



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0320

August 7, 2020

March 2020 Highlights

Total Fluid Products Sales 4.2 billion pounds of packaged fluid milk products were shipped by milk handlers in March 2020. This was 7.9 percent higher than a year earlier. Estimated sales of total conventional fluid milk products increased 7.2 percent from March 2019 and estimated sales of total organic fluid milk products increased 21.1 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, March 2020

Product Name	Sales ¹		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,469	4,018	18.2	7.1
Flavored Whole Milk	59	177	-25.5	-13.6
Reduced Fat Milk (2%)	1,378	3,732	14.1	2.7
Low Fat Milk (1%)	485	1,426	-1.1	-3.4
Fat Free Milk (Skim)	264	782	-10.2	-11.3
Flavored Fat-Reduced Milk	258	952	-22.0	-5.9
Buttermilk	33	108	-11.2	4.6
Other Fluid Milk Products	27	72	5.7	-3.7
Total Fat Reduced Milk	2,385	6,892	2.7	-1.6
Total Conventional Products Sold	3,972	11,266	7.2	1.2
Organic Production Practice				
Whole Milk	112	312	19.7	12.4
Reduced Fat Milk (2%)	86	234	30.5	14.7
Low Fat Milk (1%)	29	83	-0.3	-8.2
Fat Free Milk (Skim)	18	49	21.4	3.3
Flavored Fat-Reduced Milk	10	24	37.9	11.2
Other Fluid Milk products	0	0	-66.5	-34.3
Total Fat Reduced Milk	143	389	22.2	7.3
Total Organic Milk Products	255	702	21.1	9.5
Total Fluid Milk Products	4,227	11,968	7.9	1.6

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, March 2020

Marketing Area	Order Number	Sales ¹		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	681	1,941	3.5	0.3
Appalachian	005	299	831	11.7	4.5
Florida	006	251	725	7.1	3.7
Southeast	007	383	1,084	11.6	2.9
Upper Midwest	030	298	854	5.5	0.4
Central	032	356	1,017	7.7	1.6
Mideast	033	483	1,364	8.3	1.1
California	051	481	1,337	7.4	-0.6
Pacific Northwest	124	166	465	9.7	1.6
Southwest	126	395	1,127	10.7	2.9
Arizona	131	95	266	12.3	4.9
All Orders (Totals) ¹		3,889	11,011	7.9	1.6

¹ Data may not add due to rounding.

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Estimated Total U.S. Sales of Fluid Milk Products, 2020

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,819	235	4,054
Feb	3,476	212	3,687
Mar	3,972	255	4,227
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann ¹	11,266	702	11,968

¹ Data may not add due to rounding.

Estimated Total U.S. Sales of Fluid Milk Products, 2019

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	*3,977	233	*4,210
Feb	3,452	*198	*3,650
Mar	3,707	*210	*3,917
Apr	*3,664	*203	*3,866
May	*3,690	*221	*3,911
Jun	3,250	197	3,446
Jul	3,403	217	3,620
Aug	*3,667	*222	*3,889
Sep	3,536	220	3,756
Oct	*3,812	230	*4,042
Nov	*3,787	*221	*4,008
Dec	*3,721	232	3,953
Ann ¹	*43,665	*2,603	*46,269

*Revised. ¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2020

Month	Conventional Production Practices									
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Butter-milk	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,333	61	1,235	496	269	362	39	23	2,362	3,819
Feb	1,215	57	1,119	446	249	332	35	22	2,145	3,476
Mar	1,469	59	1,378	485	264	258	33	27	2,385	3,972
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann ¹	4,018	177	3,732	1,426	782	952	108	72	6,892	11,266

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2019

Month	Conventional Production Practices									
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Butter-milk	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	*1,352	*70	1,300	528	312	*354	35	26	*2,494	*3,977
Feb	1,156	56	1,126	458	275	327	31	23	2,186	3,452
Mar	1,243	79	1,208	490	294	330	37	25	2,323	3,707
Apr	*1,233	*66	*1,178	*488	*285	*353	*37	23	*2,305	*3,664
May	*1,269	58	*1,184	*492	290	*336	38	23	*2,302	*3,690
Jun	1,199	53	1,114	405	257	167	33	21	1,943	3,250
Jul	1,272	57	1,176	410	265	158	38	26	2,009	3,403
Aug	1,293	*60	1,219	469	*275	288	38	25	*2,251	3,667
Sep	1,190	58	1,116	477	265	365	36	30	2,223	3,536
Oct	*1,291	73	*1,199	*504	*277	*382	40	46	*2,362	*3,812
Nov	*1,312	*72	*1,232	*465	*273	*316	*45	*73	*2,285	*3,787
Dec	1,325	74	1,223	451	262	278	40	67	2,214	3,721
Ann ¹	*15,134	*777	*14,276	*5,639	*3,330	*3,653	448	409	*26,897	*43,665

*Revised. ¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2020

Month	Organic Production Practices							
	Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>							
Jan	106	77	28	17	8	0	129	235
Feb	94	71	26	15	6	0	117	212
Mar	112	86	29	18	10	0	143	255
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann ¹	312	234	83	49	24	0	389	702

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2019

Month	Organic Production Practices							
	Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>							
Jan	99	75	34	18	6	0	133	233
Feb	*85	*63	27	15	8	0	*113	*198
Mar	*93	*66	29	*15	7	0	*117	*210
Apr	*88	*63	*28	*16	*7	0	*115	*203
May	*91	*76	28	16	*10	0	*130	*221
Jun	85	67	23	14	7	0	111	197
Jul	95	73	26	16	8	0	122	217
Aug	*98	*75	25	*17	7	0	*125	*222
Sep	97	75	25	16	8	0	123	220
Oct	104	75	28	16	8	0	126	230
Nov	*101	72	25	15	7	0	*120	*221
Dec	103	77	26	18	9	0	128	232
Ann ¹	*1,139	*857	*325	*192	*91	1	*1,463	*2,603

*Revised. ¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (FO1)	Appalachian (FO5)	Florida (FO6)	Southeast (FO7)	Upper Midwest (FO30)	Central (FO32)
	<i>(million pounds)</i>					
Jan	655	280	247	368	292	347
Feb	605	252	227	333	263	314
Mar	681	299	251	383	298	356
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	1,941	831	725	1,084	854	1,017

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (FO1)	Appalachian (FO5)	Florida (FO6)	Southeast (FO7)	Upper Midwest (FO30)	Central (FO32)
	<i>(million pounds)</i>					
Jan	688	287	246	386	300	360
Feb	589	240	219	325	267	311
Mar	658	268	234	*343	*283	*331
Apr	*630	*261	*231	*346	*281	*327
May	*663	265	222	334	285	324
Jun	587	232	199	306	242	283
Jul	608	250	209	327	259	302
Aug	626	*267	*228	*366	*271	330
Sep	621	256	207	339	267	319
Oct	669	*273	229	*362	*288	345
Nov	*661	*271	*225	*352	284	337
Dec	660	271	227	346	281	335
Ann ¹	*7,661	*3,141	*2,676	*4,133	*3,309	*3,904

*Revised. ¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	460	449	156	385	91	3,730
Feb	421	407	143	347	81	3,392
Mar	483	481	166	395	95	3,889
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	1,364	1,337	465	1,127	266	11,011

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	486	*475	160	396	90	*3,873
Feb	417	*422	146	341	79	*3,358
Mar	*446	*448	151	*357	84	*3,604
Apr	*438	*440	*153	*365	*85	*3,557
May	439	*466	154	365	82	*3,598
Jun	395	396	139	316	74	3,171
Jul	406	418	147	328	77	3,330
Aug	*443	449	147	*365	84	*3,578
Sep	424	439	149	356	79	3,455
Oct	*457	468	160	383	84	*3,718
Nov	*448	*493	*155	375	85	*3,687
Dec	452	459	156	364	86	3,636
Ann ¹	*5,252	*5,371	1,817	*4,312	*991	*42,567

*Revised. ¹ Data may not add due to rounding.

Methodology: Estimated Fluid Milk Products Sales

Definition: In-Area Sales are dispositions (deliveries) of fluid milk products in consumer type packages from milk processing (bottling) plants to outlets in Federal Order marketing areas that sell directly to consumers. These outlets include food stores, convenience stores, warehouse stores/wholesale clubs, non-food stores, schools, food service industry, and home delivery.

Data: The Estimated Fluid Milk Products Sales are established using Federal milk marketing order (FMMO) in-area sales (in pounds), and interpolating fluid sales based on population density in remaining areas. The In-Area Sales data are collected by Federal Milk Marketing Orders and aggregated by Market Information Branch of the Agricultural Marketing Service (AMS).

Reliability: Federal order in-area sales are subject to revision for three years following the initial monthly report. The AMS audit staff periodically perform on-site audits on a company's sales records to ensure accurate reporting of pool information. For enforcement purposes, the information used in this report is subject to audit for up to three years after the month pooled.

Report Aggregation and Interpolation

Estimated U.S. Sales of Fluid Milk Products

Estimated Sales figures are representative of the consumption of fluid milk products in Federal milk marketing order areas. The Federal Order In-Area Sales account for approximately 92 percent (based on population density) of total fluid milk sales in the United States. An estimate of total U.S. fluid milk sales is derived by interpolating the remaining 8 percent of sales from the Federal Order data.

Sales of individual fluid milk products, subtotals for conventional and organic, total fluid milk products, and total fluid milk products are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. The following categories include multiple products:

- Total Conventional Milk Products include conventional whole, flavored whole, reduced fat, lowfat, fat-free, flavored fat-reduced, and buttermilk milk products.
- Organic Fat-Reduced Milk include organic reduced fat, lowfat, fat-free, and flavored fat-reduced.
- Total Organic Milk Products include organic whole, organic fat-reduced, and other miscellaneous milk products.
- Total Fluid Milk Products include total conventional, total organic, and other miscellaneous milk products (i.e. eggnog).

Package Sales of Total Fluid Milk Products in Federal Milk Orders

Package Sales figures are representative of the consumption of fluid milk products in Federal milk marketing areas.

Sales of total fluid milk products separated by Federal orders are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. All markets may not add to total due to rounding.

Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Program, Market Information Branch to contact for additional information. E-mail inquiries may be sent to dpp@usda.gov.

Lorie Warren Cashman
Chief, Market Information
(202) 720-4405

Dairy Product Mandatory Reporting Program

Patsy Emmons
Dairy Products Marketing Specialist, Coordinator
(202) 720-6491

Jessica Newsome
Dairy Products Marketing Specialist
(202) 260-9091

Kerry Siekmann
Dairy Products Marketing Specialist
(952) 277-2363

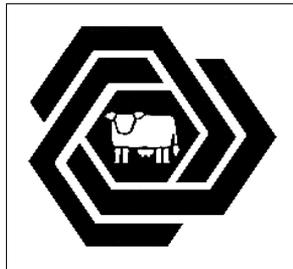
Federal Milk Order Information Program

Kerry Siekmann
Dairy Products Marketing Specialist, Coordinator
(952) 277-2363

Randal Stoker
Dairy Products Marketing Specialist
(202) 690-1932

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