Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service	**Dairy Programs**	**Market Information Branch**
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September 2014 Highlights

Total Fluid Products Sales 4.2 billion pounds of packaged fluid milk products were shipped by milk handlers in September 2014. This was 1.6 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 1.9 percent from September 2013 and estimated sales of total organic fluid milk products increased 6.0 percent from a year earlier.

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

Product Name	Sales		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		*(percent)*	
Conventional Production Practice				
Whole Milk	1,068	*9,808	0.6	-0.6
Flavored Whole Milk	44	394	-14.8	-4.6
Reduced Fat Milk (2%)	1,380	*12,773	-2.1	-2.5
Low Fat Milk (1%)	576	4,933	-1.3	-4.5
Fat-Free Milk (Skim)	474	4,425	-10.2	-11.4
Flavored Fat-Reduced Milk	379	2,637	2.8	-2.6
Buttermilk	38	355	*-0.7	-1.6
Other Fluid Milk Products	6	37	-----	-----
Total Fat-Reduced Milk	*2,812	*24,770	-2.8	-4.6
Total Conventional Products Sold	*3,969	*35,364	*-1.9	-3.5
Organic Production Practice				
Whole Milk	63	545	*19.7	20.7
Reduced Fat Milk (2%)	59	*555	*0.9	*15.8
Low Fat Milk (1%)	36	354	*-4.7	4.8
Fat-Free Milk (Skim)	32	305	*-7.1	*-3.8
Flavored Fat-Reduced Milk	*12	*88	*76.9	*-2.9
Other Fluids Milk Products	0	3	-----	-----
Total Fat-Reduced Milk	*140	*1,302	*1.1	*6.3
Total Organic Milk Products	*203	*1,851	*6.0	10.0
Total Fluid Milk Products	*4,172	*37,215	*-1.6	-2.9
Total Fluid Milk Products Adjusted	*	*	*	*

* Revised. 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***** Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "*An Overview of Calendar Composition of Fluid Milk Sales*."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 September 2014

Marketing Area	Order Number	Sales		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		*(percent)*	
Northeast	001	697	6,292	-3.8	-4.1
Appalachian	005	269	2,421	-1.4	-3.6
Florida	006	220	2,029	-2.1	-2.6
Southeast	007	386	3,410	0.1	-1.2
Upper Midwest	030	328	2,879	1.6	-2.5
Central	032	359	3,154	0.0	*-3.7
Mideast	033	454	4,091	-2.0	*-2.3
Pacific Northwest	124	*169	*1,503	*-4.1	*-3.4
Southwest	126	376	3,264	*0.3	*-1.2
Arizona	131	90	822	*-1.4	*-1.3
California	---	490	4,371	-2.9	-3.5
All Orders (Totals)		*3,349	*29,867	-1.5	-2.8
All Areas (Totals)		*3,839	*34,238	-1.7	-2.9

* Revised. Data may not add due to rounding.

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				
Nov				
Dec				
Ann	*35,364	*1,851	*37,215	*

* Revised. 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 2013

Month	Conventional	Organic	Total	Total Adjusted for Calendar Composition
	(million pounds)			
Jan	4,388	189	4,577	*
Feb	3,958	165	4,123	*
Mar	4,203	186	4,389	*
Apr	4,149	191	4,340	*
May	4,154	195	4,349	*
Jun	3,683	179	3,862	*
Jul	3,882	189	4,071	*
Aug	4,158	196	4,354	*
Sep	4,048	191	4,239	*
Oct	4,320	194	4,514	*
Nov	4,242	193	4,435	*
Dec	4,217	199	4,416	*
Ann	49,402	2,267	51,669	*

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	490	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	2,795	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	161	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	533	474	260	39	3	*2,703	*3,897
Sep	1,068	44	1,380	576	474	379	38	6	*2,812	*3,969
Oct										
Nov										
Dec										
Ann	*9,808	394	*12,773	4,933	4,425	2,637	355	37	*24,770	*35,364

* Revised. 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
	(million pounds)									
Jan	1,151	45	1,551	626	604	366	41	3	3,148	4,388
Feb	1,031	44	1,383	567	546	346	38	3	2,842	3,958
Mar	1,110	46	1,488	599	581	334	43	3	3,001	4,203
Apr	1,080	47	1,432	603	567	378	39	3	2,980	4,149
May	1,106	46	1,447	601	567	344	41	3	2,958	4,154
Jun	1,047	40	1,379	499	513	165	37	3	2,556	3,683
Jul	1,125	43	1,478	514	530	149	42	3	2,670	3,882
Aug	1,154	51	1,525	575	562	257	42	3	2,919	4,169
Sep	1,066	52	1,409	585	533	368	39	4	2,895	4,056
Oct	1,139	52	1,503	612	565	403	43	20	3,083	4,337
Nov	1,133	55	1,499	588	551	335	53	45	2,972	4,258
Dec	1,172	50	1,533	559	538	283	43	57	2,914	4,236
Ann	13,314	571	17,627	6,929	6,655	3,727	498	152	34,938	49,474

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 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	141	204
Sep	63	*59	36	32	*12	0	*140	*203
Oct								
Nov								
Dec								
Ann	545	*555	354	305	*88	3	*1,302	*1,851

* Revised. 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							
	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	51	52	38	38	10	0	137	189
Feb	44	46	32	33	9	0	120	165
Mar	49	52	37	36	11	0	136	186
Apr	50	57	36	36	10	0	140	191
May	52	56	38	37	12	0	143	195
Jun	47	51	38	33	10	0	132	179
Jul	51	52	42	35	9	0	137	189
Aug	51	52	39	35	11	0	137	189
Sep	49	55	39	34	6	1	134	184
Oct	52	57	38	35	5	1	135	187
Nov	52	58	38	34	5	1	135	187
Dec	53	63	39	35	6	1	143	197
Ann	602	653	453	420	104	6	1,631	2,238

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, 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						
Nov						
Dec						
Ann	6,292	2,421	2,029	3,410	2,879	3,154

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, 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	463	3,250	3,713
Mar	471	171	369	95	503	3,455	3,958
Apr	451	167	370	92	498	3,315	3,813
May	462	171	374	90	498	3,362	3,860
Jun	411	160	324	83	450	3,024	3,475
Jul	428	161	342	86	470	3,147	3,618
Aug	462	*165	354	92	487	3,280	3,767
Sep	454	*169	376	90	490	3,344	3,834
Oct							
Nov							
Dec							
Ann	4,091	*1,503	3,264	822	4,371	*29,867	*34,238

* Revised. Data may not add due to rounding.

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

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	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	3,376	2,797	4,646	3,988	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, for 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
	(million pounds)						
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	3,523	4,038
Apr	469	176	381	97	510	3,483	3,993
May	466	180	383	94	520	3,482	4,001
Jun	413	165	330	84	461	3,093	3,553
Jul	439	167	348	88	490	3,256	3,746
Aug	467	178	375	97	522	3,487	4,010
Sep	464	176	376	92	505	3,396	3,901
Oct	494	175	400	96	551	3,611	4,163
Nov	490	178	391	98	518	3,572	4,089
Dec	488	180	382	100	526	3,552	4,078
Ann	5,659	2,089	4,477	1,128	6,127	41,448	47,575

Revised figures are in **bold**. 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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