Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service	Dairy Programs	Market Information Branch
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August 2015 Highlights

Total Fluid Products Sales 4.0 billion pounds of packaged fluid milk products were shipped by milk handlers in August 2015. This was 1.4 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 1.2 percent from August 2014 and estimated sales of total organic fluid milk products decreased 5.9 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, for August 2015 [1]

Product Name	Sales		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		*(percent)*	
Conventional Production Practice				
Whole Milk	1,155	9,063	4.3	3.7
Flavored Whole Milk	48	369	6.5	5.5
Reduced Fat Milk (2%)	1,332	10,548	-7.2	-7.4
Low Fat Milk (1%)	576	4,730	8.0	8.6
Fat-Free Milk (Skim)	428	3,543	-9.7	-10.3
Flavored Fat-Reduced Milk	268	2,303	3.1	2.0
Buttermilk	41	337	5.8	6.6
Other Fluid Milk Products	3	29	-10.6	-8.2
Total Fat-Reduced Milk	2,605	21,124	-3.6	-3.8
Total Conventional Products Sold	3,851	30,922	-1.2	-1.5
Organic Production Practice				
Whole Milk	64	531	3.4	10.0
Reduced Fat Milk (2%)	59	476	-6.3	-4.1
Low Fat Milk (1%)	36	299	-5.1	-5.8
Fat-Free Milk (Skim)	27	235	-16.1	-14.2
Flavored Fat-Reduced Milk	5	71	-35.0	-5.4
Other Fluids Milk Products	0	1	-----	-----
Total Fat-Reduced Milk	127	1,081	-10.0	-7.0
Total Organic Milk Products	192	1,613	-5.9	-2.1
Total Fluid Milk Products	4,043	32,535	-1.4	-1.5

Data may not add due to rounding.

[1] The California Department of Food and Agriculture (CDFA) clarified reporting instructions 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 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 August 2015

Marketing Area	Order Number	Sales		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		*(percent)*	
Northeast	001	669	5,565	-0.1	-0.6
Appalachian	005	268	2,141	-1.2	-0.5
Florida	006	228	1,807	2.2	-0.2
Southeast	007	390	2,982	0.3	-1.4
Upper Midwest	030	298	2,476	-3.1	-2.9
Central	032	341	2,723	-3.1	-2.6
Mideast	033	450	3,590	-2.7	-1.3
Pacific Northwest	124	162	1,314	-1.9	-1.5
Southwest	126	359	2,911	1.5	0.8
Arizona	131	92	713	-0.9	-2.6
California	---	462	3,709	-5.1	-4.4
All Orders (Totals)		3,258	26,224	-0.9	-1.1
All Areas (Totals)		3,720	26,933	-1.4	-1.5

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	4,018	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			
Oct			
Nov			
Dec			
Ann	30,922	1,613	32,535

Data may not add due to rounding.

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

Month	Conventional	Organic	Total
	(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	4,176	223	4,399
Nov	3,973	201	4,174
Dec	4,159	217	4,376
Ann	47,672	2,492	50,163

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	46	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										
Oct										
Nov										
Dec										
Ann	9,063	369	10,548	4,730	3,543	2,303	337	29	21,124	30,922

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
	(million pounds)									
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	1,107	45	1,435	534	475	260	39	4	2,703	3,897
Sep	1,069	44	1,381	577	474	379	38	6	2,812	3,969
Oct	1,131	47	1,417	629	498	392	42	19	2,936	4,176
Nov	1,107	46	1,361	585	472	308	45	48	2,727	3,973
Dec	1,189	50	1,431	609	481	296	47	55	2,817	4,159
Ann	13,234	539	16,982	6,757	5,877	3,634	489	160	33,250	47,672

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								
Oct								
Nov								
Dec								
Ann	531	476	299	235	71	0	1,081	1,613

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	142	204
Sep	63	59	37	32	12	0	140	203
Oct	70	63	40	35	15	0	153	223
Nov	62	57	38	31	11	0	138	201
Dec	69	60	40	33	13	0	148	217
Ann	747	736	473	405	127	4	1,741	2,492

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						
Oct						
Nov						
Dec						
Ann	5,565	2,141	1,807	2,982	2,476	2,723

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	3,890
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	436	3,086	3,522
Jul	430	160	345	86	446	3,158	3,604
Aug	450	162	359	92	462	3,257	3,719
Sep							
Oct							
Nov							
Dec							
Ann	3,590	1,314	2,911	713	3,709	26,221	29,930

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	745	286	233	401	343	375
Nov	705	271	225	379	323	358
Dec	764	283	237	394	338	373
Ann	8,506	3,261	2,724	4,584	3,884	4,260

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	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	165	354	92	487	3,286	3,773
Sep	454	169	377	91	490	3,349	3,838
Oct	478	178	395	95	516	3,531	4,047
Nov	463	172	378	89	477	3,363	3,840
Dec	486	176	375	96	504	3,522	4,026
Ann	5,518	2,029	4,413	1,103	5,868	40,283	46,151

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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