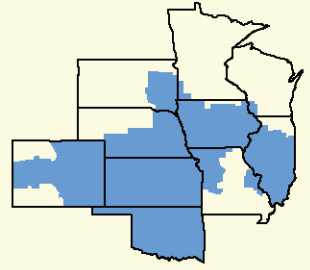


Bulletin

Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA



Fluid Milk Sales

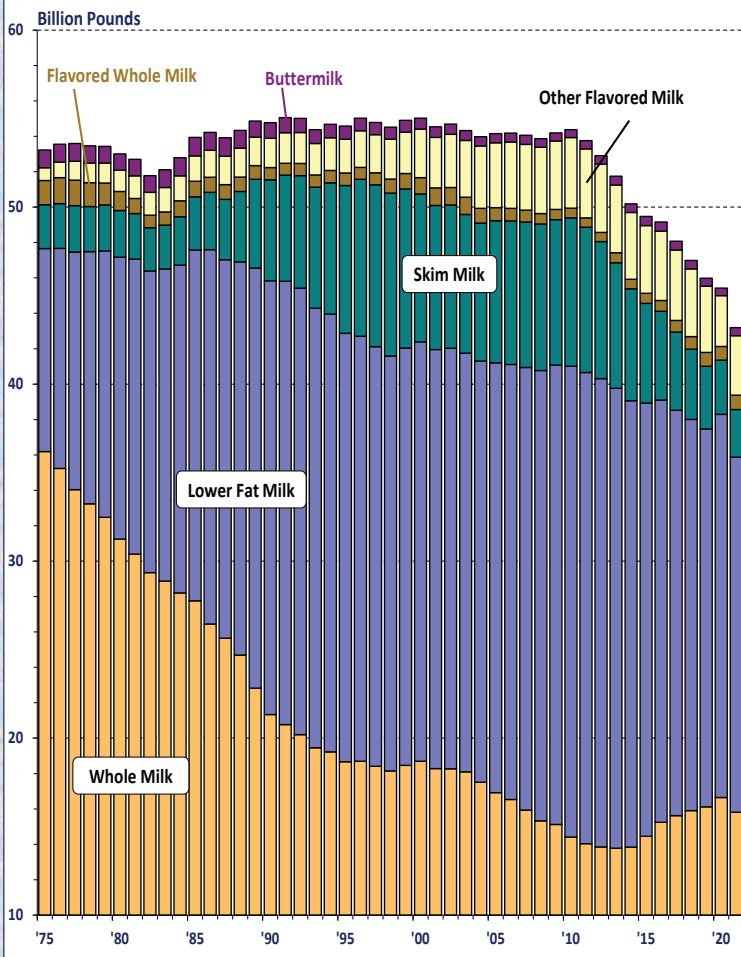
U.S. fluid milk sales have changed substantially over the past several decades. The graph on this page depicts total fluid milk sales by product from 1975 through 2021*. Although total fluid sales didn't vary dramatically during the first 35 years of this time frame, they have decreased by 19.7% since 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 46-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 4.1% during 2021, and have decreased nearly 40% since 1989. Compared with 1975, per capita sales of beverage milk have decreased by approximately 45.6%.

An index for 2021 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2021 sales as a percentage of 1975 sales for selected fluid milk products. 2021 per capita sales of whole milk and buttermilk were less than 30% of the 1975 level, while flavored whole milk sales were less than 40%. Whole milk and flavored whole milk have recently reversed this downward trend, however, with per capita sales of both increasing during six of the past seven years. Conversely, 2021 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. However, per capita sales of other flavored milk reversed the downward trend that had persisted since 2010, increasing by approximately 16% in 2021. 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 since 2019. Total beverage milk sales in 2021 were 54.4% of the 1975 level on a per capita basis.

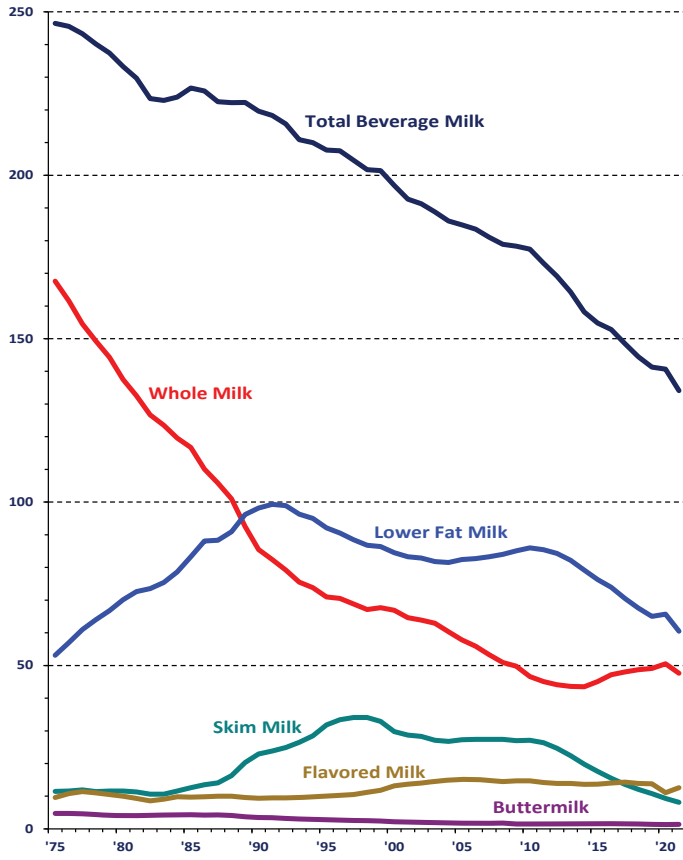
The remaining graphs on pages two and three detail yearly per capita and total sales of individual fluid milk products from 1975 through 2021.

Fluid Milk Sales - Selected Products



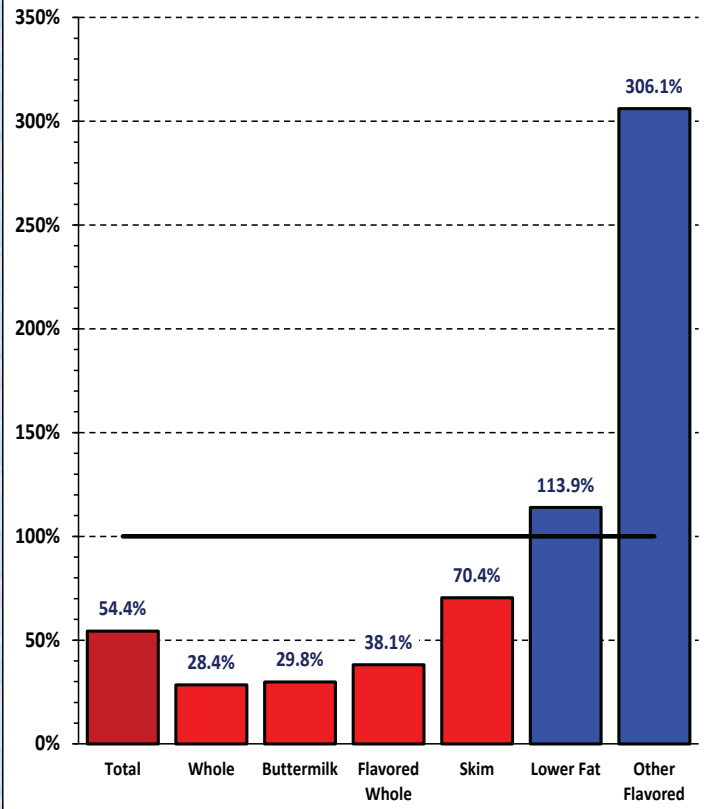
*All 2021 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (<https://www.ers.usda.gov/data-products/dairy-data.aspx>). Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (<https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-total.html>).

Per Capita Fluid Milk Sales

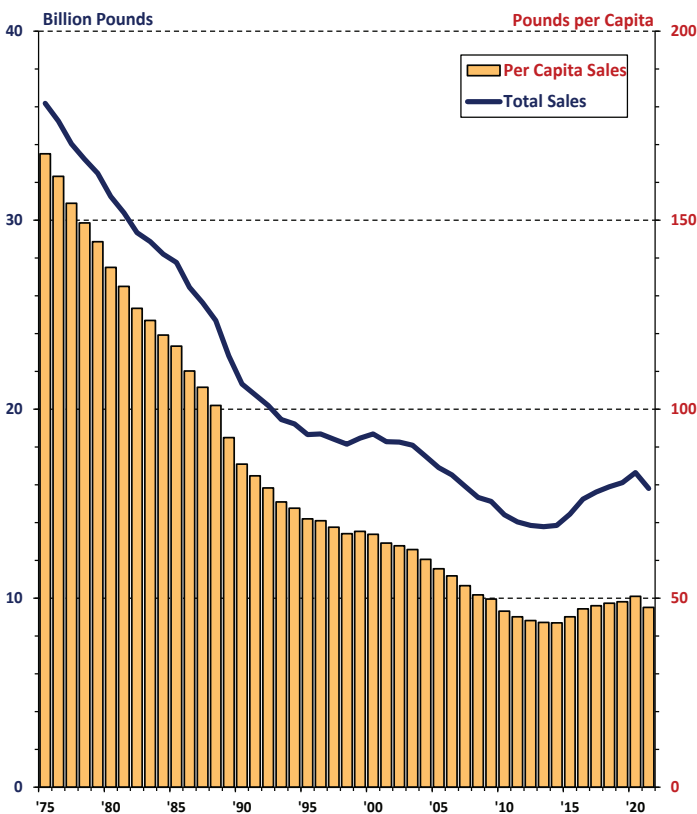


2021 Fluid Milk Per Capita Sales Index

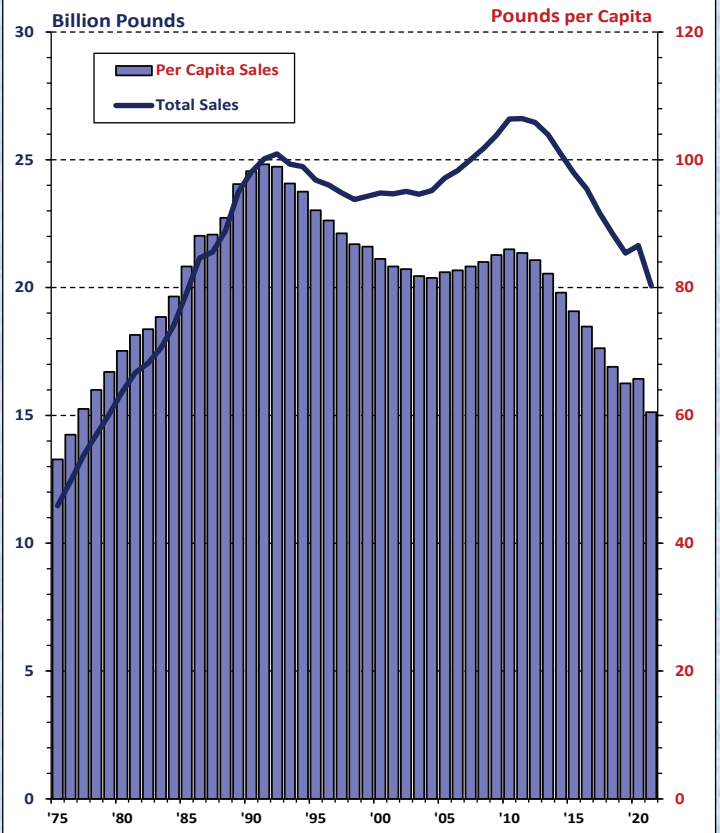
1975 = 100%



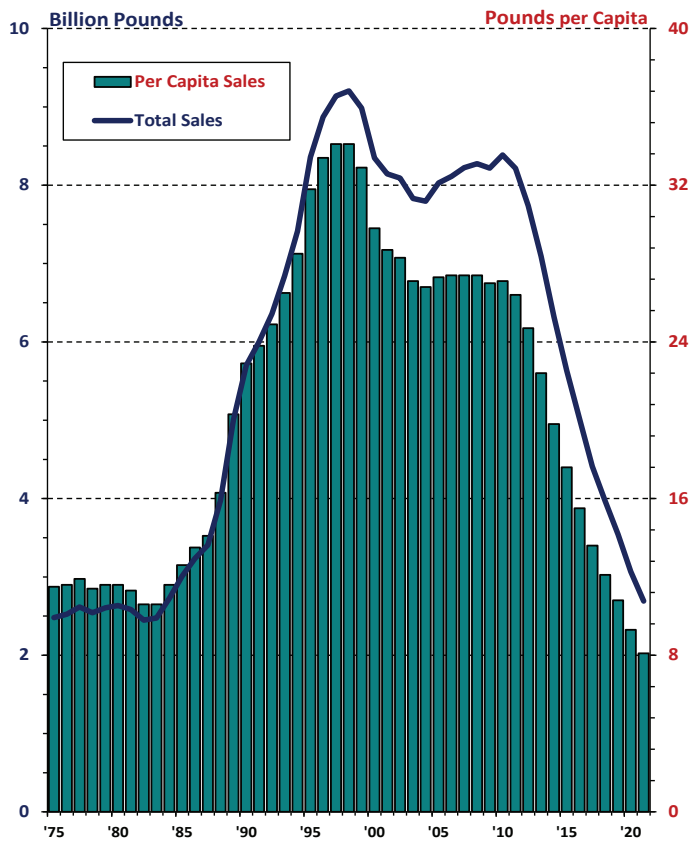
Whole Milk Sales



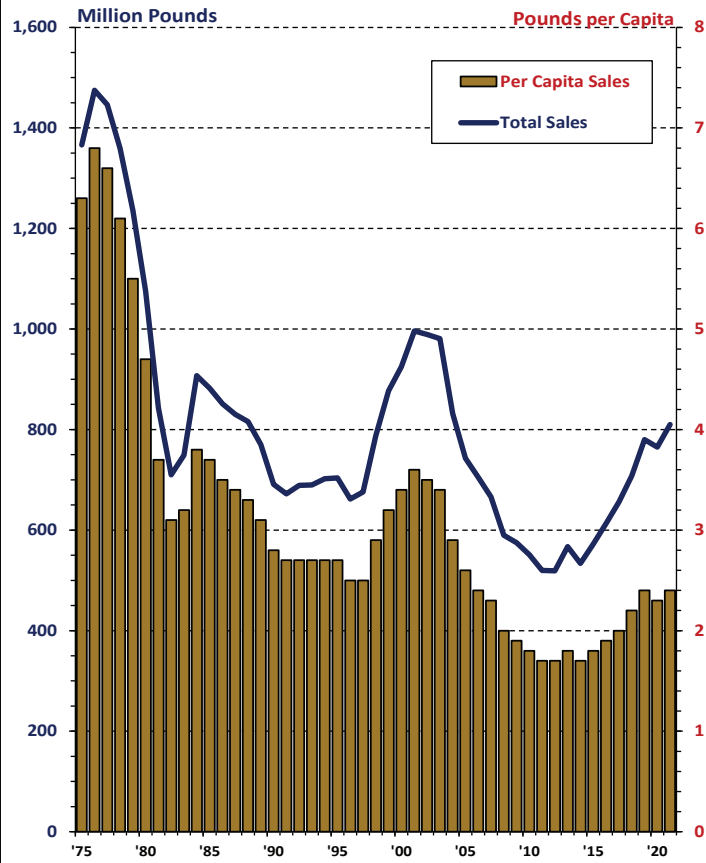
Lower Fat Milk Sales



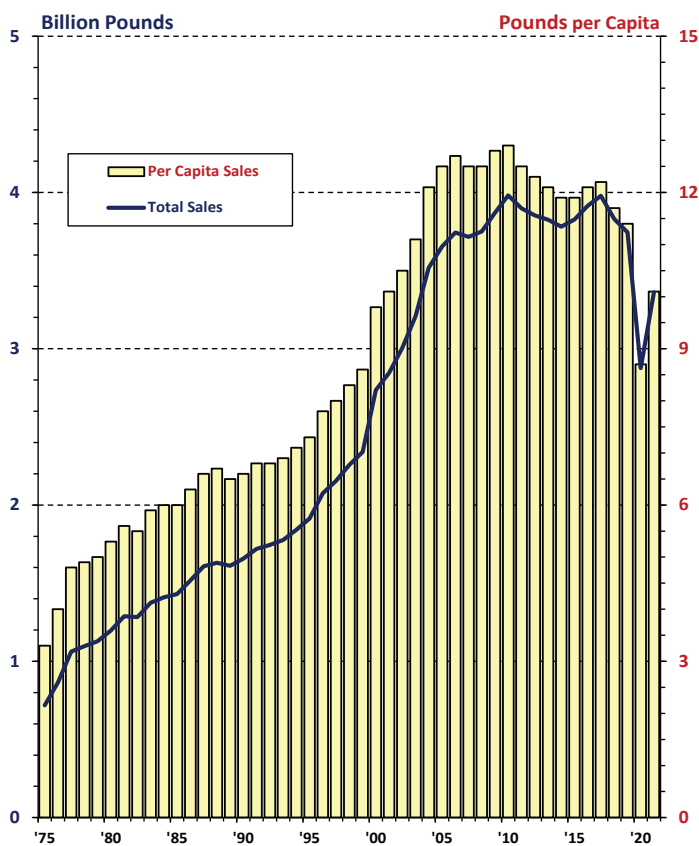
Skim Milk Sales



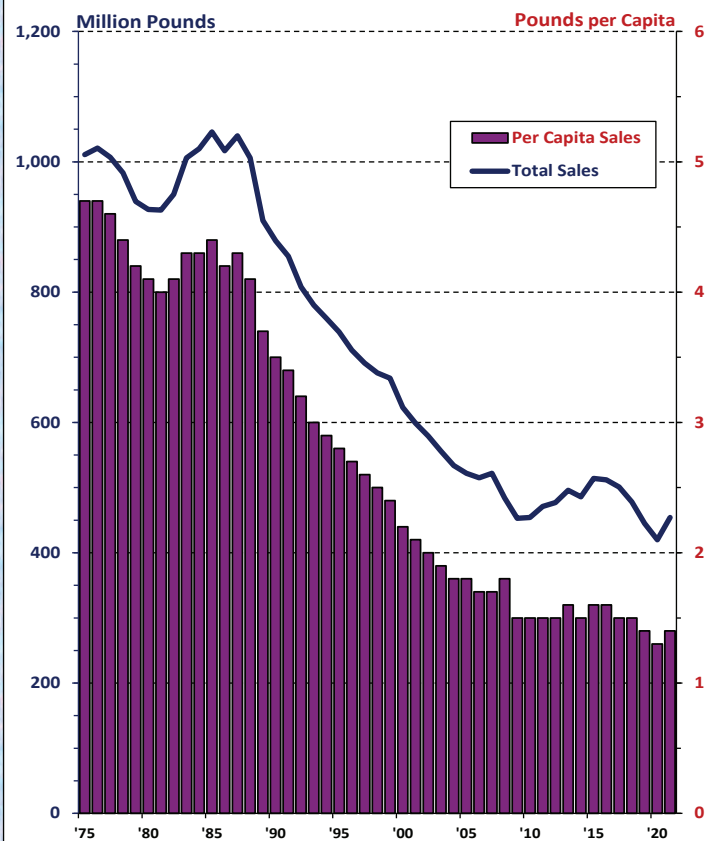
Flavored Whole Milk Sales



Other Flavored Milk Sales



Buttermilk Sales





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E-mail: market.administrator@fmmacentral.com

Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '22	Jul '22	Aug '22	Jul '22	Aug '22	Jul '22
Northeast	25.42	26.36	5.32	3.84	28.72	26.94
Appalachian	27.49	28.14	-----	-----	72.98	67.94
Florida	29.74	30.29	-----	-----	83.56	81.30
Southeast	28.17	28.71	-----	-----	77.59	69.88
Upper Midwest	20.60	22.93	0.50	0.41	5.77	5.97
Central	22.82	24.31	2.72	1.79	28.05	24.90
Mideast	23.33	24.70	3.23	2.18	38.86	35.68
California	22.38	24.22	2.28	1.70	21.83	20.62
Pacific Northwest	23.08	24.48	2.98	1.96	21.71	19.06
Southwest	23.16	24.80	3.06	2.28	28.61	26.50
Arizona	23.86	25.44	-----	-----	31.20	25.62

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