

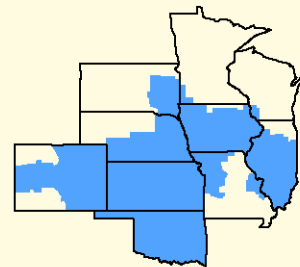
SEPTEMBER 2026

Marketing Service



Bulletin

Facilitating the efficient
marketing of milk and
dairy products.



CENTRAL MARKETING AREA

Fluid Milk Sales

The graph on this page depicts total fluid milk sales by product from 2000 through 2025*. Although total fluid sales didn't vary dramatically during the first 10 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 couple decades. The graphs in this bulletin depict yearly data for various fluid milk products in total and on a per capita basis.

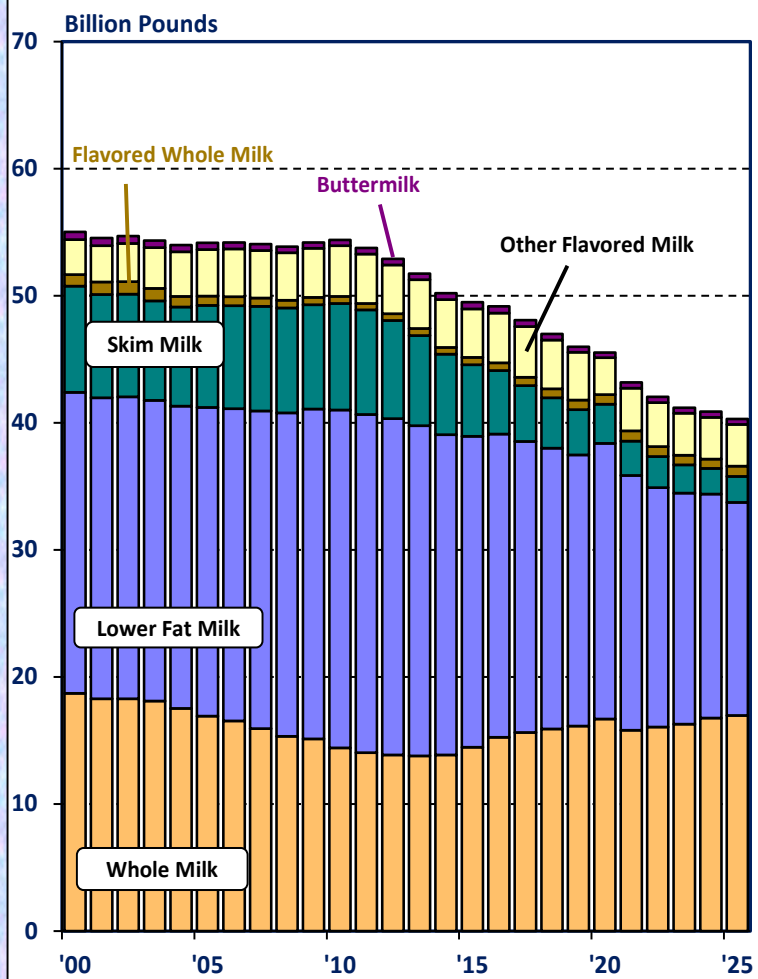
A persistent downward trend in per capita sales of total beverage milk is indicated by the top left graph on page two. Year-

to-year per capita sales have decreased in every year of the 25-year period depicted by the graph on this page. Per capita sales declined by approximately 1.34% during 2025, and have decreased 19.1% since 2015. Compared with 2000, per capita sales of beverage milk have decreased by approximately 36.4%.

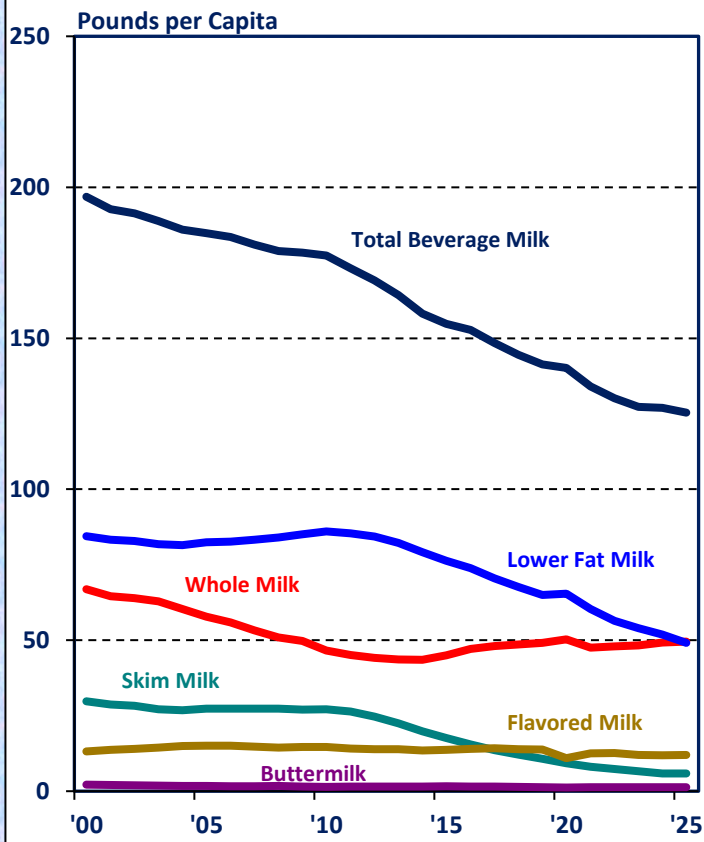
An index for 2025 per capita fluid milk sales is detailed by the top right graph on page two. This graph depicts 2025 sales as a percentage of 2000 sales for selected fluid milk products. 2025 per capita sales of skim milk were less than 20% of the 2000 level, while the other categories hovered between 50% and 75% of their respective totals. 2025 other flavored milk per capita sales were almost equal to that of 2000 and other flavored milk per capita sales were 500 million pounds greater than they were in 2000. Total beverage milk sales in 2025 were 63.9% of the 2000 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 2000 through 2025. Whole milk and flavored whole milk were the only products to have a year over year increases in 2025. Skim milk sales have seen the largest decline of all the products with a total decrease of 6.321 billion pounds (-75.7%) from 2000 to 2025. Total flavored milk when combining flavored whole milk and other flavored milk was the only category to see an increase in sales during this 25 year span.

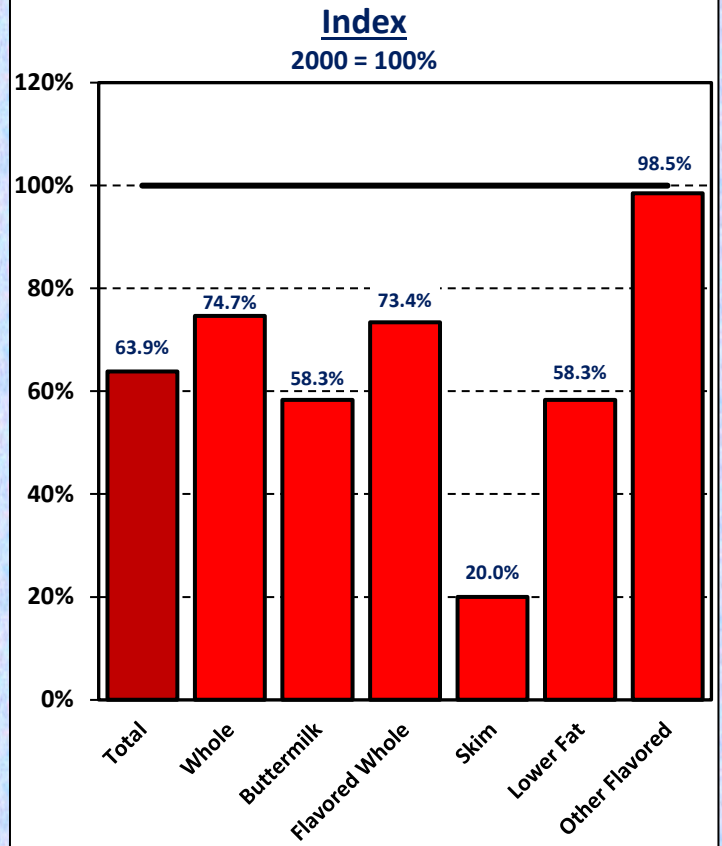
Fluid Milk Sales - Selected Products



Per Capita Fluid Milk Sales

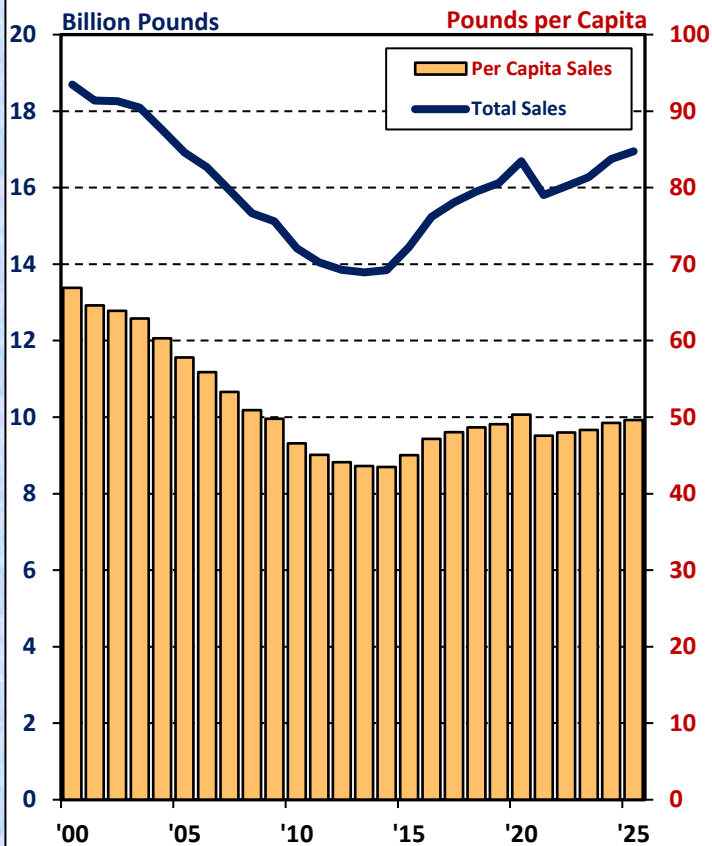


2025 Fluid Milk Per Capita Sales

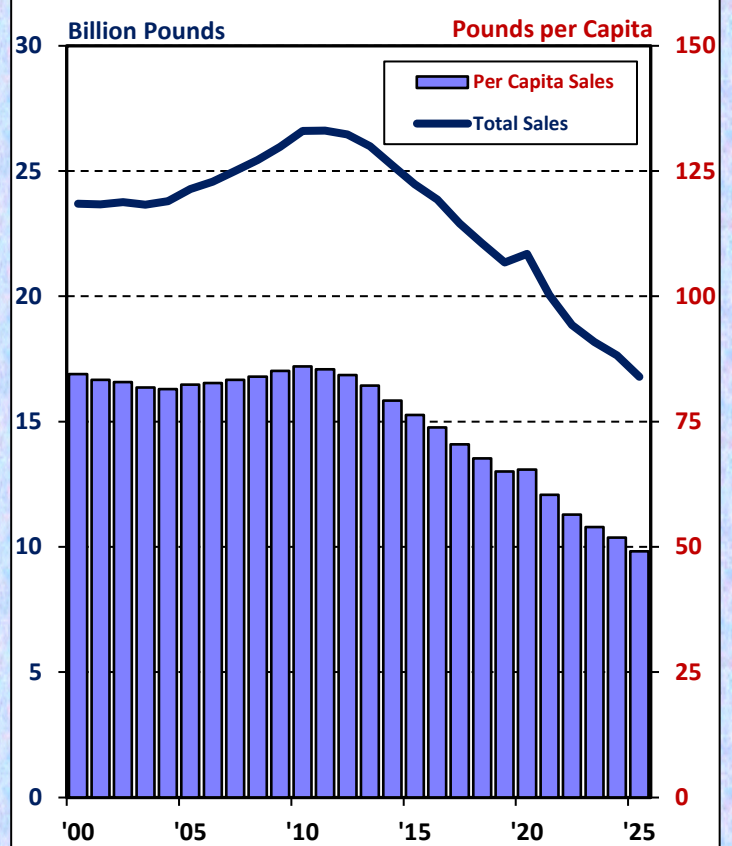


* All 2025 data is preliminary. The source for sales data in this bulletin is the United States Department of Agriculture, Economic Research Service, Dairy Data Overview (<https://www.ers.usda.gov/data-products/dairy-data.aspx>).

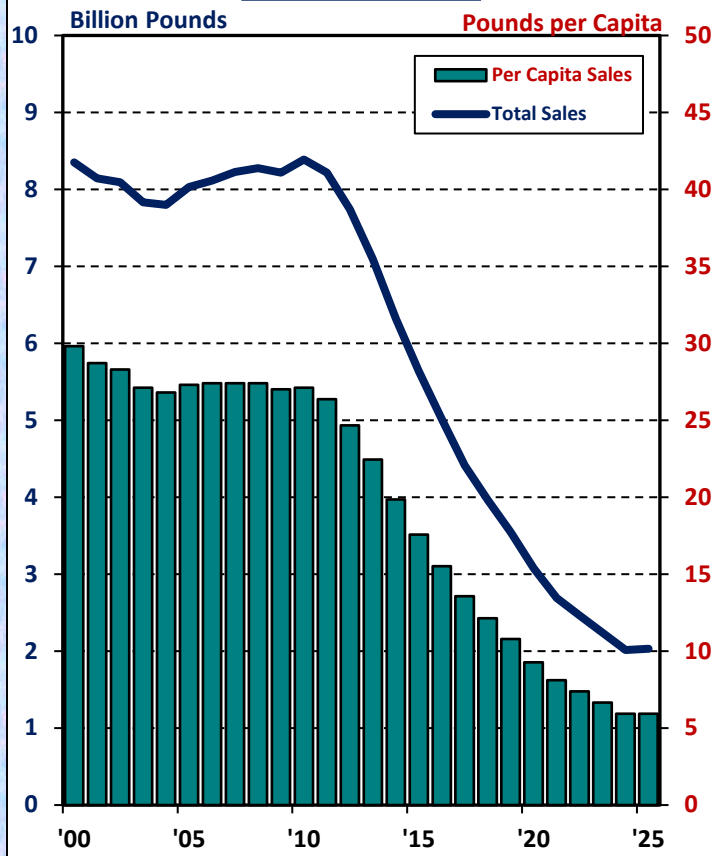
Whole Milk Sales



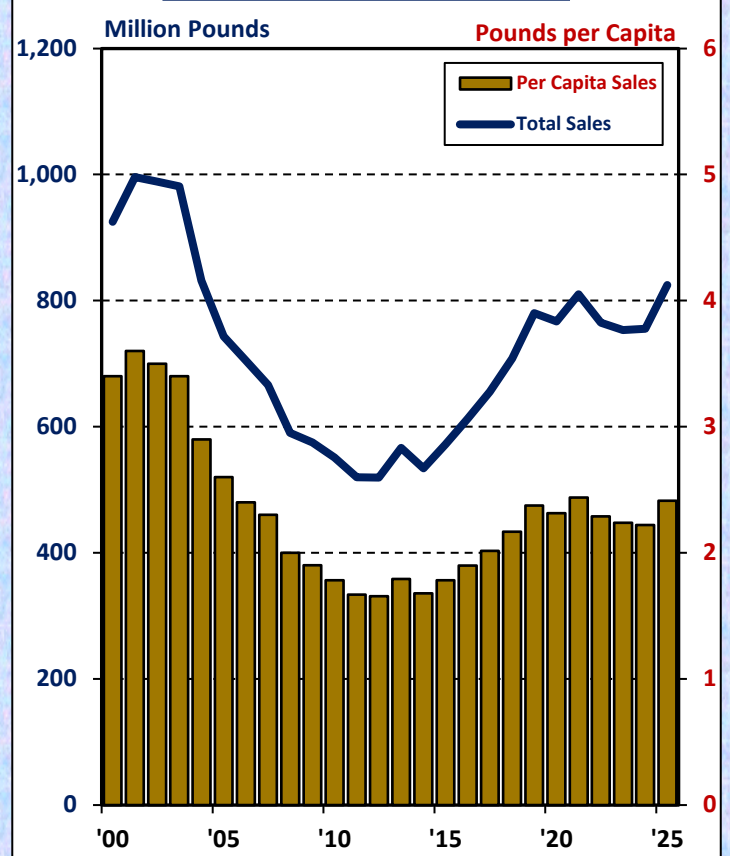
Lower Fat Milk Sales



Skim Milk Sales

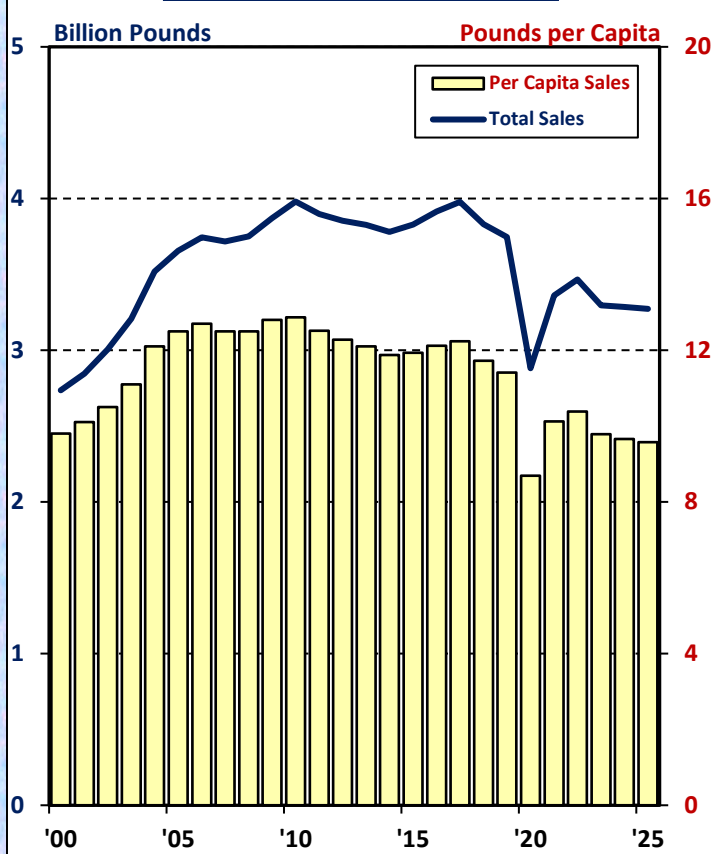


Flavored Whole Milk Sales

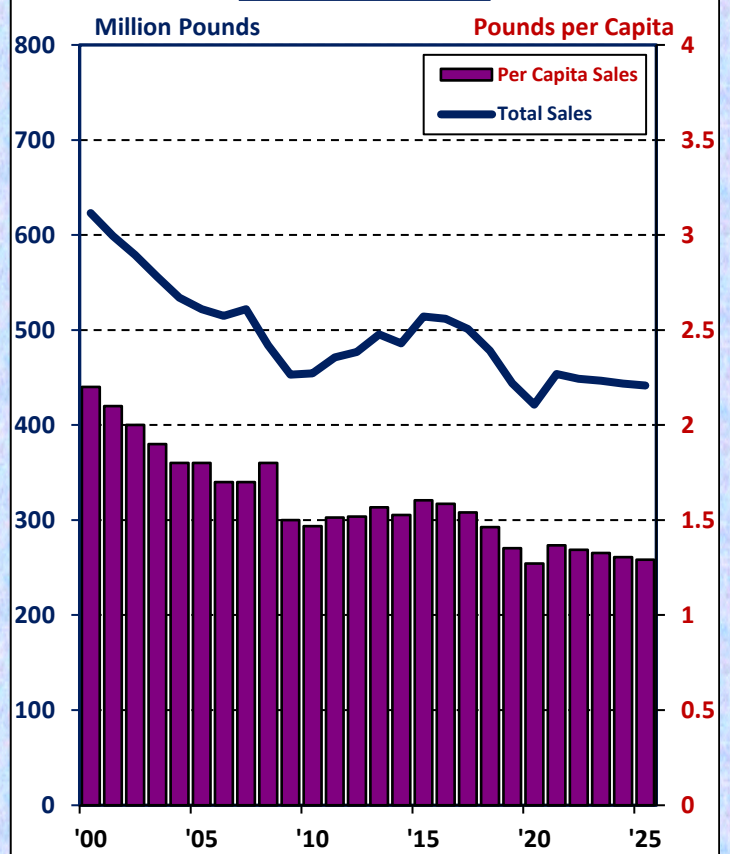


* All 2025 data is preliminary. Population data used in per capita calculations is from the U.S. Census Bureau, Population Division (<https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-total.html>).

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

Website: www.fmmacentral.com

E-mail: market.administrator@fmmacentral.com

Phone: 913-495-9300

FIRST CLASS

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	<u>Aug '26</u>	<u>Jul '26</u>	<u>Aug '26</u>	<u>Jul '26</u>	<u>Aug '26</u>	<u>Jul '26</u>
Northeast	19.80	21.16	3.16	5.64	25.90	26.17
Appalachian	22.71	25.40	-----	-----	73.75	73.15
Florida	23.97	26.79	-----	-----	81.81	82.37
Southeast	22.93	25.50	-----	-----	72.16	73.33
Upper Midwest	17.24	16.40	0.60	0.88	5.66	5.80
Central	18.44	18.75	1.80	3.23	24.40	24.72
Mideast	18.89	19.63	2.25	4.11	31.24	32.52
California	18.00	17.92	1.36	2.40	17.36	19.02
Pacific Northwest	17.96	18.26	1.32	2.74	17.18	18.04
Southwest	18.81	18.85	2.17	3.33	25.72	25.21
Arizona	18.63	19.50	-----	-----	34.78	26.73

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