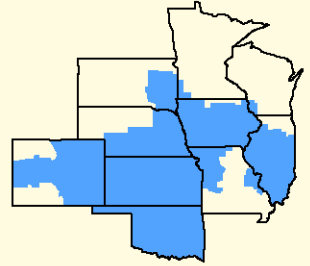


Bulletin

Facilitating the efficient marketing of milk and dairy products.



CENTRAL MARKETING AREA

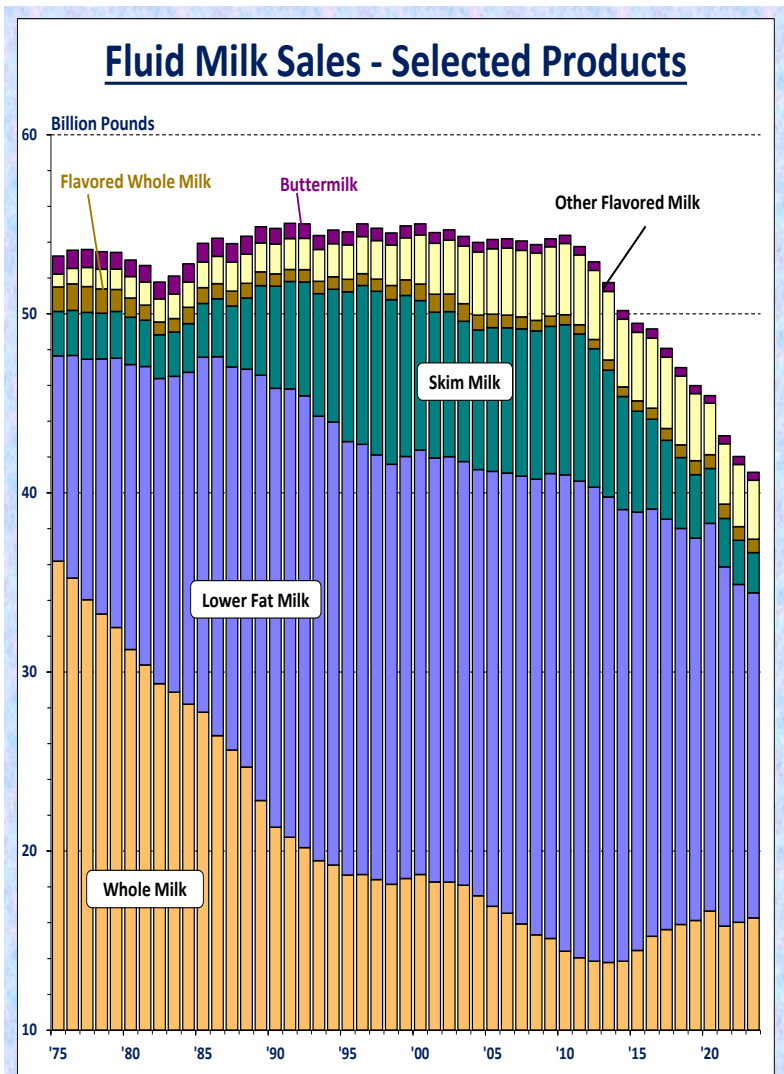


Fluid Milk Sales

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 2023*. Although total fluid sales didn't vary dramatically during the first 35 years of this time frame, they have decreased by 22.0% 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 48-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 1.9% during 2023, and have decreased 27.9% since 2010. Compared with 1975, per capita sales of beverage milk have decreased by approximately 48.1%.

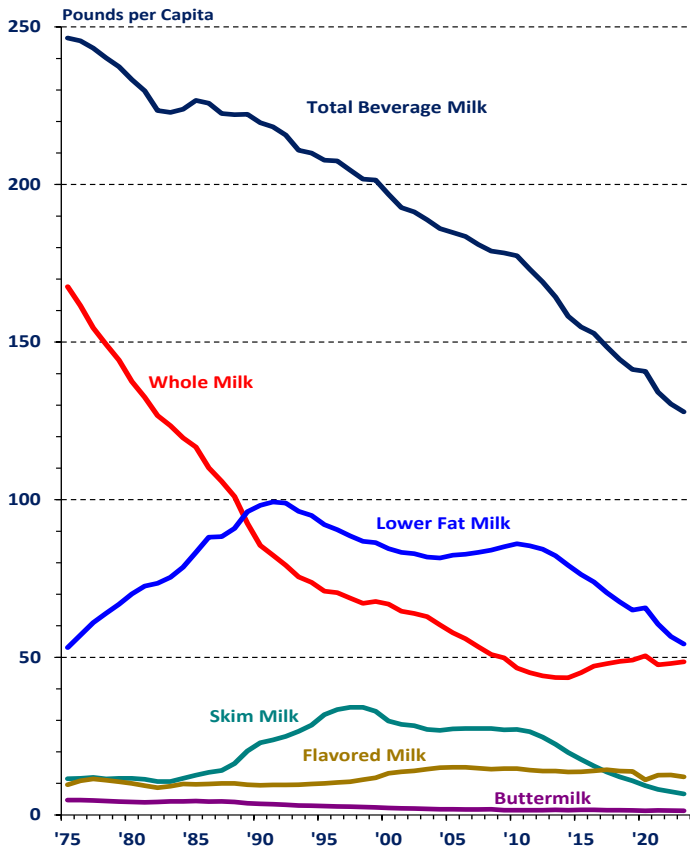


An index for 2023 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2023 sales as a percentage of 1975 sales for selected fluid milk products. 2023 per capita sales of buttermilk and whole milk were less than 30% of the 1975 level, while flavored whole milk was less than 40%. Conversely, 2023 lower fat was slightly higher than in 1975 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 upward the last couple years there has been a steep decline recently. 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 2023 were 51.9% 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 was the only product to have a year over year increase in 2023.

FMMO Hearing Update:

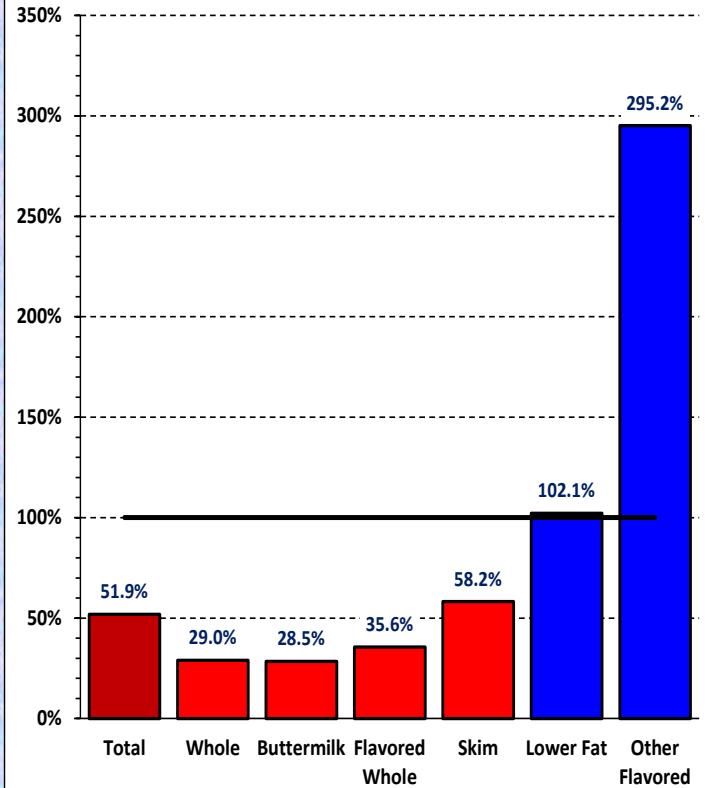
As the National Federal Milk Marketing Order Pricing Formula Hearing process continues AMS is continually updating the website. For more information please visit <https://www.ams.usda.gov/rules-regulations/moa/dairy/hearings/national-fmmo-pricing-hearing>

Per Capita Fluid Milk Sales



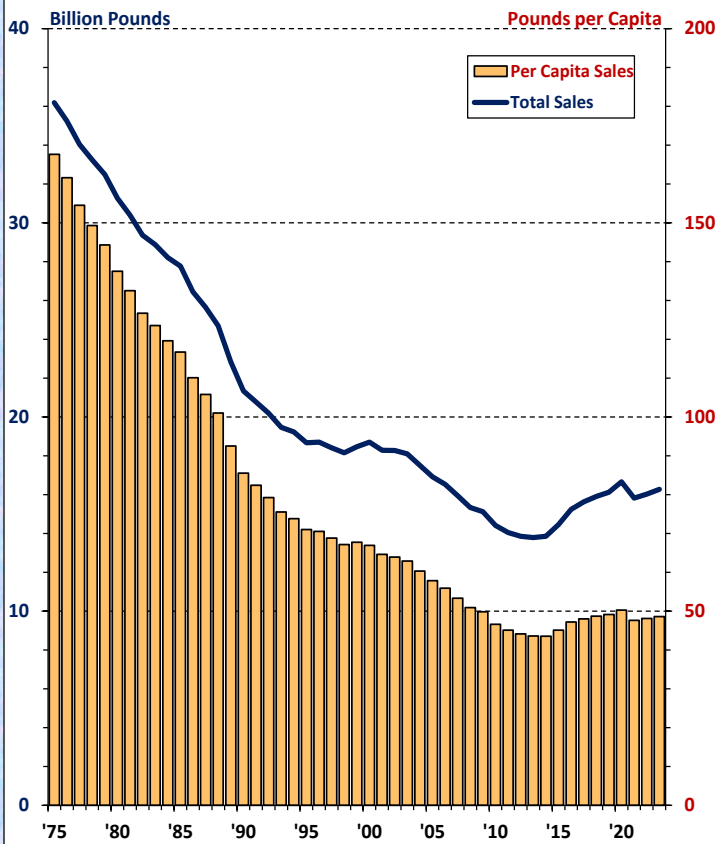
2023 Fluid Milk Per Capita Sales Index

1975 = 100%

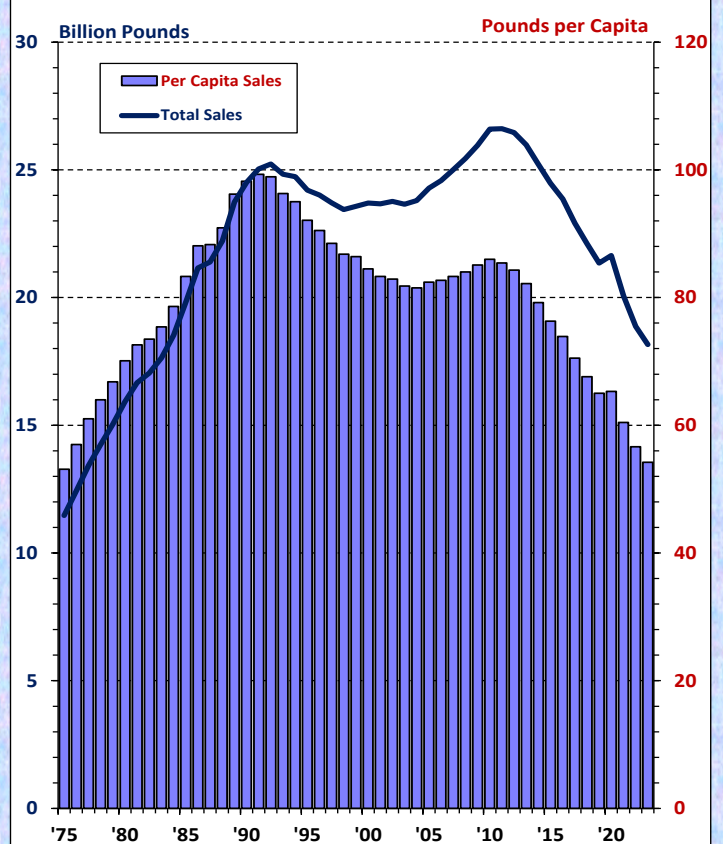


* All 2023 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (<https://www.ers.usda.gov/data-products/dairy-data.aspx>).

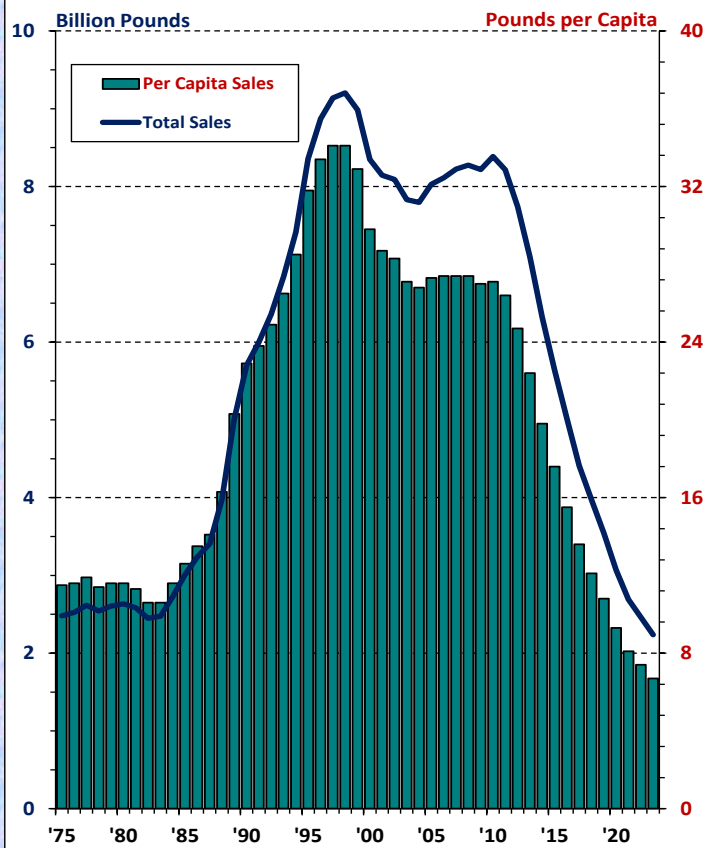
Whole Milk Sales



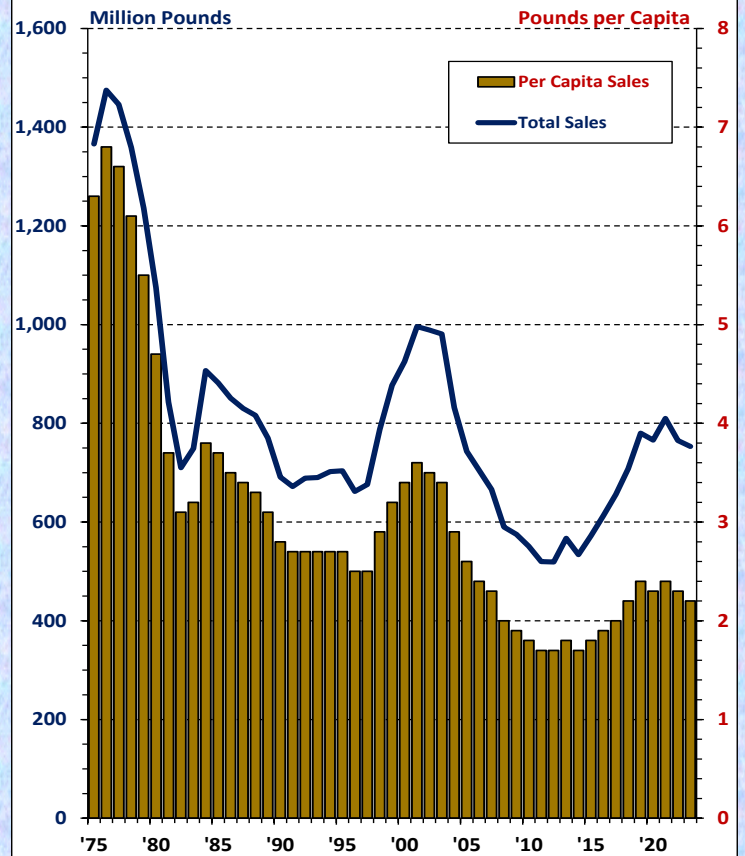
Lower Fat Milk Sales



Skim Milk Sales

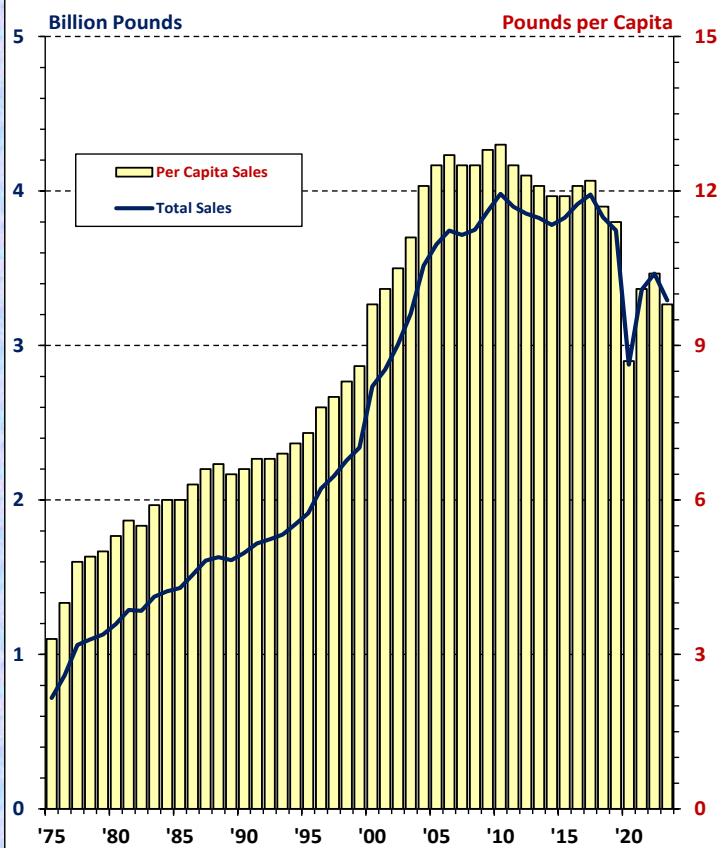


Flavored Whole Milk Sales

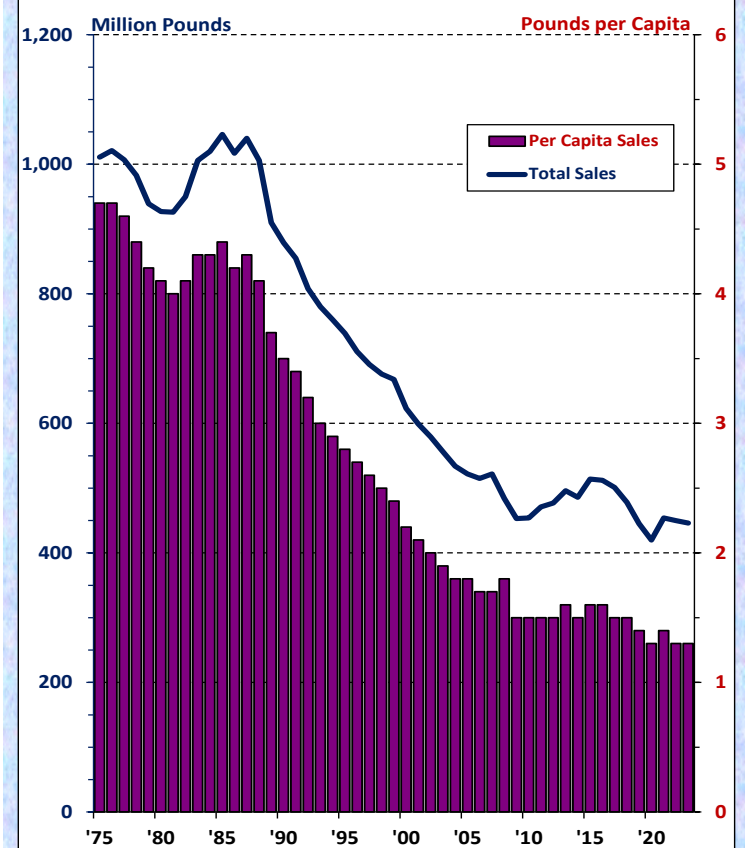


* All 2023 data is preliminary. Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (<https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-total.html>).

Other Flavored Milk Sales



Buttermilk Sales





**United States
Department of
Agriculture**

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

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Aug '24	Jul '24	Aug '24	Jul '24	Aug '24	Jul '24
Northeast	22.64	22.26	1.98	2.47	28.16	27.20
Appalachian	23.98	23.72	-----	-----	72.99	70.28
Florida	25.81	25.66	-----	-----	82.09	82.70
Southeast	24.57	24.25	-----	-----	79.24	74.93
Upper Midwest	20.86	20.04	0.20	0.25	6.16	5.72
Central	21.34	20.62	0.68	0.83	29.62	26.55
Mideast	21.72	21.21	1.06	1.42	37.18	36.83
California	21.50	20.84	0.84	1.05	17.95	17.98
Pacific Northwest	21.37	20.87	0.71	1.08	20.47	19.76
Southwest	22.07	21.44	1.41	1.65	28.58	27.56
Arizona	22.14	21.48	-----	-----	35.04	33.02

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