



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0215

May 29, 2015

February 2015 Highlights

Total Fluid Products Sales 4.0 billion pounds of packaged fluid milk products were shipped by milk handlers in February 2015. This was 2.0 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 2.2 percent from February 2014 and estimated sales of total organic fluid milk products increased 1.8 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, for February 2015

| Product Name | Sales | | Change from: | |
|------------------------------------|-------------------------|--------------|------------------|--------------|
| | Month | Year to Date | Previous Year | Year to Date |
| | <i>(million pounds)</i> | | <i>(percent)</i> | |
| Conventional Production Practice | | | | |
| Whole Milk | 1,071 | 2,264 | 3.2 | 2.0 |
| Flavored Whole Milk | 43 | 88 | 7.0 | 0.4 |
| Reduced Fat Milk (2%) | 1,267 | 2,703 | -6.9 | -7.6 |
| Low Fat Milk (1%) | 577 | 1,233 | 7.1 | 7.5 |
| Fat-Free Milk (Skim) | 435 | 930 | -11.4 | -11.2 |
| Flavored Fat-Reduced Milk | 319 | 669 | -3.3 | 0.6 |
| Buttermilk | 42 | 85 | 9.0 | 7.5 |
| Other Fluid Milk Products | 3 | 8 | -19.8 | -11.4 |
| Total Fat-Reduced Milk | 2,598 | 5,535 | -4.5 | -4.3 |
| Total Conventional Products Sold | 3,757 | 7,979 | -2.2 | -2.5 |
| Organic Production Practice | | | | |
| Whole Milk | 63 | 131 | 13.5 | 13.4 |
| Reduced Fat Milk (2%) | 60 | 120 | 3.2 | -3.8 |
| Low Fat Milk (1%) | 36 | 75 | -4.9 | -7.2 |
| Fat-Free Milk (Skim) | 29 | 61 | -11.2 | -13.6 |
| Flavored Fat-Reduced Milk | 9 | 20 | 0.5 | 14.5 |
| Other Fluids Milk Products | 0 | 0 | ---- | ---- |
| Total Fat-Reduced Milk | 135 | 277 | -2.6 | -6.0 |
| Total Organic Milk Products | 199 | 408 | 1.8 | -0.7 |
| Total Fluid Milk Products | 3,956 | 8,388 | -2.0 | -2.4 |
| Total Fluid Milk Products Adjusted | * | * | * | * |

Data may not add due to rounding.

* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[An Overview of Calendar Composition of Fluid Milk Sales.](#)"

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Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for February 2015

| Marketing Area | Order Number | Sales | | Change from: | |
|---------------------|--------------|-------------------------|--------------|------------------|--------------|
| | | Month | Year to Date | Previous Year | Year to Date |
| | | <i>(million pounds)</i> | | <i>(percent)</i> | |
| Northeast | 001 | 669 | 1,419 | -3.1 | -2.5 |
| Appalachian | 005 | 270 | 557 | 2.6 | -1.8 |
| Florida | 006 | 221 | 469 | -0.3 | -1.5 |
| Southeast | 007 | 365 | 773 | -1.3 | -1.8 |
| Upper Midwest | 030 | 301 | 642 | -3.8 | -3.7 |
| Central | 032 | 338 | 713 | -2.3 | -3.4 |
| Mideast | 033 | 436 | 933 | -1.8 | -1.9 |
| Pacific Northwest | 124 | 156 | 329 | -2.7 | -3.1 |
| Southwest | 126 | 349 | 755 | -0.7 | 0.0 |
| Arizona | 131 | 86 | 181 | -4.2 | -6.3 |
| California | --- | 448 | 947 | -3.3 | -3.0 |
| All Orders (Totals) | | 3,191 | 6,770 | -1.8 | -2.3 |
| All Areas (Totals) | | 3,640 | 7,717 | -2.0 | -2.4 |

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Estimated Total U.S. Sales of Fluid Milk Products, for 2015

| Month | Conventional | Organic | Total | Total Adjusted for Calendar Composition |
|-------------------------|--------------|---------|-------|---|
| <i>(million pounds)</i> | | | | |
| Jan | 4,222 | 210 | 4,432 | * |
| Feb | 3,757 | 199 | 3,956 | * |
| Mar | | | | * |
| Apr | | | | * |
| May | | | | * |
| Jun | | | | * |
| Jul | | | | * |
| Aug | | | | * |
| Sep | | | | * |
| Oct | | | | * |
| Nov | | | | * |
| Dec | | | | * |
| Ann | 7,979 | 408 | 8,388 | * |

Data may not add due to rounding.

* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[Annual Overview of Calendar Composition of Fluid Milk Sales](#)."

Estimated Total U.S. Sales of Fluid Milk Products, for 2014

| Month | Conventional | Organic | Total | Total Adjusted for Calendar Composition |
|-------------------------|--------------|---------|--------|---|
| <i>(million pounds)</i> | | | | |
| Jan | 4,340 | 216 | 4,556 | * |
| Feb | 3,841 | 195 | 4,036 | * |
| Mar | 4,090 | 212 | 4,302 | * |
| Apr | 3,940 | 205 | 4,145 | * |
| May | 3,985 | 211 | 4,196 | * |
| Jun | 3,577 | 199 | 3,776 | * |
| Jul | 3,725 | 205 | 3,930 | * |
| Aug | 3,897 | 204 | 4,101 | * |
| Sep | 3,969 | 203 | 4,172 | * |
| Oct | 4,176 | 223 | 4,399 | * |
| Nov | 3,973 | 201 | 4,174 | * |
| Dec | 4,159 | 217 | 4,376 | * |
| Ann | 47,672 | 2,492 | 50,163 | * |

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Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, for 2015

| 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 | Total Milk Products |
| | <i>(million pounds)</i> | | | | | | | | | |
| Jan | 1,193 | 45 | 1,436 | 656 | 495 | 350 | 43 | 4 | 2,937 | 4,222 |
| Feb | 1,071 | 43 | 1,267 | 577 | 435 | 319 | 42 | 3 | 2,598 | 3,757 |
| Mar | | | | | | | | | | |
| Apr | | | | | | | | | | |
| May | | | | | | | | | | |
| Jun | | | | | | | | | | |
| Jul | | | | | | | | | | |
| Aug | | | | | | | | | | |
| Sep | | | | | | | | | | |
| Oct | | | | | | | | | | |
| Nov | | | | | | | | | | |
| Dec | | | | | | | | | | |
| Ann | 2,264 | 88 | 2,703 | 1,233 | 930 | 669 | 85 | 11 | 5,535 | 7,979 |

Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, for 2014

| 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 | Total Milk Products |
| | <i>(million pounds)</i> | | | | | | | | | |
| Jan | 1,182 | 47 | 1,565 | 608 | 556 | 336 | 41 | 4 | 3,065 | 4,340 |
| Feb | 1,038 | 40 | 1,361 | 539 | 491 | 329 | 38 | 4 | 2,720 | 3,841 |
| Mar | 1,104 | 49 | 1,446 | 582 | 520 | 343 | 43 | 4 | 2,890 | 4,090 |
| Apr | 1,058 | 43 | 1,382 | 565 | 497 | 352 | 40 | 4 | 2,796 | 3,940 |
| May | 1,088 | 42 | 1,410 | 569 | 498 | 336 | 39 | 4 | 2,813 | 3,985 |
| Jun | 1,048 | 40 | 1,358 | 477 | 453 | 160 | 37 | 3 | 2,448 | 3,577 |
| Jul | 1,114 | 43 | 1,435 | 484 | 463 | 142 | 40 | 4 | 2,524 | 3,725 |
| Aug | 1,107 | 45 | 1,435 | 534 | 475 | 260 | 39 | 4 | 2,703 | 3,897 |
| Sep | 1,069 | 44 | 1,381 | 577 | 474 | 379 | 38 | 6 | 2,812 | 3,969 |
| Oct | 1,131 | 47 | 1,417 | 629 | 498 | 392 | 42 | 19 | 2,936 | 4,176 |
| Nov | 1,107 | 46 | 1,361 | 585 | 472 | 308 | 45 | 48 | 2,727 | 3,973 |
| Dec | 1,189 | 50 | 1,431 | 609 | 481 | 296 | 47 | 55 | 2,817 | 4,159 |
| Ann | 13,234 | 539 | 16,982 | 6,757 | 5,877 | 3,634 | 489 | 160 | 33,250 | 47,672 |

Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, for 2015

| Month | Organic Production Practices | | | | | | | Total Milk Products |
|-------|------------------------------|-----------------------|-------------------|----------------------|----------------------|---------------------------|------------------------|---------------------|
| | 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 | |
| | <i>(million pounds)</i> | | | | | | | |
| Jan | 68 | 60 | 39 | 32 | 11 | 0 | 142 | 210 |
| Feb | 63 | 60 | 36 | 29 | 9 | 0 | 135 | 199 |
| Mar | | | | | | | | |
| Apr | | | | | | | | |
| May | | | | | | | | |
| Jun | | | | | | | | |
| Jul | | | | | | | | |
| Aug | | | | | | | | |
| Sep | | | | | | | | |
| Oct | | | | | | | | |
| Nov | | | | | | | | |
| Dec | | | | | | | | |
| Ann | 131 | 120 | 75 | 61 | 20 | 0 | 277 | 408 |

Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, for 2014

| Month | Organic Production Practices | | | | | | | Total Milk Products |
|-------|------------------------------|-----------------------|-------------------|----------------------|----------------------|---------------------------|------------------------|---------------------|
| | 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 | |
| | <i>(million pounds)</i> | | | | | | | |
| Jan | 60 | 67 | 43 | 38 | 8 | 1 | 156 | 216 |
| Feb | 56 | 58 | 38 | 33 | 9 | 0 | 139 | 195 |
| Mar | 61 | 60 | 42 | 36 | 12 | 0 | 151 | 212 |
| Apr | 60 | 61 | 39 | 34 | 11 | 0 | 145 | 205 |
| May | 63 | 62 | 41 | 34 | 9 | 0 | 147 | 211 |
| Jun | 59 | 59 | 38 | 33 | 10 | 0 | 140 | 199 |
| Jul | 61 | 65 | 39 | 33 | 7 | 0 | 144 | 205 |
| Aug | 62 | 63 | 38 | 32 | 8 | 0 | 142 | 204 |
| Sep | 63 | 59 | 37 | 32 | 12 | 0 | 140 | 203 |
| Oct | 70 | 63 | 40 | 35 | 15 | 0 | 153 | 223 |
| Nov | 62 | 57 | 38 | 31 | 11 | 0 | 138 | 201 |
| Dec | 69 | 60 | 40 | 33 | 13 | 0 | 148 | 217 |
| Ann | 747 | 736 | 473 | 405 | 127 | 4 | 1,741 | 2,492 |

Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2015

| 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 | 751 | 287 | 248 | 407 | 340 | 375 |
| Feb | 669 | 270 | 221 | 365 | 301 | 338 |
| Mar | | | | | | |
| Apr | | | | | | |
| May | | | | | | |
| Jun | | | | | | |
| Jul | | | | | | |
| Aug | | | | | | |
| Sep | | | | | | |
| Oct | | | | | | |
| Nov | | | | | | |
| Dec | | | | | | |
| Ann | 1419 | 557 | 469 | 773 | 642 | 713 |

Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2015 (Continued)

| Month | Federal Milk Marketing Order Area and Order Number | | | | | | |
|-------|--|---------------------------------|----------------------|--------------------|------------|------------------------|-----------------------|
| | Mideast (FO33) | Pacific Northwest (FO124) | Southwest (FO126) | Arizona (FO131) | California | All Orders Combined | All Areas Combined |
| | <i>(million pounds)</i> | | | | | | |
| Jan | 497 | 173 | 405 | 95 | 499 | 3,578 | 4,077 |
| Feb | 436 | 156 | 349 | 86 | 448 | 3,191 | 3,639 |
| Mar | | | | | | | |
| Apr | | | | | | | |
| May | | | | | | | |
| Jun | | | | | | | |
| Jul | | | | | | | |
| Aug | | | | | | | |
| Sep | | | | | | | |
| Oct | | | | | | | |
| Nov | | | | | | | |
| Dec | | | | | | | |
| Ann | 933 | 329 | 755 | 181 | 947 | 6770 | 7717 |

Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2014

| 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 | 766 | 304 | 254 | 416 | 353 | 392 |
| Feb | 690 | 263 | 222 | 370 | 313 | 346 |
| Mar | 750 | 278 | 238 | 388 | 334 | 362 |
| Apr | 686 | 262 | 229 | 381 | 324 | 353 |
| May | 717 | 266 | 227 | 378 | 329 | 347 |
| Jun | 650 | 245 | 204 | 345 | 288 | 315 |
| Jul | 667 | 261 | 212 | 356 | 304 | 329 |
| Aug | 670 | 272 | 223 | 389 | 307 | 352 |
| Sep | 697 | 269 | 220 | 386 | 328 | 359 |
| Oct | 745 | 286 | 233 | 401 | 343 | 375 |
| Nov | 705 | 271 | 225 | 379 | 323 | 358 |
| Dec | 764 | 283 | 237 | 394 | 338 | 373 |
| Ann | 8,506 | 3,261 | 2,724 | 4,584 | 3,884 | 4,260 |

Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2014 (Continued)

| Month | Federal Milk Marketing Order Area and Order Number | | | | | | |
|-------|--|---------------------------------|----------------------|--------------------|------------|------------------------|-----------------------|
| | Mideast (FO33) | Pacific Northwest (FO124) | Southwest (FO126) | Arizona (FO131) | California | All Orders Combined | All Areas Combined |
| | <i>(million pounds)</i> | | | | | | |
| Jan | 507 | 180 | 403 | 103 | 513 | 3,678 | 4,191 |
| Feb | 444 | 160 | 352 | 90 | 464 | 3,250 | 3,713 |
| Mar | 471 | 171 | 369 | 95 | 503 | 3,455 | 3,958 |
| Apr | 451 | 167 | 370 | 92 | 498 | 3,315 | 3,814 |
| May | 462 | 171 | 374 | 90 | 498 | 3,362 | 3,860 |
| Jun | 411 | 160 | 324 | 83 | 450 | 3,024 | 3,474 |
| Jul | 428 | 161 | 342 | 86 | 468 | 3,147 | 3,616 |
| Aug | 462 | 165 | 354 | 92 | 487 | 3,286 | 3,773 |
| Sep | 454 | 169 | 377 | 91 | 490 | 3,349 | 3,838 |
| Oct | 478 | 178 | 395 | 95 | 516 | 3,531 | 4,047 |
| Nov | 463 | 172 | 378 | 89 | 477 | 3,363 | 3,840 |
| Dec | 486 | 176 | 375 | 96 | 504 | 3,522 | 4,026 |
| Ann | 5,518 | 2,029 | 4,413 | 1,103 | 5,868 | 40,283 | 46,151 |

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 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 includes 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 CDFSA's 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 provide additional comparison for current month and year-to-date figures. The following categories include multiple products:

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

The adjusted total fluid milk products are calculated using data from "Ratios for Adjusting In-Area and California Sales for Variation Due to Calendar Composition for Specified Months" table. Each monthly ratio is applied to both the current and previous year. Therefore, publishing annual monthly ratio will cause revisions to the previous year. For more information on calendar composition and the data used to adjust the figures please go to [An Overview of Calendar Composition of Fluid Milk Sales](#).

Sales of individual fluid milk products, subtotals for conventional and organic, and total fluid milk products are not adjusted using calendar composition.

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 provide additional comparison for current month and year-to-date figures. All markets may not total due to rounding.

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

Dairy Products Mandatory Reporting Program

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Federal Milk Order Information Program

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