



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-1020

December 15, 2020

October 2020 Highlights

Total Fluid Products Sales 4.0 billion pounds of packaged fluid milk products were shipped by milk handlers in October 2020. This was 1.8 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 2.1 percent from October 2019 and estimated sales of total organic fluid milk products increased 2.8 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, October 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	1,270	12,937	-1.6	3.5
Flavored Whole Milk	73	614	---	-2.5
Reduced Fat Milk (2%)	1,302	12,196	8.6	3.2
Low Fat Milk (1%)	465	4,491	-7.7	-4.9
Fat Free Milk (Skim)	232	2,387	-16.3	-14.6
Flavored Fat-Reduced Milk	264	2,346	-31.0	-23.3
Buttermilk	36	342	-9.3	-5.8
Other Fluid Milk Products	90	671	97.0	149.5
Total Fat Reduced Milk	2,263	21,419	-4.2	-4.4
Total Conventional Products Sold	3,733	35,983	-2.1	-0.5
Organic Production Practice				
Whole Milk	104	1,052	---	12.5
Reduced Fat Milk (2%)	83	817	11.5	15.5
Low Fat Milk (1%)	24	279	-12.7	1.9
Fat Free Milk (Skim)	17	165	9.0	3.8
Flavored Fat-Reduced Milk	8	75	-0.6	-0.8
Other Fluid Milk products	0	1	98.1	57.3
Total Fat Reduced Milk	133	1,336	5.2	9.9
Total Organic Milk Products	237	2,388	2.8	11.1
Total Fluid Milk Products	3,969	38,371	-1.8	0.2

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, October 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	653	6,257	-2.5	-1.3
Appalachian	005	286	2,770	4.7	6.6
Florida	006	223	2,238	-2.4	0.6
Southeast	007	339	3,367	-6.6	-2.0
Upper Midwest	030	274	2,708	-4.9	-1.3
Central	032	351	3,292	1.7	1.9
Mideast	033	474	4,440	3.7	2.0
California	051	440	4,290	-6.1	-2.9
Pacific Northwest	124	153	1,495	-4.1	-0.7
Southwest	126	372	3,611	-2.8	1.1
Arizona	131	87	834	3.6	1.7
All Orders (Totals) ¹		3,652	35,302	-1.8	0.2

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	*3,835	*236	*4,071
Feb	*3,492	212	*3,704
Mar	*3,987	255	*4,242
Apr	*3,613	*252	*3,864
May	*3,550	252	*3,803
Jun	3,395	237	3,631
Jul	3,467	240	3,707
Aug	3,432	232	3,663
Sep	3,480	237	3,716
Oct	3,733	237	3,969
Nov			
Dec			
Ann ¹	35,983	2,388	38,371

* Revised. 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	*1,327	61	*1,229	*493	*266	362	39	*58	*2,350	*3,835
Feb	*1,211	57	*1,112	*444	*245	*333	35	*54	*2,134	*3,492
Mar	*1,461	59	*1,371	*483	*260	*259	33	*61	*2,373	*3,987
Apr	*1,319	56	*1,232	*473	*240	192	30	*70	*2,138	*3,613
May	*1,304	58	*1,211	*454	*239	*184	32	*68	*2,089	*3,550
Jun	1,254	61	1,169	420	224	171	33	63	1,984	3,395
Jul	1,293	62	1,218	407	228	161	34	65	2,013	3,467
Aug	1,258	64	1,181	415	228	181	35	70	2,005	3,432
Sep	1,238	65	1,170	436	225	240	34	72	2,070	3,480
Oct	1,270	73	1,302	465	232	264	36	90	2,263	3,733
Nov										
Dec										
Ann ¹	12,937	614	12,196	4,491	2,387	2,346	342	671	21,419	35,983

* Revised. 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	*236
Feb	94	71	26	15	6	0	*118	212
Mar	112	86	29	18	10	0	143	255
Apr	110	*85	29	*19	9	0	141	*252
May	113	87	30	16	6	0	139	252
Jun	102	82	30	16	6	0	135	237
Jul	105	80	30	17	7	0	135	240
Aug	103	81	26	15	7	0	129	232
Sep	103	84	26	16	8	0	134	237
Oct	104	83	24	17	8	0	133	237
Nov								
Dec								
Ann ¹	1,052	817	279	165	75	1	1,336	2,388

* Revised. 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	*134	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	*129	232
Ann ¹	*1,139	*857	*325	*192	*91	1	*1,464	*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	*656	280	*252	*372	*294	*349
Feb	*608	252	*231	*337	*264	*316
Mar	681	299	*256	*386	*299	*358
Apr	640	272	*226	*338	*282	*329
May	631	*274	*220	*327	*272	*326
Jun	591	268	208	313	257	310
Jul	605	278	209	320	259	315
Aug	590	283	206	318	251	316
Sep	603	279	208	318	256	322
Oct	653	286	223	339	274	351
Nov						
Dec						
Ann ¹	6,257	2,770	2,238	3,367	2,708	3,292

* Revised. 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	*459	449	156	*389	91	*3,745
Feb	*420	407	143	*350	81	*3,407
Mar	*482	481	166	*400	95	*3,903
Apr	*449	431	146	*362	81	*3,555
May	*433	430	151	*353	81	*3,498
Jun	414	416	146	339	79	3,341
Jul	433	415	145	352	80	3,411
Aug	433	406	142	346	79	3,370
Sep	443	414	147	349	80	3,419
Oct	474	440	153	372	87	3,652
Nov						
Dec						
Ann ¹	4,440	4,290	1,495	3,611	834	35,302

* Revised. 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.

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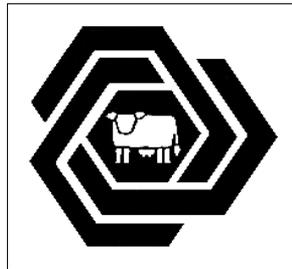
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