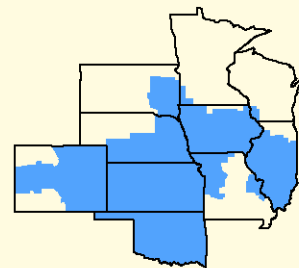


SEPTEMBER 2025

Marketing Service

Bulletin

Facilitating the efficient
marketing of milk and
dairy products.



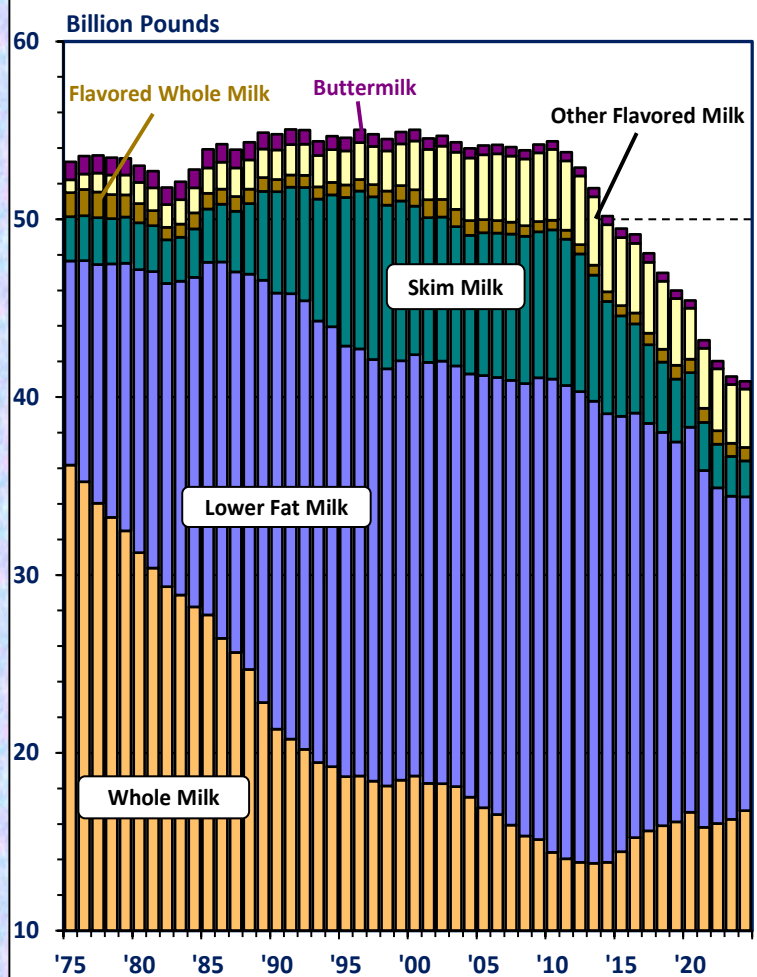
CENTRAL MARKETING AREA

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 2024*. Although total fluid sales didn't vary dramatically during the first 35 years of this time frame, they have decreased by 21.3% 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.

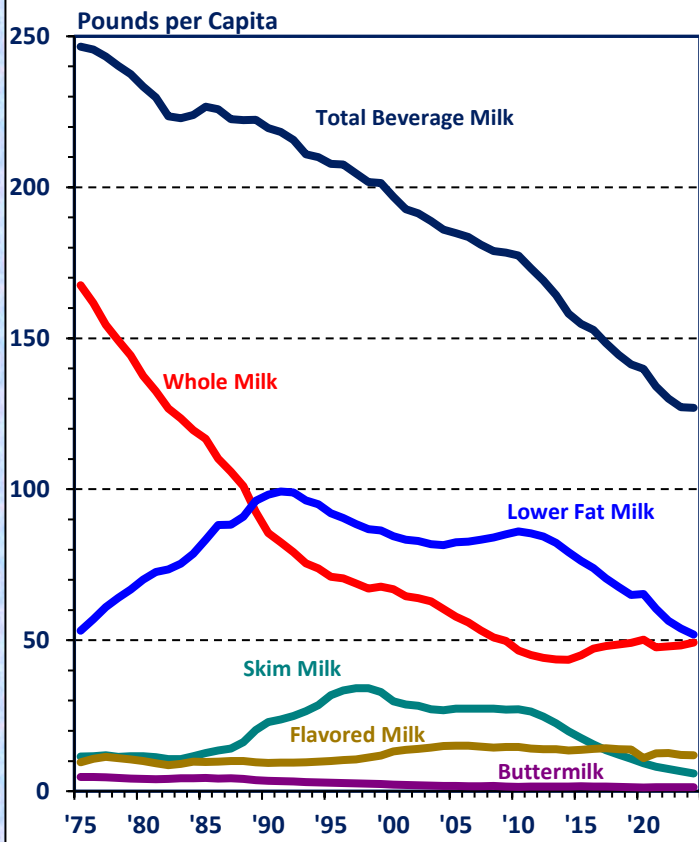
A persistent downward trend in per capita sales of total beverage milk is indicated by the top left graph on page two. Year-to-year per capita sales have increased only three times over the 49-year period depicted by the graph on this page, with the last increase occurring in 1989. Per capita sales declined by approximately 0.08% during 2024, and have decreased 28.4% since 2010. Compared with 1975, per capita sales of beverage milk have decreased by approximately 48.5%.

Fluid Milk Sales - Selected Products

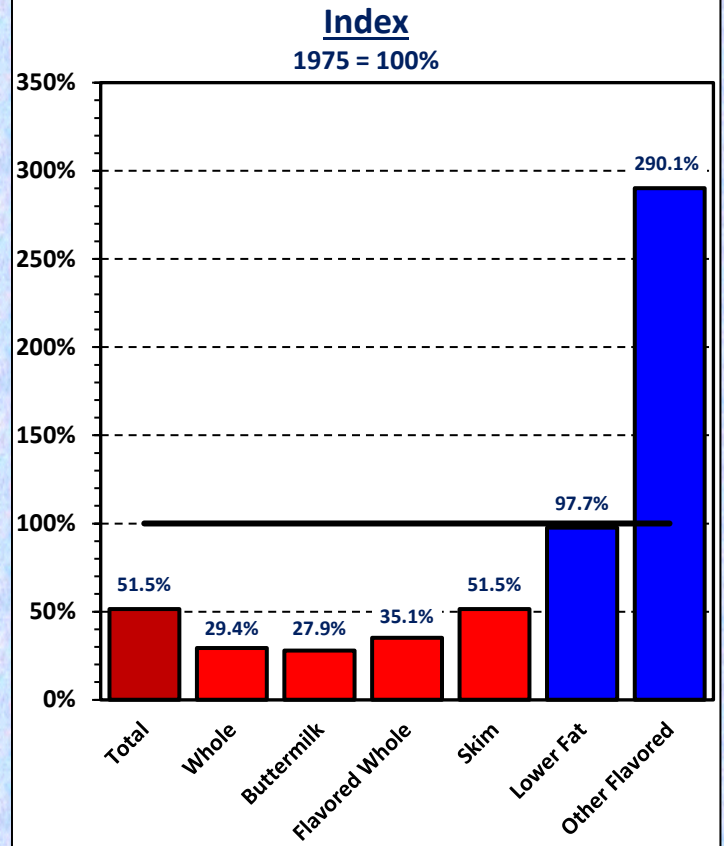


An index for 2024 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2024 sales as a percentage of 1975 sales for selected fluid milk products. 2024 per capita sales of buttermilk and whole milk were less than 30% of the 1975 level, while flavored whole milk was less than 40%. 2024 lower fat milk per capita sales were almost equal to that of 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. Other flavored milk sales saw a sharp decline in 2020 but shot back up right after and have now held at a lower level than the last couple 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 2024 were 51.5% 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 2024. Whole milk was the only product to have a year over year increase in 2024.

Per Capita Fluid Milk Sales

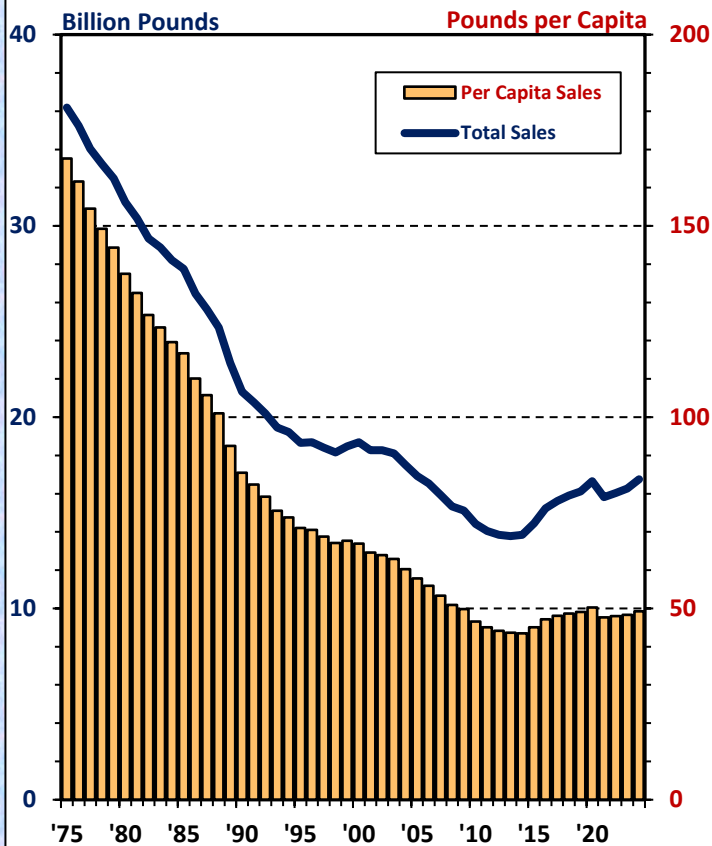


2024 Fluid Milk Per Capita Sales

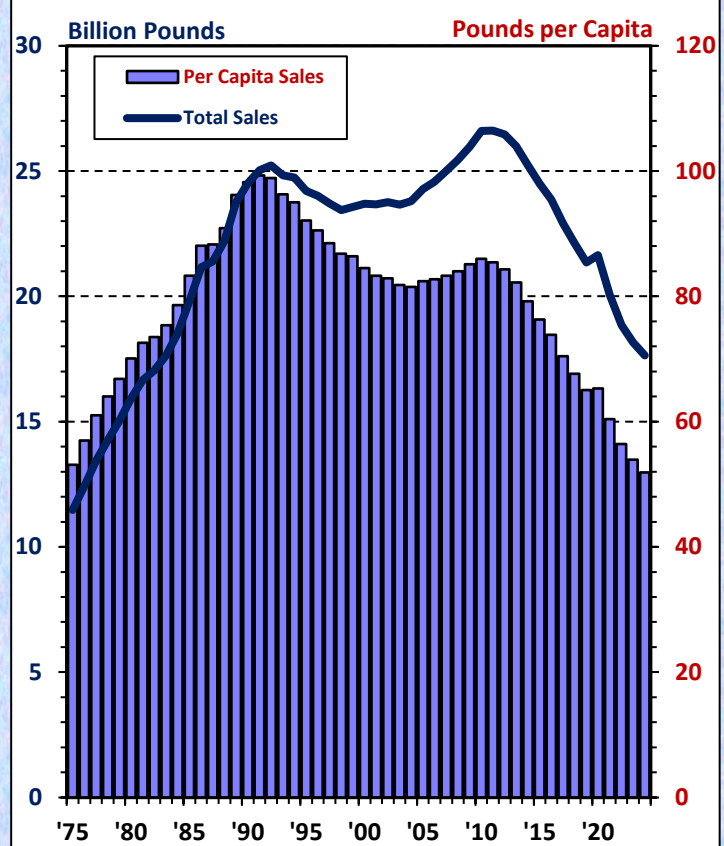


* All 2024 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (<https://www.ers.usda.gov/data-products/dairy-data.aspx>).

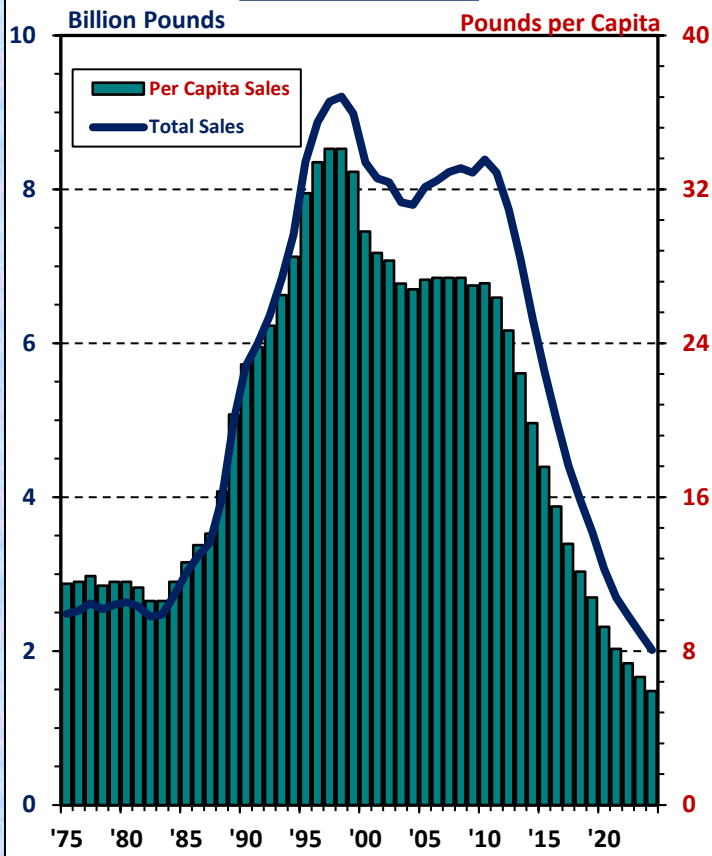
Whole Milk Sales



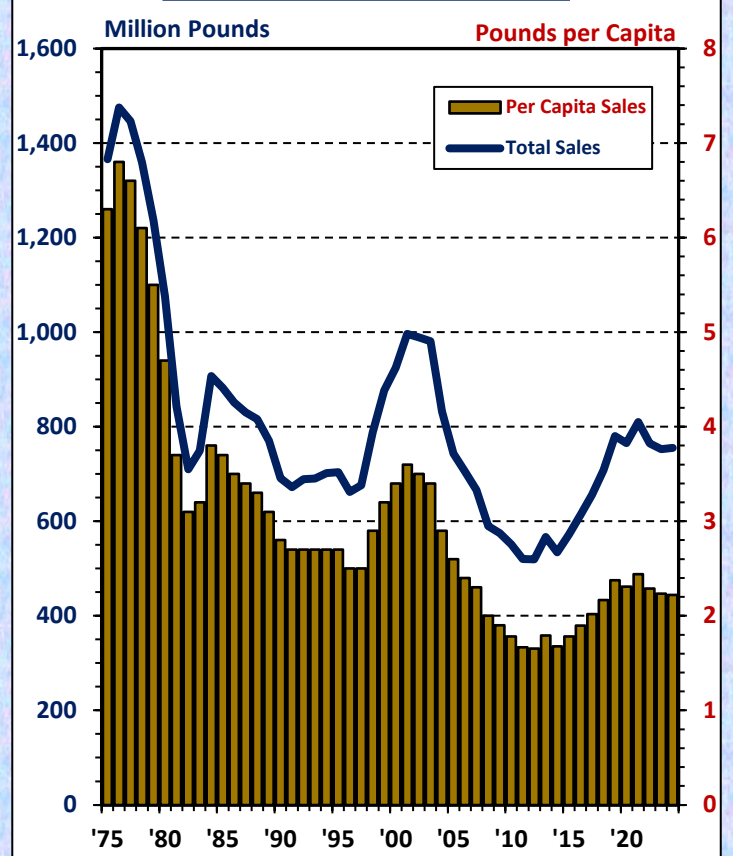
Lower Fat Milk Sales



Skim Milk Sales

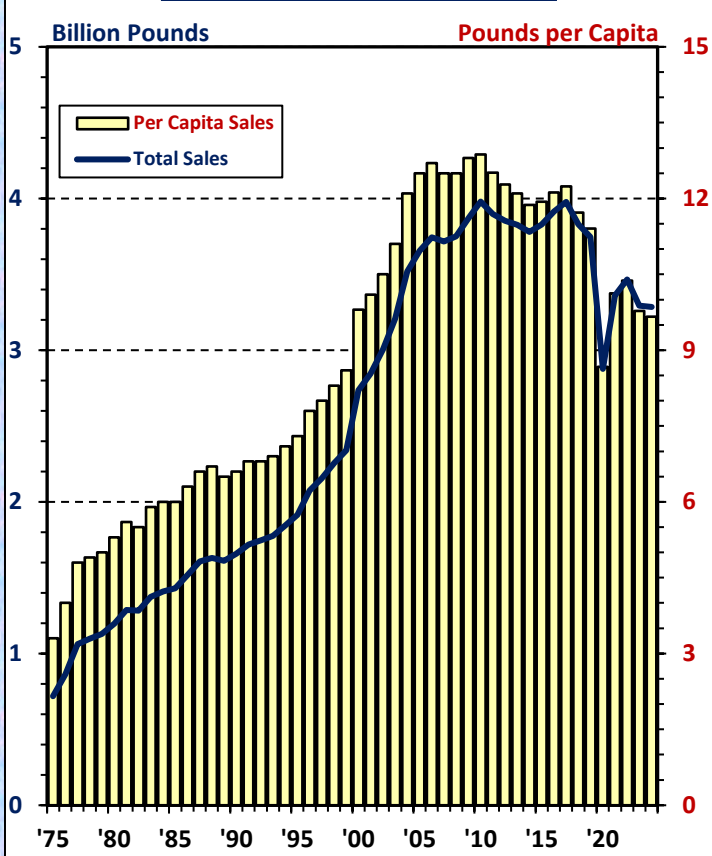


Flavored Whole Milk Sales

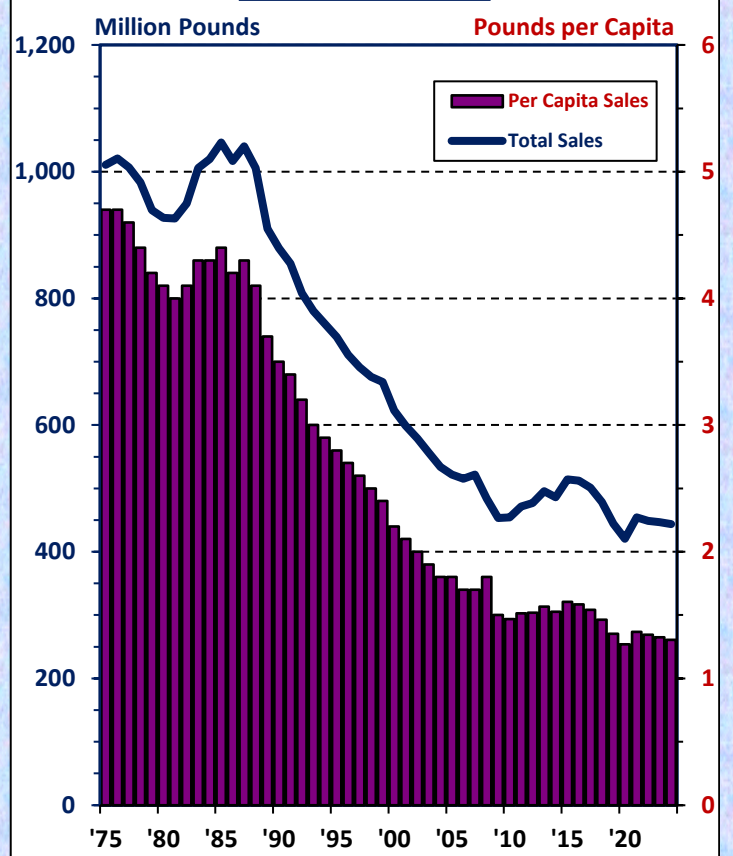


* All 2024 data is preliminary. Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (<https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-total.html>).

Other Flavored Milk Sales



Buttermilk Sales





**United States
Department of
Agriculture**

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>Aug '25</u>	<u>Jul '25</u>	<u>Aug '25</u>	<u>Jul '25</u>	<u>Aug '25</u>	<u>Jul '25</u>
Northeast	20.32	20.56	3.08	3.24	26.58	26.55
Appalachian	23.02	23.24	-----	-----	73.07	71.71
Florida	24.11	24.38	-----	-----	78.58	79.32
Southeast	23.55	23.68	-----	-----	76.54	73.68
Upper Midwest	17.82	17.95	0.58	0.63	6.20	6.65
Central	19.11	19.30	1.87	1.98	27.17	26.42
Mideast	19.48	19.67	2.24	2.35	31.54	31.77
California	18.61	18.80	1.37	1.48	18.80	19.44
Pacific Northwest	18.71	18.91	1.47	1.59	20.79	19.83
Southwest	19.25	19.40	2.01	2.08	24.57	24.50
Arizona	19.14	19.49	-----	-----	29.26	33.23

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at 711. Additionally, program information may be made available in languages other than English. To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](http://www.farmers.gov) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.