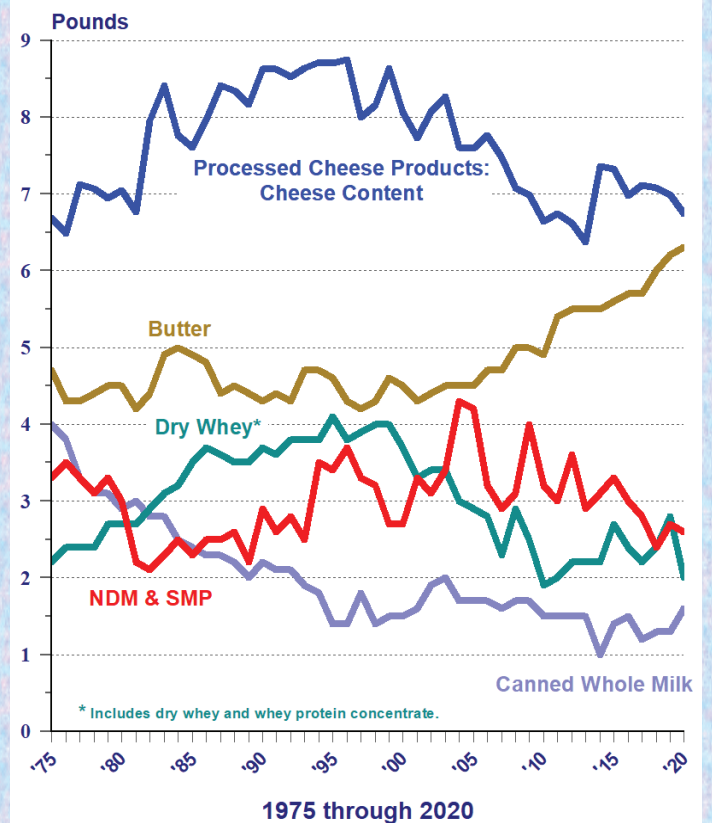
### Per Capita Consumption of Miscellaneous Cheeses



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

## Statistical Uniform Price

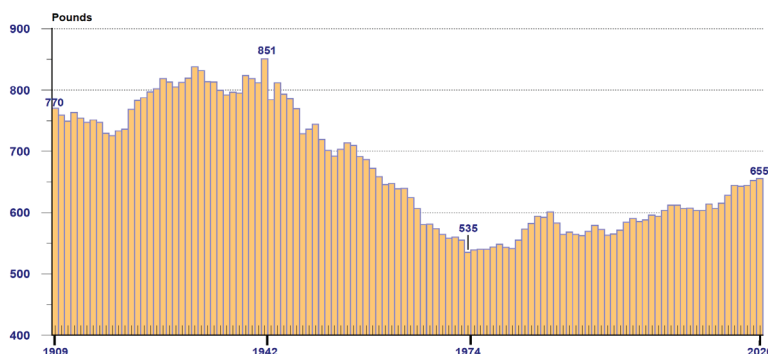
## Producer Price Differential

## Class I Utilization

	<u>Sep '21</u>	<u>Aug '21</u>	<u>Sep '21</u>	<u>Aug '21</u>	<u>Sep'21</u>	<u>Aug '21</u>
Northeast	17.96	17.69	1.43	1.74	31.00	28.40
Appalachian	19.37	19.24	-----	-----	73.77	72.11
Florida	21.22	21.11	-----	-----	83.34	80.55
Southeast	19.70	19.60	-----	-----	71.14	71.80
Upper Midwest	16.71	16.22	0.18	0.27	9.20	9.70
<b>Central</b>	<b>16.73</b>	<b>16.50</b>	<b>0.20</b>	<b>0.55</b>	<b>28.99</b>	<b>28.02</b>
Mideast	17.12	16.85	0.59	0.90	31.50	29.52
California	16.91	16.59	0.38	0.64	20.80	16.13
Pacific Northwest	16.67	16.47	0.14	0.52	23.88	22.32
Southwest	17.55	17.33	1.02	1.38	31.59	31.10
Arizona	17.40	17.08	-----	-----	32.65	32.37

## U.S. Per Capita Consumption

All Dairy Products - Milk Equivalent, Milk-Fat Basis



1909 through 2020

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## **Pandemic Market Volatility Assistance Program (PMVAP) Update**

Since the announcement of the Pandemic Market Volatility Assistance Program (PMVAP) in mid-August, USDA has been actively implementing the administration of this program that will distribute up to \$350 million in payments directly to dairy farmers.

### *The role of the handler/cooperative*

USDA is wrapping up one-on-one meetings with approximately 200 handlers and cooperatives that purchased milk and participated in the Federal Milk Marketing Order program during the July-December 2020 period. Handlers and cooperatives are critical to the administration of the PMVAP. They have the proprietary producer production data that determines the eligible milk under PMVAP rules. Further, they are the entities that distribute program funds to dairy farmers. To ensure the integrity of the PMVAP and proper distribution of funds, USDA will enter into an agreement with each handler and cooperative. This process, along with a thorough explanation of the mechanics of the program, is currently underway.

### *Dairy farmer payments*

As reported when the program was announced on August 19, 2021, PMVAP is designed to provide pandemic assistance payments directly to dairy farmers who received a lower value for their milk due to market abnormalities caused by the pandemic. Funds are projected to be paid to dairy farmers by the end of December 2021.

## **AGI CERTIFICATION REQUIRED BY DAIRY FARMERS**

Similar to many USDA programs the PMVAP requires dairy farmers to attest that they meet ***either of the following*** adjusted gross income (AGI) requirements of the program:

- Less than \$900,000 average AGI for tax years 2016, 2017, and 2018, **or**
- 75 percent of your average taxable income for tax years 2016, 2017, and 2018 came from farming, ranching, or forestry-related activities

Your handler or cooperative may have provided you with an attestation statement, which you **MUST** complete and return in order to receive a payment from the program.

## **Additional Information**

Program information for handlers and dairy farmers can be found at

<https://www.ams.usda.gov/services/pandemic-market-volatility-assistance-program>.

For additional questions not covered in the resources online, please email [PMVAP@usda.gov](mailto:PMVAP@usda.gov).