



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0214

April 18, 2014

February 2014 Highlights

Total Fluid Products Sales 4.0 billion pounds of packaged fluid milk products shipped by milk handlers in February 2014. This was 2.1 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 3.0 percent from February 2013 and estimated sales of total organic fluid milk products increased 18.5 percent from a year earlier.

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

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	1,038	2,221	0.7	1.7
Flavored Whole Milk	40	87	-8.7	-1.8
Reduced Fat Milk (2%)	1,361	2,926	-1.6	-0.3
Low Fat Milk (1%)	539	1,147	-5.0	-3.9
Fat-Free Milk (Skim)	490	1,046	-10.2	-9.0
Flavored Fat-Reduced Milk	329	665	-4.8	-6.6
Buttermilk	38	79	2.5	1.3
Other Fluid Milk Products	4	9	---	---
Total Fat-Reduced Milk	2,720	5,784	-4.3	-3.4
Total Conventional Products Sold	3,841	8,180	-3.0	-2.0
Organic Production Practice				
Whole Milk	56	115	27.7	21.6
Reduced Fat Milk (2%)	58	125	26.9	28.2
Low Fat Milk (1%)	38	81	17.1	15.2
Fat-Free Milk (Skim)	33	71	0.9	0.8
Flavored Fat-Reduced Milk	9	17	0.7	-10.0
Other Fluids Milk Products	0	1	---	---
Total Fat-Reduced Milk	129	277	16.4	16.3
Total Organic Milk Products	195	411	18.5	16.2
Total Fluid Milk Products	4,036	8,591	-2.1	-1.2
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* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[An Overview of Calendar Composition of Fluid Milk Sales.](#)"

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

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	690	1,456	-1.0	-0.3
Appalachian	005	263	567	-2.3	-2.1
Florida	006	222	476	-2.5	-0.5
Southeast	007	370	787	-0.1	-0.9
Upper Midwest	030	313	666	-2.6	-1.6
Central	032	346	738	-4.6	-2.3
Mideast	033	444	951	-4.1	-2.6
Pacific Northwest	124	160	340	-3.9	-1.5
Southwest	126	352	755	1.4	1.7
Arizona	131	90	193	-0.7	3.3
California	---	463	976	-3.1	-3.4
All Orders (Totals)		3,250	6,928	-2.0	-0.9
All Areas (Totals)		3,713	7,904	-2.1	-1.2

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Estimated Total U.S. Sales of Fluid Milk Products, for February 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				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				
Ann	8,180	411	8,591	*

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 February 2013

Month	Conventional	Organic	Total	Total Adjusted for Calendar Composition
<i>(million pounds)</i>				
Jan	4,388	189	4,577	*
Feb	3,958	165	4,123	*
Mar	4,200	186	4,386	*
Apr	4,146	191	4,337	*
May	4,152	195	4,347	*
Jun	3,680	179	3,885	*
Jul	3,879	189	4,043	*
Aug	4,155	195	4,335	*
Sep	4,044	192	4,272	*
Oct	4,300	194	4,470	*
Nov	4,197	193	4,372	*
Dec	4,155	199	4,360	*
Ann	49,251	2,267	51,518	*

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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	490	329	38	4	2,720	3,841
Mar										
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann	2,221	87	2,926	1,147	1,046	665	79	9	5,784	8,180

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

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

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	1,151	45	1,551	626	604	366	41	---	---	4,388
Feb	1,031	44	1,383	567	546	346	38	---	---	3,958
Mar	1,110	46	1,488	599	581	334	42	---	---	4,200
Apr	1,080	47	1,432	603	567	378	39	---	---	4,146
May	1,106	46	1,447	601	567	344	41	---	---	4,152
Jun	1,047	40	1,379	499	513	165	37	---	---	3,680
Jul	1,125	43	1,477	514	529	149	42	---	---	3,879
Aug	1,151	51	1,524	573	557	257	42	---	---	4,155
Sep	1,063	52	1,410	584	527	369	39	---	---	4,044
Oct	1,136	52	1,498	608	560	403	43	---	---	4,300
Nov	1,130	55	1,495	586	544	334	53	---	---	4,197
Dec	1,169	50	1,369	680	537	280	70	---	---	4,155
Ann	13,299	571	17,453	7,040	6,632	3,725	527	---	---	49,254

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

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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	148	216
Feb	56	58	38	33	9	0	129	195
Mar								
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann	115	125	81	71	17	1	277	411

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

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

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	51	52	38	38	10	---	127	189
Feb	44	46	32	33	9	---	111	165
Mar	49	52	37	36	11	---	137	186
Apr	50	57	36	36	10	---	141	191
May	52	56	38	37	12	---	143	195
Jun	47	51	38	33	9	---	132	179
Jul	52	52	42	35	9	---	137	189
Aug	54	54	38	36	12	---	141	195
Sep	53	59	38	35	7	---	139	192
Oct	56	59	38	36	5	---	138	194
Nov	55	59	38	35	5	---	138	193
Dec	54	64	39	35	6	---	145	199
Ann	617	661	452	425	105	---	1,629	2,267

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

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Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, February 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						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann	1,456	567	476	787	666	738

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, February 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	463	3,250	3,713
Mar							
Apr							
May							
Jun							
Jul							
Aug							
Sep							
Oct							
Nov							
Dec							
Ann	951	340	755	193	976	6,928	7,904

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

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Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, February 2013

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	764	310	251	423	355	393
Feb	697	269	228	371	322	362
Mar	754	287	247	396	338	375
Apr	736	282	239	389	337	378
May	758	285	233	380	337	365
Jun	686	251	209	338	296	321
Jul	703	269	220	365	315	343
Aug	736	287	233	404	333	378
Sep	724	273	224	385	323	359
Oct	773	293	239	405	350	385
Nov	768	291	237	398	341	379
Dec	772	281	238	391	342	379
Ann	8,871	3,378	2,798	4,645	3,989	4,417

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, February 2013
(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	513	178	395	96	532	3,679	4,211
Feb	463	167	347	91	478	3,315	3,793
Mar	493	170	368	96	514	3,524	4,038
Apr	469	176	381	97	510	3,484	3,994
May	466	180	383	94	520	3,481	4,001
Jun	413	165	330	84	460	3,093	3,553
Jul	439	167	348	88	489	3,257	3,746
Aug	467	178	375	97	518	3,488	4,006
Sep	464	176	376	92	503	3,396	3,899
Oct	494	175	400	96	541	3,610	4,151
Nov	490	178	391	98	508	3,571	4,079
Dec	488	180	382	100	509	3,553	4,062
Ann	5,659	2,090	4,476	1,129	6,082	41,451	47,533

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 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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Dairy Products Mandatory Reporting Program

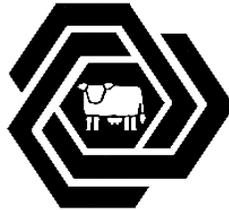
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Federal Milk Order Information Program

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