



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0115

March 20, 2015

January 2015 Highlights

Total Fluid Products Sales 4.4 billion pounds of packaged fluid milk products were shipped by milk handlers in January 2015. This was 3.2 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 3.0 percent from January 2014 and estimated sales of total organic fluid milk products decreased 7.4 percent from a year earlier.

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

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	1,189	1,189	0.6	0.6
Flavored Whole Milk	45	45	-5.6	-5.6
Reduced Fat Milk (2%)	1,430	1,430	-8.6	-8.6
Low Fat Milk (1%)	655	655	7.6	7.6
Fat-Free Milk (Skim)	493	493	-11.2	-11.2
Flavored Fat-Reduced Milk	350	350	4.3	4.3
Buttermilk	43	43	5.8	5.8
Other Fluid Milk Products	4	4	-3.6	-3.6
Total Fat-Reduced Milk	2,928	2,928	-4.5	-4.5
Total Conventional Products Sold	4,209	4,209	-3.0	-3.0
Organic Production Practice				
Whole Milk	66	66	10.3	10.3
Reduced Fat Milk (2%)	59	59	-12.2	-12.2
Low Fat Milk (1%)	39	39	-10.4	-10.4
Fat-Free Milk (Skim)	32	32	-16.6	-16.6
Flavored Fat-Reduced Milk	10	10	-22.2	-22.2
Other Fluids Milk Products	0	0	----	----
Total Fat-Reduced Milk	139	139	-11.0	-11.0
Total Organic Milk Products	205	205	-5.3	-5.3
Total Fluid Milk Products	4,414	4,414	-3.1	-3.1
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* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[An Overview of Calendar Composition of Fluid Milk Sales.](#)"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, for January 2015

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	751	751	-2.0	-2.0
Appalachian	005	287	287	-5.7	-5.7
Florida	006	248	248	-2.6	-2.6
Southeast	007	407	407	-2.2	-2.2
Upper Midwest	030	340	340	-3.5	-3.5
Central	032	373	373	-4.8	-4.8
Mideast	033	496	496	-2.1	-2.1
Pacific Northwest	124	164	164	-8.8	-8.8
Southwest	126	402	402	-0.3	-0.3
Arizona	131	94	94	-9.1	-9.1
California	---	499	499	-2.8	-2.8
All Orders (Totals)		3,562	3,562	-3.2	-3.2
All Areas (Totals)		4,061	4,061	-3.1	-3.1

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

Month	Conventional	Organic	Total	Total Adjusted for Calendar Composition
<i>(million pounds)</i>				
Jan	4,209	205	4,414	*
Feb				*
Mar				*
Apr				*
May				*
Jun				*
Jul				*
Aug				*
Sep				*
Oct				*
Nov				*
Dec				*
Ann	4,209	205	4,414	*

Data may not add due to rounding.

* Total Fluid Milk Products Adjusted for Calendar Composition will not be published until the release of "[Annual 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
<i>(million pounds)</i>				
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	3,891	204	4,095	*
Sep	3,967	200	4,167	*
Oct	4,167	215	4,382	*
Nov	3,966	201	4,167	*
Dec	4,155	210	4,365	*
Ann	47,643	2,474	50,118	*

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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
	<i>(million pounds)</i>									
Jan	1,189	45	1,430	655	493	350	43	4	2,928	4,209
Feb										
Mar										
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann	1,189	45	1,430	655	493	350	43	4	2,928	4,209

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
	<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	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	1,105	45	1,431	533	474	260	39	4	2,698	3,891
Sep	1,068	44	1,380	576	474	379	38	6	2,810	3,967
Oct	1,129	47	1,414	628	496	391	42	19	2,930	4,167
Nov	1,105	46	1,358	585	472	308	45	48	2,722	3,966
Dec	1,188	50	1,429	608	481	296	47	55	2,815	4,155
Ann	13,227	538	16,970	6,753	5,874	3,633	489	159	33,230	47,643

Data may not add due to rounding.

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

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	66	59	39	32	10	0	139	205
Feb								
Mar								
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann	66	59	39	32	10	0	139	205

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							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	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	61	36	32	8	0	138	200
Oct	68	56	40	34	17	0	146	215
Nov	62	57	38	31	11	0	138	201
Dec	67	58	40	32	13	0	143	210
Ann	742	728	472	402	125	4	1,728	2,474

Data may not add due to rounding.

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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)
	<i>(million pounds)</i>					
Jan	751	287	248	407	340	373
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann	751	287	248	407	340	373

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
	<i>(million pounds)</i>						
Jan	496	164	402	94	499	3,562	4,061
Feb							
Mar							
Apr							
May							
Jun							
Jul							
Aug							
Sep							
Oct							
Nov							
Dec							
Ann	496	164	402	94	499	3,562	4,061

Data may not add due to rounding.

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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)
	<i>(million pounds)</i>					
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	374
Nov	705	271	225	379	323	358
Dec	764	283	237	394	338	373
Ann	8,505	3,261	2,724	4,584	3,884	4,257

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
	<i>(million pounds)</i>						
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	159	354	92	487	3,280	3,767
Sep	454	166	376	90	490	3,344	3,834
Oct	478	173	390	93	516	3,515	4,031
Nov	463	166	378	89	477	3,357	3,834
Dec	486	174	369	95	504	3,512	4,016
Ann	5,518	2,007	4,401	1,099	5,868	40,241	46,109

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 CDFAs' 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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