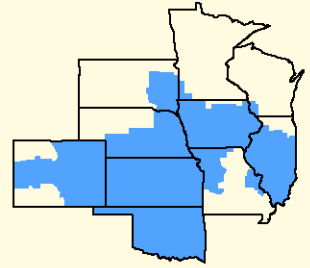


Bulletin

Facilitating the efficient marketing of milk and dairy products.



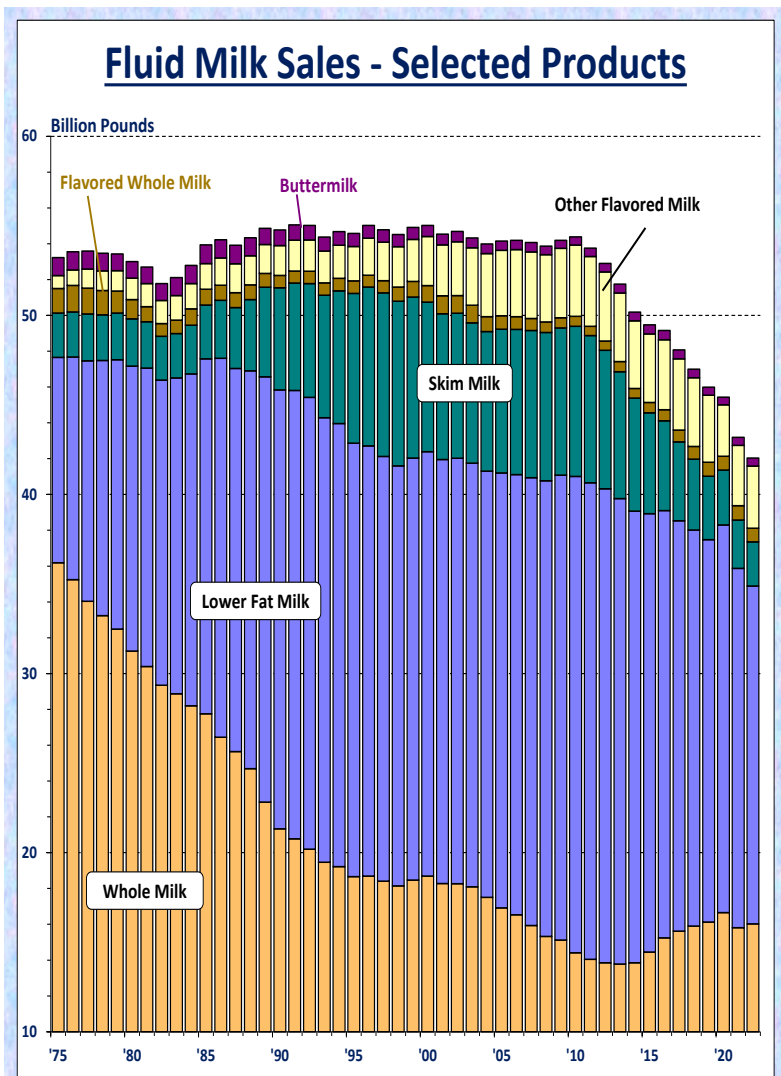
CENTRAL MARKETING AREA



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 2022*. Although total fluid sales didn't vary dramatically during the first 35 years of this time frame, they have decreased by 20.8% since 2010. 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 47-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 2.8% during 2022, and have decreased 26.5% since 2010. Compared with 1975, per capita sales of beverage milk have decreased by approximately 47.1%.

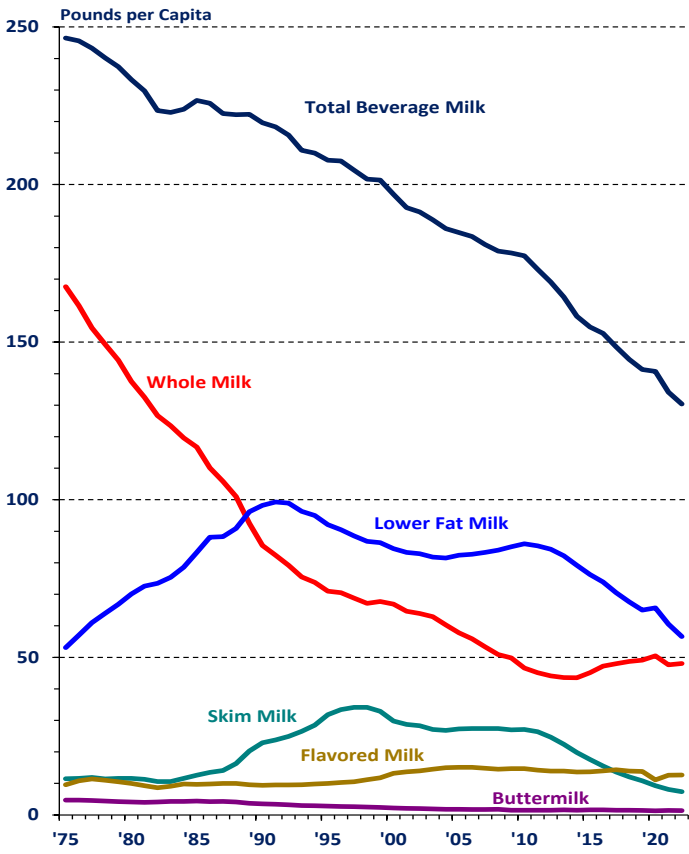


An index for 2022 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2022 sales as a percentage of 1975 sales for selected fluid milk products. 2022 per capita sales of buttermilk and whole milk were less than 30% of the 1975 level, while flavored whole milk was less than 40%. Conversely, 2022 lower fat and other flavored milk per capita sales were substantially greater than they were in 1975. 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 there has been an upward spike the last couple of years. 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 with year over year decreases since. Total beverage milk sales in 2022 were 52.9% 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 2022. Whole milk and other flavored milk were the only products to have year over year increases in 2022.

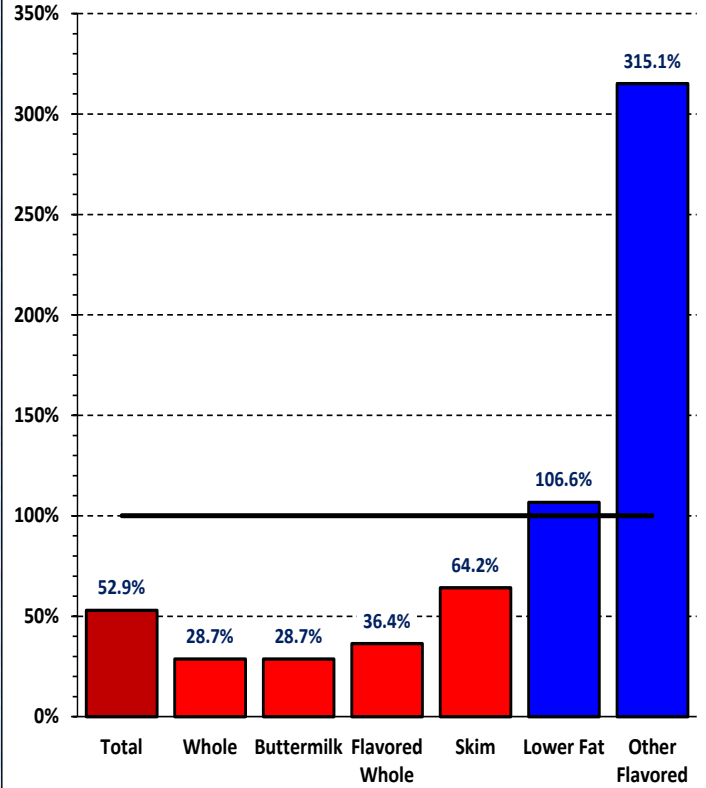
* All 2022 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (<https://www.ers.usda.gov/data-products/dairy-data.aspx>). Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (<https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-total.html>).

Per Capita Fluid Milk Sales

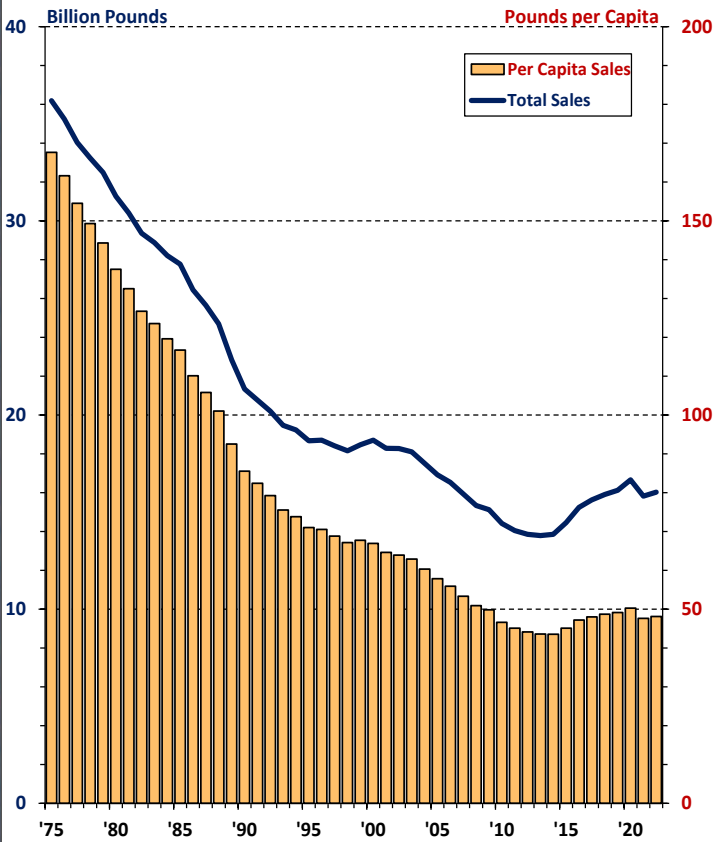


2022 Fluid Milk Per Capita Sales Index

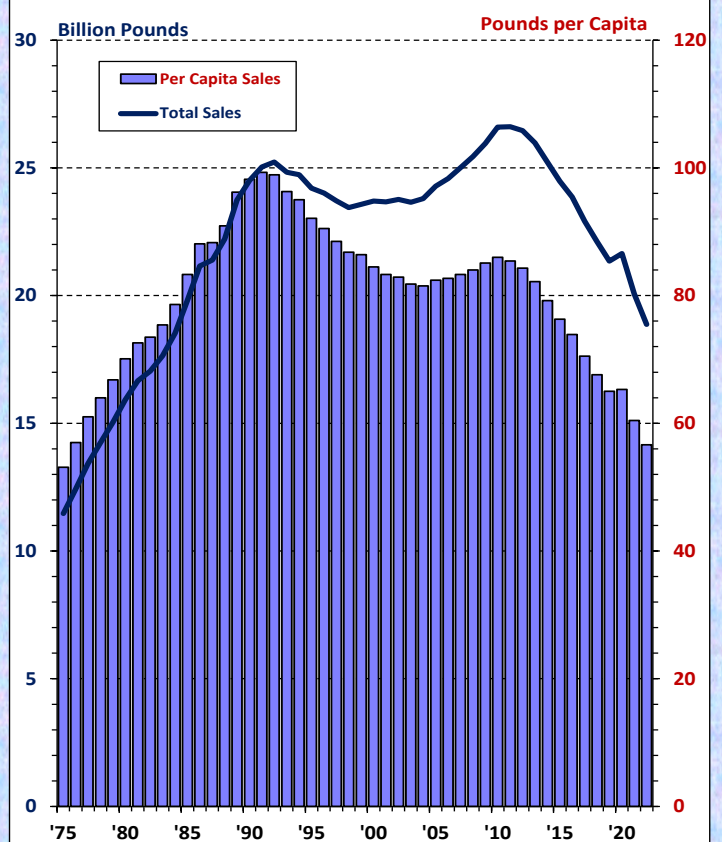
1975 = 100%



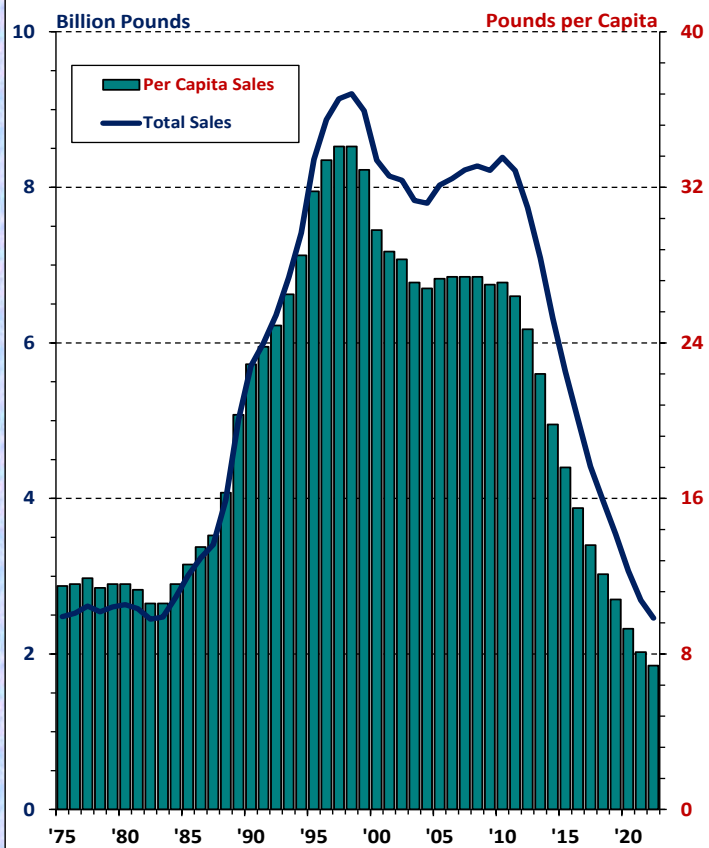
Whole Milk Sales



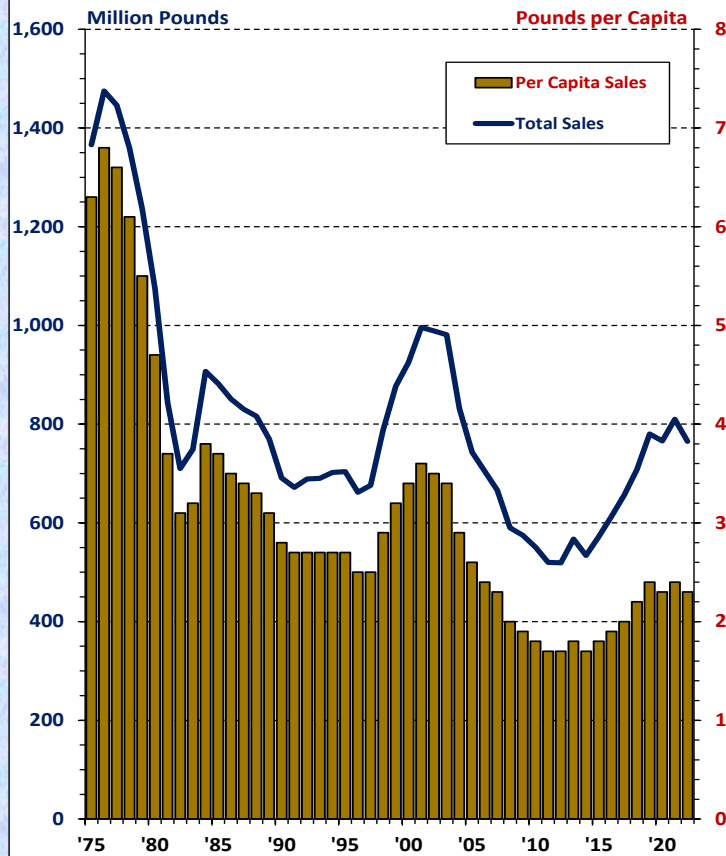
Lower Fat Milk Sales



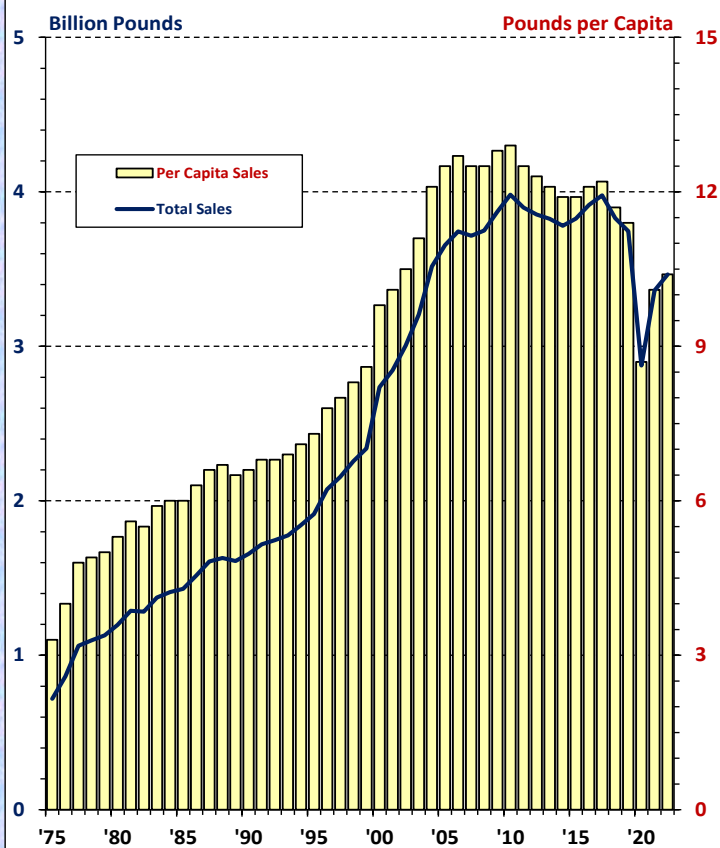
Skim Milk Sales



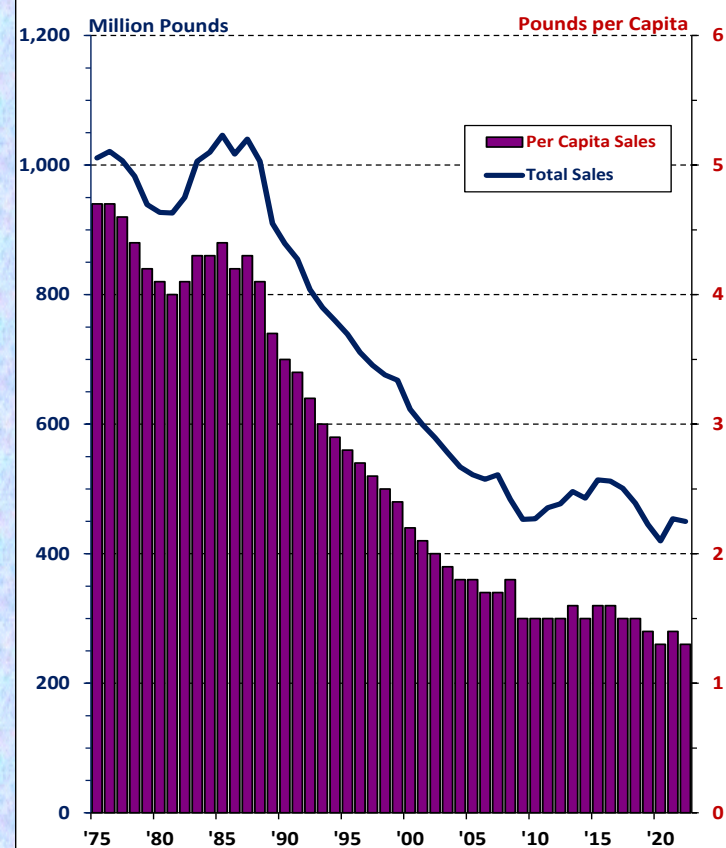
Flavored Whole Milk Sales



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 '23	Jul '23	Aug '23	Jul '23	Aug '23	Jul '23
Northeast	19.43	18.23	2.24	4.46	28.17	26.50
Appalachian	20.13	19.85	-----	-----	73.55	66.94
Florida	21.84	21.91	-----	-----	81.60	80.98
Southeast	20.67	20.52	-----	-----	86.18	71.89
Upper Midwest	17.35	14.18	0.16	0.41	5.71	5.28
Central	17.87	15.88	0.68	2.11	29.63	25.35
Mideast	18.07	16.24	0.88	2.47	38.28	35.30
California	17.96	15.53	0.77	1.76	19.15	17.32
Pacific Northwest	17.97	16.19	0.78	2.42	20.99	19.78
Southwest	18.52	16.33	1.33	2.56	29.28	25.51
Arizona	18.62	17.48	-----	-----	31.88	27.42

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