Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service	**Dairy Programs**	**Market Information Branch**
EFMS-0315		May 29, 2015

March 2015 Highlights

Total Fluid Products Sales 4.2 billion pounds of packaged fluid milk products were shipped by milk handlers in March 2015. This was 1.7 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 1.8 percent from March 2014 and estimated sales of total organic fluid milk products decreased 0.8 percent from a year earlier.

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

Product Name	Sales		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		*(percent)*	
Conventional Production Practice				
Whole Milk	1,139	3,403	3.1	2.3
Flavored Whole Milk	48	136	-2.1	-0.5
Reduced Fat Milk (2%)	1,339	4,042	-7.4	-7.6
Low Fat Milk (1%)	627	1,860	7.8	7.6
Fat-Free Milk (Skim)	464	1,394	-10.8	-11.0
Flavored Fat-Reduced Milk	353	1,022	2.9	1.4
Buttermilk	45	130	5.9	6.9
Other Fluid Milk Products	4	11	-4.3	-9.1
Total Fat-Reduced Milk	2,782	8,317	-3.7	-4.1
Total Conventional Products Sold	4,018	11,997	-1.8	-2.2
Organic Production Practice				
Whole Milk	69	200	13.4	13.4
Reduced Fat Milk (2%)	58	178	-4.3	-4.0
Low Fat Milk (1%)	38	114	-7.7	-7.4
Fat-Free Milk (Skim)	31	93	-14.0	-13.7
Flavored Fat-Reduced Milk	14	34	12.2	13.5
Other Fluids Milk Products	0	0	-----	-----
Total Fat-Reduced Milk	141	418	-6.3	-6.1
Total Organic Milk Products	211	619	-0.8	-0.7
Total Fluid Milk Products	4,228	12,616	-1.7	-2.2
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***** Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "*An Overview of Calendar Composition of Fluid Milk Sales*."

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

Marketing Area	Order Number	Sales		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		*(percent)*	
Northeast	001	728	2,148	-2.8	-2.6
Appalachian	005	279	835	0.1	-1.2
Florida	006	235	704	-1.3	-1.4
Southeast	007	380	1,153	-2.0	-1.9
Upper Midwest	030	322	964	-3.4	-3.6
Central	032	349	1,062	-3.5	-3.4
Mideast	033	465	1,398	-1.2	-1.7
Pacific Northwest	124	171	500	0.0	-2.0
Southwest	126	378	1,133	2.6	0.8
Arizona	131	94	275	-1.6	-4.7
California	---	488	1,435	-3.0	-3.0
All Orders (Totals)		3,402	10,172	-1.5	-2.0
All Areas (Totals)		3,890	11,607	-1.7	-2.2

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

Month	Conventional	Organic	Total	Total Adjusted for Calendar Composition
	(million pounds)			
Jan	4,222	210	4,432	*
Feb	3,757	199	3,956	*
Mar	4,018	211	4,228	*
Apr				*
May				*
Jun				*
Jul				*
Aug				*
Sep				*
Oct				*
Nov				*
Dec				
Ann	11,997	619	12,616	*

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*."

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

Month	Conventional	Organic	Total	Total Adjusted for Calendar Composition
	(million pounds)			
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	*

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
	(million pounds)									
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	1,139	48	1,339	627	464	353	45	4	2,782	4,018
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann	3,403	136	4,042	1,860	1,394	1,022	130	11	8,317	11,997

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
	(million pounds)									
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.

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

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 Milk	Total Milk Products
	(million pounds)							
Jan	68	60	39	32	11	0	142	210
Feb	63	60	36	29	9	0	135	199
Mar	69	58	38	31	14	0	141	211
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann	200	178	114	93	34	0	418	619

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							
	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	Total Milk Products
	(million pounds)							
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.

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)
	(million pounds)					
Jan	751	287	248	407	340	375
Feb	669	270	221	365	301	338
Mar	728	279	235	380	322	349
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann	2,148	835	704	1,153	964	1,062

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
	(million pounds)						
Jan	497	173	405	95	499	3,578	4,077
Feb	436	156	349	86	448	3,191	3,639
Mar	465	171	378	94	488	3,401	3,890
Apr							
May							
Jun							
Jul							
Aug							
Sep							
Oct							
Nov							
Dec							
Ann	1,398	500	1,133	275	1,435	10,171	11,606

Data may not add due to rounding.

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)
	(million pounds)					
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
	(million pounds)						
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.

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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 CDFA'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

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