



# Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-1217

February 14, 2018

## December 2017 Highlights

**Total Fluid Products Sales** 4.1 billion pounds of packaged fluid milk products were shipped by milk handlers in December 2017. This was 4.0 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 4.1 percent from December 2016 and estimated sales of total organic fluid milk products decreased 1.9 percent from a year earlier.

## Estimated Total U.S. Sales of Fluid Milk Products, December 2017

Product Name	Sales <sup>1</sup>		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
<b>Conventional Production Practice</b>				
Whole Milk	1,305	14,756	-0.4	2.2
Flavored Whole Milk	56	664	-1.3	7.4
Reduced Fat Milk (2%)	1,319	15,137	-4.7	-3.0
Low Fat Milk (1%)	513	6,299	-6.7	-6.7
Fat-Free Milk (Skim)	338	4,119	-11.7	-11.9
Flavored Fat-Reduced Milk	292	3,835	-3.8	1.0
Buttermilk	44	506	-5.3	-1.8
Other Fluid Milk Products	52	168	-3.4	-1.4
Total Fat-Reduced Milk	2,462	29,390	-6.0	-4.7
Total Conventional Products Sold	3,919	45,484	-4.1	-2.3
<b>Organic Production Practice</b>				
Whole Milk	89	1,011	5.6	6.2
Reduced Fat Milk (2%)	65	789	-3.3	-0.4
Low Fat Milk (1%)	32	389	-6.8	-8.8
Fat-Free Milk (Skim)	21	268	-17.9	-13.6
Flavored Fat-Reduced Milk	8	119	4.7	26.6
Other Fluid Milk Products	0	2	-84.0	-24.6
Total Fat-Reduced Milk	126	1,565	-6.4	-3.6
Total Organic Milk Products	215	2,577	-1.9	0.0
Total Fluid Milk Products	4,134	48,061	-4.0	-2.2

<sup>1</sup>Data may not add due to rounding.

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, December 2017**

Marketing Area	Order Number	Sales <sup>1</sup>		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	714	8,108	-2.9	-2.6
Appalachian	005	277	3,213	-0.7	-0.9
Florida	006	237	2,756	-1.5	-0.8
Southeast	007	376	4,443	-4.9	-1.6
Upper Midwest	030	309	3,601	-6.3	-4.1
Central	032	353	4,124	-5.6	-1.3
Mideast	033	461	5,316	-5.7	-2.1
Pacific Northwest	124	165	1,937	-5.2	-3.0
Southwest	126	379	4,430	-3.5	-1.3
Arizona	131	91	1,029	0.0	-2.9
California	---	441	5,258	-4.1	-3.4
All Orders (Totals) <sup>1</sup>		3,363	38,957	-4.0	-2.0
All Areas (Totals) <sup>1</sup>		3,804	44,216	-4.0	-2.2

<sup>1</sup> Data may not add due to rounding.

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**Estimated Total U.S. Sales of Fluid Milk Products, 2017**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	4,032	228	4,260
Feb	3,589	203	3,792
Mar	3,997	231	4,228
Apr	3,639	201	3,840
May	3,836	226	4,062
Jun	3,538	208	3,746
Jul	3,498	199	3,697
Aug	3,804	218	4,022
Sep	3,805	208	4,013
Oct	3,918	218	4,136
Nov	3,908	222	4,130
Dec	3,919	215	4,134
Ann <sup>1</sup>	45,484	2,577	48,061

<sup>1</sup> Data may not add due to rounding.

**Estimated Total U.S. Sales of Fluid Milk Products, 2016**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	4,077	218	4,295
Feb	3,830	213	4,043
Mar	3,993	214	4,207
Apr	3,878	213	4,091
May	3,830	217	4,047
Jun	3,565	212	3,777
Jul	3,566	196	3,762
Aug	3,912	218	4,131
Sep	3,911	217	4,128
Oct	3,960	217	4,177
Nov	3,955	222	4,177
Dec	4,087	219	4,306
Ann <sup>1</sup>	46,564	2,576	49,140

<sup>1</sup> Data may not add due to rounding.

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**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2017**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>									
Jan	1,262	52	1,336	582	380	373	42	5	2,670	4,032
Feb	1,120	50	1,178	513	338	346	38	5	2,375	3,589
Mar	1,257	55	1,308	570	372	383	46	5	2,633	3,997
Apr	1,156	55	1,193	515	336	339	39	5	2,384	3,639
May	1,225	58	1,253	546	353	353	43	4	2,504	3,836
Jun	1,221	52	1,236	473	325	188	41	4	2,221	3,538
Jul	1,219	51	1,229	465	321	171	40	3	2,185	3,498
Aug	1,265	59	1,291	518	341	285	43	3	2,435	3,804
Sep	1,222	57	1,241	534	338	368	39	6	2,481	3,805
Oct	1,240	62	1,267	550	342	392	42	23	2,550	3,918
Nov	1,265	56	1,286	520	335	346	48	52	2,488	3,908
Dec	1,305	56	1,319	513	338	292	44	52	2,462	3,919
Ann <sup>1</sup>	14,756	664	15,137	6,299	4,119	3,835	506	168	29,390	45,484

<sup>1</sup> Data may not add due to rounding.

**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2016**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>									
Jan	1,220	47	1,372	615	431	344	42	5	2,763	4,077
Feb	1,142	48	1,257	575	403	361	42	4	2,596	3,830
Mar	1,198	51	1,324	597	417	356	46	4	2,693	3,993
Apr	1,162	49	1,267	585	399	374	39	4	2,624	3,878
May	1,174	49	1,255	575	392	338	41	5	2,561	3,830
Jun	1,175	48	1,250	504	365	177	42	5	2,296	3,565
Jul	1,195	51	1,274	492	360	148	41	5	2,274	3,566
Aug	1,241	54	1,335	558	387	288	44	5	2,568	3,912
Sep	1,186	52	1,288	574	379	381	41	9	2,622	3,911
Oct	1,207	55	1,295	576	384	379	42	22	2,633	3,960
Nov	1,225	56	1,304	552	373	347	49	49	2,576	3,955
Dec	1,309	57	1,384	549	383	304	46	54	2,620	4,087
Ann <sup>1</sup>	14,435	618	15,603	6,752	4,673	3,797	515	170	30,825	46,564

<sup>1</sup> Data may not add due to rounding.

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**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2017**

Month	Organic Production Practices							Total Milk Products <sup>1</sup>
	Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced Milk <sup>1</sup>	
	<i>(million pounds)</i>							
Jan	87	71	35	25	11	0	142	228
Feb	76	62	32	23	9	0	126	203
Mar	89	70	36	25	11	0	142	231
Apr	78	62	31	21	9	0	123	201
May	88	70	34	24	10	0	138	226
Jun	81	62	34	22	9	0	127	208
Jul	79	61	28	21	10	0	120	199
Aug	86	67	32	22	10	0	131	218
Sep	83	64	30	21	10	0	125	208
Oct	87	65	32	21	12	0	131	218
Nov	89	68	33	22	10	0	133	222
Dec	89	65	32	21	8	0	126	215
Ann <sup>1</sup>	1,011	789	389	268	119	2	1,565	2,577

<sup>1</sup> Data may not add due to rounding.

**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2016**

Month	Organic Production Practices							Total Milk Products <sup>1</sup>
	Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced Milk <sup>1</sup>	
	<i>(million pounds)</i>							
Jan	77	68	39	28	6	0	141	218
Feb	75	68	35	28	7	0	138	213
Mar	76	65	36	27	9	0	138	214
Apr	76	64	38	27	7	0	136	213
May	81	66	37	27	7	0	136	217
Jun	78	64	37	26	7	0	134	212
Jul	73	60	33	23	6	0	122	196
Aug	83	68	35	25	7	0	135	218
Sep	82	67	34	26	8	0	135	217
Oct	81	65	35	24	11	0	135	217
Nov	85	70	33	24	10	0	137	222
Dec	84	68	34	25	8	0	135	219
Ann <sup>1</sup>	952	792	426	310	94	2	1,622	2,576

<sup>1</sup> Data may not add due to rounding.

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 2017**

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (F001)	Appalachian (F005)	Florida (F006)	Southeast (F007)	Upper Midwest (F030)	Central (F032)
	<i>(million pounds)</i>					
Jan	705	287	246	398	319	371
Feb	632	250	224	352	285	327
Mar	724	279	246	385	317	364
Apr	643	244	226	356	285	332
May	695	265	228	367	309	343
Jun	646	249	215	343	279	316
Jul	632	252	213	347	277	312
Aug	651	277	230	387	297	352
Sep	676	270	221	373	303	343
Oct	693	280	235	380	310	358
Nov	696	283	233	379	311	354
Dec	714	277	237	376	309	353
Ann <sup>1</sup>	8,108	3,213	2,756	4,443	3,601	4,124

<sup>1</sup> Data may not add due to rounding.

**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 2017 (Continued)**

Month	Federal Milk Marketing Order Area and Order Number						
	Mideast (F033)	Pacific Northwest (F124)	Southwest (F126)	Arizona (F131)	California	All Orders Combined <sup>1</sup>	All Areas Combined <sup>1</sup>
	<i>(million pounds)</i>						
Jan	469	173	398	91	464	3,455	3,919
Feb	420	153	349	82	414	3,074	3,488
Mar	469	169	386	90	460	3,430	3,890
Apr	423	156	361	82	424	3,109	3,533
May	447	165	377	85	456	3,281	3,737
Jun	414	155	339	77	414	3,033	3,447
Jul	409	152	322	77	407	2,994	3,401
Aug	451	148	371	90	446	3,254	3,700
Sep	443	163	378	87	436	3,256	3,692
Oct	452	170	384	90	452	3,352	3,805
Nov	458	167	385	89	444	3,355	3,800
Dec	461	165	379	91	441	3,363	3,804
Ann <sup>1</sup>	5,316	1,937	4,430	1,029	5,258	38,957	44,216

<sup>1</sup> Data may not add due to rounding.

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 2016**

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (F001)	Appalachian (F005)	Florida (F006)	Southeast (F007)	Upper Midwest (F030)	Central (F032)
	<i>(million pounds)</i>					
Jan	723	290	245	404	320	362
Feb	682	266	234	368	321	341
Mar	711	273	244	382	331	357
Apr	689	267	235	369	323	347
May	701	263	220	361	306	337
Jun	657	249	212	342	286	317
Jul	644	252	213	346	282	318
Aug	669	278	231	400	308	358
Sep	699	274	227	382	317	351
Oct	709	275	241	377	314	358
Nov	706	276	234	389	317	359
Dec	735	279	241	395	330	374
Ann <sup>1</sup>	8,324	3,243	2,777	4,517	3,755	4,179

<sup>1</sup> Data may not add due to rounding.

**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 2016 (Continued)**

Month	Federal Milk Marketing Order Area and Order Number						
	Mideast (F033)	Pacific Northwest (F124)	Southwest (F126)	Arizona (F131)	California	All Orders Combined <sup>1</sup>	All Areas Combined <sup>1</sup>
	<i>(million pounds)</i>						
Jan	479	171	395	94	468	3,483	3,951
Feb	447	163	365	89	443	3,276	3,720
Mar	460	171	380	94	468	3,402	3,870
Apr	450	159	377	90	456	3,307	3,764
May	454	168	368	86	459	3,264	3,723
Jun	410	156	340	78	427	3,048	3,475
Jul	415	158	332	79	422	3,039	3,461
Aug	455	163	383	90	464	3,337	3,800
Sep	452	169	380	88	459	3,339	3,798
Oct	457	174	384	91	463	3,380	3,843
Nov	461	170	390	90	453	3,390	3,843
Dec	489	174	393	91	460	3,502	3,961
Ann <sup>1</sup>	5,430	1,997	4,486	1,060	5,441	39,768	45,209

<sup>1</sup> 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), California Department of Food and Agriculture (CDFA) sales (in gallons), 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). The California data are collected and published by the Dairy Marketing Branch of the California Department of Food and Agriculture; see <http://www.cdfa.ca.gov/dairy>. California’s Class I data includes different products than the FMMO’s Class I. AMS adjusts California’s Class I sales to be comparable to FMMO’s Class I sales. The differences are:

- California’s Class I sales include half and half as a Class I product, where the FMMO Class II definition includes half and half.
- California includes buttermilk as a Class II product. California does not publish sales of Class II products. The FMMO considers buttermilk a Class I product. To establish comparable data for Class I products, AMS assumes California’s buttermilk production equals buttermilk sales.
- California does not publish separate products in the Organic Flavored drink category. AMS applies the Pacific Northwest FMMO’s ratio within this category to CDFA’s data to estimate separate sales volumes for the two product categories: Organic Reduced Fat Milk and Organic Reduced Fat Flavored Milk.

The resulting CDFA product indications are converted to milk pound equivalent (by product) using product conversion factors published by USDA in 1965 called “*Full Committee Report of Study Conducted in 13 Federal Milk Order Markets on Volume-Weight Conversion Factors For Milk.*”

**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 and California. The Federal Order In-Area Sales and converted CDFAs' Sales data 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 and California data.

Sales of individual fluid milk products, subtotals for conventional and organic, total fluid milk products, and total fluid milk products adjusted for calendar composition 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 and California**

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

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 total due to rounding.

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## Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Programs, Market Information Branch to contact for additional information. E-mail inquiries may be sent to [dpp@ams.usda.gov](mailto:dpp@ams.usda.gov).

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

### Dairy Products Mandatory Reporting Program

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

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

Jessica Crum, Dairy Products Marketing Specialist..... (202) 260-9091

### Federal Milk Order Information Program

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

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

Daniel Manzoni, Dairy Products Marketing Specialist..... (202) 720-2352



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