Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service	**Dairy Programs**	**Market Information Branch**
EFMS-1116		January 18, 2017

November 2016 Highlights

Total Fluid Products Sales 4.2 billion pounds of packaged fluid milk products were shipped by milk handlers in November 2016. This was 0.4 percent higher than a year earlier. Estimated sales of total conventional fluid milk products decreased 0.2 percent from November 2015 and estimated sales of total organic fluid milk products increased 11.6 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, for November 2016 [1]

Product Name	Sales		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		*(percent)*	
Conventional Production Practice				
Whole Milk	1,225	13,126	5.4	4.7
Flavored Whole Milk	56	561	10.0	7.4
Reduced Fat Milk (2%)	1,304	14,219	-1.0	-2.0
Low Fat Milk (1%)	552	6,202	-5.6	-5.3
Fat-Free Milk (Skim)	373	4,291	-11.2	-11.3
Flavored Fat-Reduced Milk	347	3,493	3.5	2.7
Buttermilk	49	469	2.4	0.0
Other Fluid Milk Products	49	116	6.6	17.1
Total Fat-Reduced Milk	2,576	28,205	-3.0	-3.7
Total Conventional Products Sold	3,955	42,477	-0.2	-1.0
Organic Production Practice				
Whole Milk	85	867	21.8	17.0
Reduced Fat Milk (2%)	70	724	17.5	9.1
Low Fat Milk (1%)	33	392	-1.7	-2.9
Fat-Free Milk (Skim)	24	285	-13.8	-10.3
Flavored Fat-Reduced Milk	10	86	22.2	-8.4
Other Fluids Milk Products	0	2	-----	-----
Total Fat-Reduced Milk	137	1,488	6.1	0.5
Total Organic Milk Products	222	2,357	11.6	6.0
Total Fluid Milk Products	4,177	44,834	0.4	-0.7

Data may not add due to rounding.

[1] The California Department of Food and Agriculture (CDFA) clarified reporting instructions starting in July 2015, for packaged product moving plant to plant prior to ultimate distribution. This improved the accuracy of current numbers, but makes current year to prior years comparisons less accurate, and will overstate any year over year decrease in sales.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for November 2016

Marketing Area	Order Number	Sales		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		*(percent)*	
Northeast	001	706	7,589	-0.2	-1.6
Appalachian	005	276	2,963	0.1	-0.2
Florida	006	234	2,535	1.3	1.7
Southeast	007	389	4,121	1.8	-0.6
Upper Midwest	030	317	3,424	0.0	-0.3
Central	032	359	3,806	1.2	0.4
Mideast	033	461	4,941	0.8	-0.7
Pacific Northwest	124	170	1,823	-0.6	-0.3
Southwest	126	390	4,094	3.8	0.9
Arizona	131	90	969	-1.9	-1.9
California	---	453	4,982	-3.1	-3.0
All Orders (Totals)		3,390	36,266	0.8	-0.4
All Areas (Totals)		3,843	41,247	0.4	-0.7

Estimated Total U.S. Sales of Fluid Milk Products, for 2016

Month	Conventional	Organic	Total
	(million pounds)		
Jan	4,077	218	4,295
Feb	3,830	213	4,043
Mar	3,993	214	4,207
Apr	3,878	213	4,091
May	3,830	217	4,047
Jun	3,565	212	3,777
Jul	3,566	196	3,762
Aug	3,912	218	4,131
Sep	3,911	217	4,128
Oct	3,960	217	4,177
Nov	3,955	222	4,177
Dec			
Ann	42,477	2,357	44,834

Data may not add due to rounding.

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

Month	Conventional	Organic	Total
	(million pounds)		
Jan	4,222	210	4,432
Feb	3,757	199	3,956
Mar	4,017	211	4,228
Apr	3,884	206	4,090
May	3,844	195	4,039
Jun	3,630	199	3,829
Jul	3,717	202	3,918
Aug	3,851	192	4,043
Sep	3,912	207	4,119
Oct	4,126	204	4,330
Nov	3,964	199	4,163
Dec	4,104	214	4,318
Ann	47,028	2,437	49,465

Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, for 2016

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	1,220	47	1,372	615	431	344	42	5	2,763	4,077
Feb	1,142	48	1,257	575	403	361	42	4	2,596	3,830
Mar	1,198	51	1,324	597	417	356	46	4	2,693	3,993
Apr	1,162	49	1,267	585	399	374	39	4	2,624	3,878
May	1,174	49	1,255	575	392	338	41	5	2,561	3,830
Jun	1,175	48	1,250	504	365	177	42	5	2,296	3,565
Jul	1,195	51	1,274	492	360	148	41	5	2,274	3,566
Aug	1,241	54	1,335	558	387	288	44	5	2,568	3,912
Sep	1,186	52	1,288	574	379	381	41	9	2,622	3,911
Oct	1,207	55	1,295	576	384	379	42	22	2,633	3,960
Nov	1,225	56	1,304	552	373	347	49	49	2,576	3,955
Dec										
Ann	13,126	561	14,219	6,202	4,291	3,493	469	116	28,205	42,477

Data may not add due to rounding.

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
	(million pounds)									
Jan	1,193	45	1,436	656	495	350	43	4	2,937	4,222
Feb	1,071	43	1,267	577	435	319	42	3	2,598	3,757
Mar	1,139	48	1,339	627	464	352	45	4	2,782	4,017
Apr	1,102	46	1,278	609	446	359	42	4	2,691	3,884
May	1,109	45	1,274	605	439	328	40	3	2,646	3,844
Jun	1,122	47	1,284	540	418	174	42	3	2,416	3,630
Jul	1,173	47	1,339	540	419	152	43	4	2,450	3,717
Aug	1,155	48	1,332	576	428	268	41	3	2,605	3,851
Sep	1,119	50	1,288	606	427	376	41	6	2,697	3,912
Oct	1,191	53	1,357	630	445	388	43	19	2,821	4,126
Nov	1,162	51	1,316	585	420	335	48	46	2,657	3,964
Dec	1,240	54	1,390	593	427	301	47	51	2,711	4,104
Ann	13,776	577	15,899	7,143	5,263	3,703	516	150	32,009	47,028

Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, for 2016

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	77	68	39	28	6	0	141	218
Feb	75	68	35	28	7	0	138	213
Mar	76	65	36	27	9	0	138	214
Apr	76	64	38	27	7	0	136	213
May	81	66	37	27	7	0	136	217
Jun	78	64	37	26	7	0	134	212
Jul	73	60	33	23	6	0	122	196
Aug	83	68	35	25	7	0	135	218
Sep	82	67	34	26	8	0	135	217
Oct	81	65	35	24	11	0	135	217
Nov	85	70	33	24	10	0	137	222
Dec								
Ann	867	724	392	285	86	2	1,488	2,357

Data may not add due to rounding.

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

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	68	60	39	32	11	0	142	210
Feb	63	60	36	29	9	0	135	199
Mar	69	58	38	31	14	0	141	211
Apr	66	60	38	31	10	0	140	206
May	64	58	37	28	8	0	131	195
Jun	67	60	38	28	7	0	132	199
Jul	69	60	37	28	8	0	133	202
Aug	64	59	36	27	5	0	127	192
Sep	70	65	35	29	7	0	136	207
Oct	70	64	36	27	7	0	133	204
Nov	70	59	34	27	8	0	129	199
Dec	76	66	38	27	7	0	138	214
Ann	817	730	442	345	101	2	1,618	2,437

Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2016

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	723	290	245	404	320	362
Feb	682	266	234	368	321	341
Mar	711	273	244	382	331	357
Apr	689	267	235	369	323	347
May	701	263	220	361	306	337
Jun	657	249	212	342	286	317
Jul	644	252	213	346	282	318
Aug	669	278	231	400	308	358
Sep	699	274	227	382	317	351
Oct	709	275	241	377	314	358
Nov	706	276	234	389	317	359
Dec						
Ann	7,589	2,963	2,535	4,121	3,424	3,806

Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2016 (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	479	171	395	94	468	3,483	3,951
Feb	447	163	365	89	443	3,276	3,720
Mar	460	171	380	94	468	3,402	3,870
Apr	450	159	377	90	456	3,307	3,764
May	454	168	368	86	459	3,264	3,723
Jun	410	156	340	78	427	3,048	3,475
Jul	415	158	332	79	422	3,039	3,461
Aug	455	163	383	90	464	3,337	3,800
Sep	452	169	380	88	459	3,339	3,798
Oct	457	174	384	91	463	3,380	3,843
Nov	461	170	390	90	453	3,390	3,843
Dec							
Ann	4,941	1,823	4,094	969	4,982	36,266	41,247

Data may not add due to rounding.

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)
	(million pounds)					
Jan	751	287	248	407	340	375
Feb	669	270	221	365	301	338
Mar	728	279	235	380	322	349
Apr	689	267	229	373	314	349
May	701	257	220	360	310	330
Jun	679	250	210	347	295	315
Jul	677	263	216	359	296	325
Aug	669	268	228	390	298	341
Sep	697	272	218	384	313	348
Oct	744	281	236	398	329	365
Nov	707	276	231	382	317	355
Dec	745	279	240	387	333	370
Ann	8,457	3,249	2,732	4,534	3,768	4,161

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
	(million pounds)						
Jan	497	173	405	95	499	3,578	4,077
Feb	436	156	349	86	448	3,191	3,639
Mar	465	171	378	94	488	3,401	3,889
Apr	452	164	373	91	461	3,302	3,763
May	444	169	367	88	468	3,247	3,716
Jun	415	158	333	82	437	3,087	3,523
Jul	430	160	345	86	446	3,159	3,605
Aug	450	162	359	92	462	3,258	3,720
Sep	452	170	376	90	468	3,321	3,789
Oct	475	173	395	94	489	3,494	3,984
Nov	457	171	375	92	467	3,362	3,830
Dec	484	176	384	96	480	3,493	3,973
Ann	5,458	2,004	4,442	1,084	5,613	39,895	45,508

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.

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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