



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

[EFMS-1223](#)

February 20, 2024

December 2023 Highlights

Total Fluid Products Sales 3.7 billion pounds of packaged fluid milk products were shipped by milk handlers in December 2023. This was 2.8 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 3.4 percent from December 2022 and estimated sales of total organic fluid milk products increased 6.8 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, December 2023

Product Name	Sales ¹		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,318	14,967	-1.1	1.0
Flavored Whole Milk	63	752	9.2	-0.9
Reduced Fat Milk (2%)	1,049	12,213	-7.9	-4.0
Low Fat Milk (1%)	368	4,486	-0.8	-3.2
Fat Free Milk (Skim)	167	2,073	-12.0	-8.8
Flavored Fat-Reduced Milk	240	3,194	-4.8	-5.1
Buttermilk	39	450	-3.4	-0.3
Other Fluid Milk Products	172	1,655	11.4	18.1
Total Fat Reduced Milk	1,824	21,967	-6.5	-4.5
Total Conventional Products Sold	3,415	39,790	-3.4	-1.6
Organic Production Practice				
Whole Milk	125	1,412	12.3	4.9
Flavored Whole Milk	1	10	23.0	-36.5
Reduced Fat Milk (2%)	81	921	5.8	-2.7
Low Fat Milk (1%)	21	268	-11.1	-7.4
Fat Free Milk (Skim)	11	145	-12.6	-12.2
Flavored Fat-Reduced Milk	6	76	28.7	-6.5
Other Fluid Milk Products	1	5	50.1	104.2
Total Fat Reduced Milk	119	1,410	1.3	-4.9
Total Organic Milk Products	245	2,836	6.8	-0.3
Total Fluid Milk Products	3,661	42,626	-2.8	-1.5

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, December 2023

Marketing Area	Order Number	Sales ¹		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	590	6,760	-2.3	-2.3
Appalachian	005	268	3,206	-6.0	-3.9
Florida	006	219	2,561	-2.7	-0.5
Southeast	007	305	3,546	-1.3	-2.8
Upper Midwest	030	247	2,923	-3.4	-1.4
Central	032	321	3,669	-1.8	-1.0
Mideast	033	423	5,017	-7.5	-1.2
California	051	410	4,757	-1.3	-1.1
Pacific Northwest	124	137	1,623	-3.4	-3.0
Southwest	126	354	4,114	0.0	0.7
Arizona	131	93	1,038	3.4	2.2
All Orders (Totals) ¹		3,368	39,216	-2.8	-1.5

¹ Data may not add due to rounding.

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Estimated Total U.S. Sales of Fluid Milk Products, 2023

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,528	258	3,786
Feb	3,149	218	3,367
Mar	3,509	256	3,765
Apr	3,178	219	3,397
May	3,345	238	3,583
Jun	3,064	224	3,288
Jul	3,020	230	3,249
Aug	3,318	247	3,565
Sep	3,319	228	3,547
Oct	3,473	242	3,715
Nov	3,473	231	3,705
Dec	3,415	245	3,661
Ann ¹	39,790	2,836	42,626

¹ Data may not add due to rounding.

Estimated Total U.S. Sales of Fluid Milk Products, 2022

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,562	246	3,808
Feb	3,251	225	3,476
Mar	3,539	253	3,792
Apr	3,399	240	3,639
May	3,333	244	3,576
Jun	3,097	234	3,331
Jul	3,070	228	3,298
Aug	3,390	241	3,631
Sep	3,343	238	3,580
Oct	3,441	237	3,678
Nov	3,463	230	3,693
Dec	3,537	230	3,767
Ann ¹	40,425	2,846	43,270

¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2023

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 ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,294	56	1,097	401	193	328	38	120	2,019	3,528
Feb	1,158	48	971	360	173	301	34	103	1,806	3,149
Mar	1,289	64	1,081	407	192	316	40	120	1,996	3,509
Apr	1,176	57	975	366	173	286	35	111	1,800	3,178
May	1,240	72	1,022	393	184	284	38	112	1,883	3,345
Jun	1,226	60	994	329	164	140	37	114	1,627	3,064
Jul	1,225	62	981	319	160	119	36	117	1,580	3,020
Aug	1,275	71	1,026	375	168	238	39	126	1,807	3,318
Sep	1,219	63	984	384	167	317	34	150	1,853	3,319
Oct	1,259	64	1,006	401	171	342	37	192	1,920	3,473
Nov	1,289	73	1,024	384	161	283	43	218	1,852	3,473
Dec	1,318	63	1,049	368	167	240	39	172	1,824	3,415
Ann ¹	14,967	752	12,213	4,486	2,073	3,194	450	1,655	21,967	39,790

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2022

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 ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,280	67	1,120	418	206	327	36	109	2,071	3,562
Feb	1,156	66	1,014	387	188	308	35	96	1,897	3,251
Mar	1,263	73	1,095	427	205	342	40	95	2,070	3,539
Apr	1,208	71	1,049	405	195	322	37	114	1,970	3,399
May	1,193	69	1,023	404	194	307	36	107	1,928	3,333
Jun	1,199	59	1,024	338	177	159	36	105	1,698	3,097
Jul	1,207	51	1,030	326	176	143	36	101	1,675	3,070
Aug	1,255	55	1,076	389	186	278	39	112	1,930	3,390
Sep	1,197	52	1,032	396	183	333	36	113	1,944	3,343
Oct	1,263	74	1,037	399	188	308	38	135	1,931	3,441
Nov	1,264	65	1,083	375	187	286	42	161	1,931	3,463
Dec	1,333	57	1,139	371	190	253	40	154	1,952	3,537
Ann ¹	14,818	759	12,721	4,634	2,274	3,366	451	1,402	22,996	40,425

¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2023

Month	Organic Production Practices								
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>								
Jan	125	1	85	27	13	7	0	132	258
Feb	106	1	70	22	13	6	0	111	218
Mar	122	1	83	26	15	8	0	132	256
Apr	110	1	69	20	13	6	0	108	219
May	115	1	80	24	12	7	0	122	238
Jun	112	1	72	22	11	5	1	111	224
Jul	116	1	77	18	12	6	0	112	230
Aug	124	1	79	25	12	7	0	122	247
Sep	113	1	77	21	10	6	0	114	228
Oct	124	1	75	22	12	7	0	116	242
Nov	119	1	74	20	11	5	1	111	231
Dec	125	1	81	21	11	6	1	119	245
Ann ¹	1,412	10	921	268	145	76	5	1,410	2,836

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2022

Month	Organic Production Practices								
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>								
Jan	113	2	84	27	14	6	0	132	246
Feb	104	2	75	24	16	5	0	119	225
Mar	116	2	87	25	15	7	0	134	253
Apr	114	2	79	24	14	7	0	124	240
May	114	2	80	26	14	7	0	127	244
Jun	109	2	78	25	13	7	0	124	234
Jul	108	1	75	22	13	8	0	118	228
Aug	116	1	79	24	13	8	0	124	241
Sep	113	1	79	24	13	8	0	124	238
Oct	116	1	79	20	13	7	0	119	237
Nov	111	1	76	23	12	7	0	119	230
Dec	111	1	76	24	13	5	0	117	230
Ann ¹	1,346	15	946	289	165	82	2	1,482	2,846

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2023

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	591	285	235	319	249	327
Feb	527	250	209	276	234	288
Mar	604	283	231	308	262	320
Apr	532	254	211	277	239	292
May	578	271	213	291	249	304
Jun	537	253	196	275	228	281
Jul	518	252	194	275	225	280
Aug	550	273	212	307	240	313
Sep	562	265	210	296	242	306
Oct	583	276	220	311	254	323
Nov	590	276	212	304	253	314
Dec	590	268	219	305	247	321
Ann ¹	6,760	3,206	2,561	3,546	2,923	3,669

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2022

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	603	295	231	331	267	329
Feb	557	260	214	296	245	297
Mar	605	294	231	321	270	323
Apr	581	275	227	309	259	310
May	581	275	213	295	253	301
Jun	545	261	198	271	227	281
Jul	535	263	194	273	219	283
Aug	561	288	217	312	238	313
Sep	575	273	202	303	241	307
Oct	587	281	203	325	244	318
Nov	581	285	219	304	246	318
Dec	604	285	225	309	256	326
Ann ¹	6,915	3,335	2,575	3,649	2,965	3,705

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2023 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	458	423	143	362	91	3,483
Feb	405	375	126	325	83	3,097
Mar	447	420	142	353	94	3,464
Apr	410	374	127	327	83	3,125
May	430	400	137	339	84	3,296
Jun	368	372	127	308	79	3,025
Jul	368	364	125	303	84	2,989
Aug	403	405	136	356	86	3,279
Sep	416	391	137	349	90	3,264
Oct	443	413	143	362	89	3,417
Nov	446	410	141	377	84	3,408
Dec	423	410	137	354	93	3,368
Ann ¹	5,017	4,757	1,623	4,114	1,038	39,216

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2022 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	439	406	147	368	88	3,503
Feb	410	378	133	326	82	3,198
Mar	439	420	145	353	88	3,489
Apr	418	400	141	343	87	3,348
May	411	408	141	331	82	3,290
Jun	381	381	135	307	78	3,064
Jul	392	369	128	301	77	3,035
Aug	426	409	136	351	89	3,341
Sep	424	401	139	346	82	3,294
Oct	435	412	142	351	86	3,383
Nov	445	413	145	353	89	3,398
Dec	458	416	142	355	90	3,465
Ann ¹	5,079	4,812	1,673	4,084	1,016	39,809

¹ 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), and extrapolating 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 the Agricultural Marketing Service (AMS).

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 Extrapolation

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. The Federal Order In-Area Sales 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 extrapolating the remaining 8 percent of sales from the Federal Order data.

Sales of individual fluid milk products, subtotals for conventional and organic, total fluid milk products, and total fluid milk products are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. The following categories include multiple products:

- Total Conventional Milk Products include conventional whole, flavored whole, reduced fat, lowfat, fat-free, flavored fat-reduced, and buttermilk milk products.
- Organic Fat-Reduced Milk include organic reduced fat, lowfat, fat-free, and flavored fat-reduced.
- Total Organic Milk Products include organic whole, organic fat-reduced, and other miscellaneous milk products.
- Total Fluid Milk Products include total conventional, total organic, and other miscellaneous milk products (i.e. eggnog).

Package Sales of Total Fluid Milk Products in Federal Milk Orders

Package Sales figures are representative of the consumption of fluid milk products in Federal milk marketing areas.

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 provides additional comparison for current month and year-to-date figures. All markets may not add to total due to rounding.

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Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Program, Market Information Branch to contact for additional information. E-mail inquiries may be sent to dpp@usda.gov.

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