



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-1013

December 31, 2013

October 2013 Highlights

Total Fluid Products Sales 4.5 billion pounds of packaged fluid milk products shipped by milk handlers in October 2013. This was 3.5 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 3.6 percent from October 2012 and estimated sales of total organic fluid milk products increased 0.1 percent from a year earlier.

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

Product Name	Sales		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		(percent)	
Conventional Production Practice				
Whole Milk	1,136	10,999	-0.9	-1.4
Flavored Whole Milk	52	466	1.4	9.1
Reduced Fat Milk (2%)	1,498	14,589	-2.9	-1.9
Low Fat Milk (1%)	608	5,774	-6.3	-3.5
Fat-Free Milk (Skim)	560	5,549	-9.5	-8.7
Flavored Fat-Reduced Milk	403	3,110	-1.9	-0.7
Buttermilk	43	403	3.1	3.2
Total Conventional Products Sold	4,300	40,890	-3.6	-2.7
Organic Production Practice				
Whole Milk	56	507	11.5	11.9
Reduced Fat Milk (2%)	59	538	11.9	13.1
Low Fat Milk (1%)	38	375	-6.6	-1.8
Fat-Free Milk (Skim)	36	353	-7.0	-3.6
Flavored Milk	7	94	-59.5	-10.4
Total Fat-Reduced Milk	138	1,366	-4.2	2.3
Total Organic Milk Products	194	1,873	-0.1	4.7
Total Fluid Milk Products	4,494	42,763	-3.5	-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* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[An Overview of Calendar Composition of Fluid Milk Sales.](#)"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, October 2013

Marketing Area	Order Number	Sales		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		(percent)	
Northeast	001	773	7,331	-3.1	-1.9
Appalachian	005	293	2,805	-4.0	-3.7
Florida	006	239	2,323	-2.1	-2.1
Southeast	007	405	3,857	-3.6	-2.8
Upper Midwest	030	350	3,304	-3.3	-3.3
Central	032	385	3,659	-5.5	-2.6
Mideast	033	494	4,680	-5.5	-3.8
Pacific Northwest	124	175	1,731	-9.1	-4.4
Southwest	126	400	3,704	0.3	0.4
Arizona	131	96	929	-4.5	-3.1
California	---	541	5,064	-1.7	-1.4

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

Product Name	January	February	March	April	May	June
	(million pounds)					
Conventional Production Practice						
Whole Milk	1,151	1,031	1,110	1,080	1,106	1,047
Flavored Whole Milk	45	44	46	47	46	40
Reduced Fat Milk (2%)	1,551	1,383	1,488	1,432	1,447	1,379
Low Fat Milk (1%)	626	567	599	603	601	499
Fat Free Milk (Skim)	603	546	581	567	567	513
Flavored Fat Reduced Milk	366	346	334	378	344	165
Buttermilk	41	38	42	39	41	37
Total Conventional Products Sold	4,383	3,955	4,200	4,146	4,152	3,680
Organic Production Practice						
Whole Milk	51	44	49	50	52	47
Reduced Fat Milk (2%)	52	46	52	57	56	51
Low Fat Milk (1%)	38	32	37	36	38	38
Fat Free Milk (Skim)	38	33	36	36	37	33
Flavored Milk	10	9	11	10	12	9
Total Fat Reduced Products	138	121	137	141	143	132
Total Organic Products Sold	189	165	186	191	195	179
Total Fluid Milk Products	4,572	4,120	4,386	4,337	4,347	3,859
Total Fluid Milk Products (Adjusted for Composition)	*	*	*	*	*	*

Revised figures are in **bold**. Data may not add due to rounding.

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

Product Name	July	August	September	October	November	December	Totals
	(million pounds)						
Conventional							
Whole Milk	1,125	1,151	1,063	1,136			10,999
Flavored Whole Milk	43	51	52	52			466
Reduced Fat Milk (2%)	1,477	1,524	1,410	1,498			14,589
Low Fat Milk (1%)	514	573	584	608			5,774
Fat Free Milk (Skim)	529	557	527	560			5,549
Flavored Fat Reduced Milk	149	257	369	403			3,110
Buttermilk	42	42	39	43			403
Total Conventional Products	3,879	4,155	4,044	4,300			40,890
Organic							
Whole Milk	52	54	53	56			507
Reduced Fat Milk (2%)	52	54	59	59			538
Low Fat Milk (1%)	42	38	38	38			375
Fat Free Milk (Skim)	35	36	35	38			353
Flavored Milk	9	12	7	5			94
Total Fat Reduced Products	137	141	139	138			1,366
Total Organic Products	189	195	192	194			1,873
Total Fluid Milk Products	4,068	4,350	4,236	4,494			42,769
Total Fluid Milk Products (Adj. for Calendar Comp.)	*	*					*

Revised figures are in **bold**. 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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Annual Estimated Summary of U.S. Sales of Fluid Milk Products, for 2012

Product Name	January	February	March	April	May	June
	(million pounds)					
Conventional						
Whole Milk	1,157	1,070	1,142	1,074	1,109	1,106
Flavored Whole Milk	40	40	43	40	41	39
Reduced Fat Milk (2%)	1,550	1,421	1,525	1,429	1,465	1,468
Low Fat Milk (1%)	639	595	634	593	612	538
Fat Free Milk (Skim)	652	608	644	602	611	579
Flavored Fat Reduced Milk	369	363	364	348	340	165
Buttermilk	38	38	41	60	39	38
Total Conventional Products	4,445	4,135	4,393	4,122	4,218	3,933
Organic						
Whole Milk	48	43	46	43	46	43
Reduced Fat Milk (2%)	52	45	52	45	47	45
Low Fat Milk (1%)	41	39	39	36	38	35
Fat Free Milk (Skim)	39	36	39	35	38	35
Flavored Milk	12	10	10	9	11	10
Total Fat Reduced Products	145	132	140	126	134	126
Total Organic Products	192	175	185	168	181	169
Total Fluid Milk Products	4,638	4,311	4,579	4,290	4,398	4,102
Total Fluid Milk Products (Adj. for Calendar Comp.)	*	*	*	*	*	*

Revised figures are in **bold**. Data may not add due to rounding.

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

Product Name	July	August	September	October	November	December	Totals
	(million pounds)						
Conventional							
Whole Milk	1,119	1,165	1,061	1,147	1,140	1,149	13,439
Flavored Whole Milk	42	47	44	51	50	47	524
Reduced Fat Milk (2%)	1,482	1,562	1,429	1,543	1,513	1,527	17,914
Low Fat Milk (1%)	525	598	597	649	605	577	7,162
Fat Free Milk (Skim)	572	611	581	619	594	585	7,258
Flavored Fat Reduced Milk	146	262	363	411	345	286	3,762
Buttermilk	39	41	37	41	46	43	479
Total Conventional Products	3,924	4,286	4,113	4,461	4,342	4,267	50,639
Organic							
Whole Milk	43	48	44	50	49	48	551
Reduced Fat Milk (2%)	40	49	48	53	55	52	583
Low Fat Milk (1%)	36	40	37	41	41	36	459
Fat Free Milk (Skim)	34	38	35	38	37	34	438
Flavored Milk	10	13	9	11	6	5	116
Total Fat Reduced Products	121	139	129	144	142	126	1,604
Total Organic Products	164	187	173	194	191	174	2,153
Total Fluid Milk Products	4,088	4,473	4,286	4,654	4,533	4,441	52,793
Total Fluid Milk Products (Adj. for Calendar Comp.)	*	*	*	*	*	*	*

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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	January	February	March	April	May	June
	(million pounds)					
Northeast	764	697	754	736	758	686
Appalachian	310	269	287	282	285	251
Florida	251	228	247	239	233	209
Southeast	423	371	396	389	380	338
Upper Midwest	355	322	338	337	337	296
Central	393	362	375	378	365	321
Mideast	513	463	493	469	466	413
Pacific Northwest	178	167	170	176	180	165
Southwest	395	347	368	381	383	330
Arizona	96	91	96	97	94	84
California	532	478	514	510	520	460
Totals	4,210	3,795	4,038	3,994	4,001	3,553

Revised figures are in **bold**. Data may not add due to rounding.

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

Product Name	July	August	September	October	November	December	Totals
	(million pounds)						
Northeast	703	736	724	773			7,331
Appalachian	269	287	273	293			2,805
Florida	220	233	224	239			2,323
Southeast	365	404	385	405			3,857
Upper Midwest	315	333	323	350			3,304
Central	343	378	359	385			3,659
Mideast	439	467	464	494			4,680
Pacific Northwest	167	178	176	175			1,731
Southwest	348	375	376	400			3,704
Arizona	88	97	92	96			929
California	489	518	503	541			5,064
Totals	3,746	4,006	3,899	4,151			39,393

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

Area	January	February	March	April	May	June
	(million pounds)					
Northeast	779	730	784	720	762	724
Appalachian	306	286	304	284	291	273
Florida	255	241	257	240	233	220
Southeast	423	394	411	386	390	366
Upper Midwest	366	339	353	336	345	319
Central	399	371	389	367	369	345
Mideast	519	481	506	476	484	447
Pacific Northwest	190	176	190	178	187	177
Southwest	394	365	380	363	377	335
Arizona	105	93	102	97	94	88
California	535	494	541	504	516	484
Totals	4,270	3,970	4,217	3,951	4,048	3,778

Revised figures are in **bold**. Data may not add due to rounding.

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

Product Name	July	August	September	October	November	December	Totals
	(million pounds)						
Northeast	704	741	730	798	785	775	9,032
Appalachian	278	303	284	305	300	286	3,500
Florida	220	240	223	244	243	239	2,855
Southeast	369	418	391	421	406	395	4,770
Upper Midwest	316	350	330	362	353	350	4,119
Central	346	394	370	407	393	376	4,526
Mideast	454	495	480	523	504	504	5,873
Pacific Northwest	165	180	177	193	186	172	2,171
Southwest	336	376	366	398	384	366	4,440
Arizona	89	98	94	100	98	97	1,155
California	487	522	504	550	518	525	6,179
Totals	3,764	4,117	3,949	4,301	4,170	4,085	48,620

Revised figures are in **bold**. 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

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