



# Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0113

May 3, 2013

## January 2013 Highlights

**Total Fluid Products Sales** (unadjusted) totaled 4.6 billion pounds of packaged fluid milk products shipped by milk handler in January 2013. This was 1.4 percent lower than a year earlier. Estimated sales of total conventional fluid milk products (unadjusted) decreased 2.1 percent from January 2012 and estimated sales of total organic fluid milk products (unadjusted) decreased 1.8 percent from a year earlier.

## Estimated Total U.S. Sales of Fluid Milk Products, for January 2013

Product Name	Sales		Change from:	
	January	Year to Date	Previous Year	Year to Date
	Million Pounds		Percent	
Whole Milk	1,151	1,151	-0.5	-0.5
Flavored Whole Milk	45	45	12.6	12.6
Reduced Fat Milk (2%)	1,551	1,551	0.1	0.1
Low Fat Milk (1%)	626	626	-2.0	-2.0
Fat-Free Milk (Skim)	603	603	-7.5	-7.5
Flavored Fat-Reduced Milk	366	366	-0.8	-0.8
Buttermilk	41	41	6.0	6.0
Total Conventional Milk Products 5/	4,383	4,383	-1.4	-1.4
Organic Whole Milk	51	51	7.2	7.2
Organic Reduced Fat Milk	52	52	-0.3	-0.3
Organic Low Fat Milk	38	38	-7.3	-7.3
Organic Fat-Free Milk (Skim)	38	38	-7.3	-7.3
Organic Flavored Milk	10	10	-18.9	-18.9
Organic Fat-Reduced Milk	138	138	-4.8	-4.8
Total Organic Milk Products	189	189	-1.8	-1.8
Total Fluid Milk Products	4,572	4,572	-1.4	-1.4
Total Fluid Milk Products Adjusted	*	*	*	*

\* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "An Overview of Calendar Composition of Fluid Milk Sales."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, January 2013

Marketing Area	Order Number	Sales		Change from:	
		January	Year to Date	Previous Year	Year to Date
		Million Pounds		Percent	
Northeast	001	764	764	-1.9	-1.9
Appalachian	005	310	310	1.3	1.3
Florida	006	251	251	-1.5	-1.5
Southeast	007	423	423	0.1	0.1
Upper Midwest	030	355	355	-3.1	-3.1
Central	032	393	393	-1.6	-1.6
Mideast	033	513	513	-1.1	-1.1
Pacific Northwest	124	178	178	-6.3	-6.3
Southwest	126	395	395	0.2	0.2
Arizona	131	96	96	-8.0	-8.0
California	---	532	532	-0.5	-0.5

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**Annual Estimated Summary of U.S. Sales of Fluid Milk Products, for 2013**

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	(million pounds)												
Whole Milk	1,151												
Flavored Whole Milk	45												
Reduced Fat Milk (2%)	1,551												
Low Fat Milk (1%)	626												
Fat Free Milk (Skim)	603												
Flavored Fat Reduced Milk	366												
Buttermilk	41												
Total Conventional Milk Products	4,383												
Organic Whole Milk	51												
Organic Reduced Fat Milk	52												
Organic Low Fat Milk	38												
Organic Fat Free Milk (Skim)	38												
Organic Flavored Milk	10												
Organic Fat Reduced Milk Products	138												
Total Organic Milk Products	189												
Total Fluid Milk Products	4,572												
Total Fluid Milk Products (Adj. for Calendar Comp.)		*											

\* 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.](#)" Revised figures are in **bold**.

**Annual Estimated Summary of U.S. Sales of Fluid Milk Products, for 2012**

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	(million pounds)												
Whole Milk	1,157	1,070	1,142	1,074	1,109	1,106	1,119	1,165	1,061	1,147	1,140	1,149	13,439
Flavored Whole Milk	40	40	43	40	41	39	42	47	44	51	50	47	524
Reduced Fat Milk (2%)	1,550	1,421	1,525	1,429	1,465	1,468	1,482	1,562	1,429	1,543	1,513	1,527	17,914
Low Fat Milk (1%)	639	595	634	593	612	538	525	598	597	649	605	577	7,163
Fat Free Milk (Skim)	652	608	644	601	611	579	572	611	581	619	594	585	7,257
Flavored Fat Reduced Milk	369	363	364	348	340	165	146	262	363	411	345	286	3,762
Buttermilk	<b>38</b>	39	41	38	39	38	39	41	37	41	46	43	<b>480</b>
Total Conventional Milk Products	<b>4,445</b>	4,139	4,398	4,125	4,221	3,936	3,927	4,289	4,117	4,483	4,342	4,267	<b>50,689</b>
Organic Whole Milk	48	43	45	43	46	43	43	48	44	50	49	48	550
Organic Reduced Fat Milk	<b>52</b>	50	56	49	52	50	46	55	51	58	55	52	<b>626</b>
Organic Low Fat Milk	41	39	39	36	38	35	36	40	37	41	41	36	459
Organic Fat Free Milk (Skim)	39	36	39	35	38	35	34	38	35	38	37	34	438
Organic Flavored Milk	<b>12</b>	6	6	6	6	6	5	7	5	7	6	5	<b>77</b>
Organic Fat Reduced Milk Products	145	132	140	126	135	126	121	140	129	144	142	126	1,606
Total Organic Milk Products	<b>192</b>	176	185	169	181	170	164	187	174	194	191	174	2,157
Total Fluid Milk Products	<b>4,638</b>	4,315	4,583	4,293	4,401	4,106	4,091	4,477	4,291	4,677	4,533	4,441	<b>52,846</b>
Total Fluid Milk Products (Adj. for Calendar Comp.)		*	*	*	*	*	*	*	*	*	*	*	*

\* 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.](#)" Revised figures are in **bold**.

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**Annual Estimated Summary of U.S. Sales of Fluid Milk Products in Federal Orders and California, by Month for 2013**

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	(million pounds)												
Northeast	764												764
Appalachian	310												310
Florida	251												251
Southeast	423												423
Upper Midwest	355												355
Central	393												393
Mideast	513												513
Pacific Northwest	178												178
Southwest	395												395
Arizona	96												96
California	532												532
<b>Total</b>	<b>4,210</b>												<b>4,210</b>

Revised figures are in **bold**.

**Annual Estimated Summary of U.S. Sales of Fluid Milk Products in Federal Orders and California, by Month for 2012**

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	(million pounds)												
Northeast	779	730	784	720	762	724	704	741	730	798	785	775	9,032
Appalachian	306	286	304	284	291	273	278	303	284	305	300	286	3,500
Florida	255	241	257	240	233	220	220	240	223	244	243	239	2,855
Southeast	423	394	411	386	390	366	369	418	391	421	406	395	4,770
Upper Midwest	366	339	353	336	345	319	316	350	330	362	353	350	4,119
Central	399	371	389	367	369	345	346	394	370	407	393	376	4,526
Mideast	519	481	506	476	484	447	454	495	480	523	504	504	5,873
Pacific Northwest	190	176	190	178	187	177	165	180	177	193	186	172	2,171
Southwest	394	365	380	363	377	335	336	376	366	398	384	366	4,440
Arizona	105	93	102	97	94	88	89	98	94	100	98	97	1,155
California	535	495	541	504	516	484	488	522	505	551	518	525	6,184
<b>Total</b>	<b>4,271</b>	<b>3,971</b>	<b>4,217</b>	<b>3,951</b>	<b>4,048</b>	<b>3,778</b>	<b>3,765</b>	<b>4,117</b>	<b>3,950</b>	<b>4,302</b>	<b>4,170</b>	<b>4,085</b>	<b>48,625</b>

Revised figures are in **bold**.

### **Methodology: Estimated Fluid Milk Products Sales**

**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 in the In-Area Sales Report is subject to audit for up to three years after the month pooled.

## **Terms and Definitions:**

### **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.

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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)

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**Dairy Products Mandatory Reporting Program**

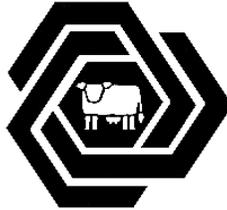
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