



# Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0119

March 14, 2019

## January 2019 Highlights

**Total Fluid Products Sales** 4.2 billion pounds of packaged fluid milk products were shipped by milk handlers in January 2019. This was 0.6 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 0.5 percent from January 2018 and estimated sales of total organic fluid milk products decreased 1.3 percent from a year earlier.

## Estimated Total U.S. Sales of Fluid Milk Products, January 2019

Product Name	Sales <sup>1</sup>		Change from:	
	Month	Year to Date	Previous Year <sup>2</sup>	Year to Date <sup>2</sup>
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,351	1,351	2.6	2.6
Flavored Whole Milk	88	88	67.6	67.6
Reduced Fat Milk (2%)	1,300	1,300	-2.3	-2.3
Low Fat Milk (1%)	528	528	-4.0	-4.0
Fat Free Milk (Skim)	312	312	-9.2	-9.2
Flavored Fat-Reduced Milk	336	336	-6.2	-6.2
Buttermilk	35	35	-15.6	-15.6
Other Fluid Milk Products	26	26	613.7	613.7
Total Fat Reduced Milk	2,475	2,475	-4.1	-4.1
Total Conventional Products Sold	3,974	3,974	-0.5	-0.5
Organic Production Practice				
Whole Milk	99	99	5.6	5.6
Reduced Fat Milk (2%)	75	75	-0.2	-0.2
Low Fat Milk (1%)	34	34	-4.3	-4.3
Fat Free Milk (Skim)	18	18	-20.7	-20.7
Flavored Fat-Reduced Milk	6	6	-27.8	-27.8
Other Fluid Milk products	0	0	3,062.1	3,062.1
Total Fat Reduced Milk	133	133	-6.2	-6.2
Total Organic Milk Products	233	233	-1.3	-1.3
Total Fluid Milk Products	4,207	4,207	-0.6	-0.6

<sup>1</sup> Data may not add due to rounding. <sup>2</sup> Year to Date Sales, Change from Previous Year, and Change in Year to Date data are influenced by the shift of California from being administered by the California Department of Food and Agriculture (CDFA) to a Federal order (i.e., changes in product classification, etc.).

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders, January 2019**

Marketing Area	Order Number	Sales <sup>1</sup>		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	688	688	-1.8	-1.8
Appalachian	005	287	287	-3.6	-3.6
Florida	006	246	246	-0.6	-0.6
Southeast	007	386	386	-2.4	-2.4
Upper Midwest	030	300	300	-4.3	-4.3
Central	032	360	360	-1.4	-1.4
Mideast	033	486	486	4.5	4.5
California <sup>2</sup>	051	472	472	5.9	5.9
Pacific Northwest	124	160	160	-3.6	-3.6
Southwest	126	396	396	-1.9	-1.9
Arizona	131	90	90	-3.2	-3.2
All Orders (Totals) <sup>1</sup>		3,870	3,870	-0.6	-0.6

<sup>1</sup> Data may not add due to rounding. <sup>2</sup> The figures for California include data obtained from the California Department of Food and Agriculture (CDFA) for the months of January through October 2018, and prior years. The California Federal Milk Marketing Order became effective November 1, 2018.

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**Estimated Total U.S. Sales of Fluid Milk Products, 2019**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	3,974	233	4,207
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann <sup>1</sup>	3,974	233	4,207

<sup>1</sup> Data may not add due to rounding.

**Estimated Total U.S. Sales of Fluid Milk Products, 2018**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	3,995	236	4,231
Feb	3,515	205	3,720
Mar	3,881	220	4,101
Apr	3,645	211	3,856
May	3,713	219	3,932
Jun	3,391	202	* 3,593
Jul	3,406	208	3,614
Aug	3,728	222	3,950
Sep	3,582	206	3,788
Oct	* 3,893	228	4,121
Nov	3,907	218	* 4,125
Dec	3,827	219	4,046
Ann <sup>1</sup>	44,482	2,593	47,075

\* Revised <sup>1</sup> Data may not add due to rounding.

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**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2019**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>									
Jan	1,351	88	1,300	528	312	336	35	26	2,475	3,974
Feb										
Mar										
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann <sup>1</sup>	1,351	88	1,300	528	312	336	35	26	2,475	3,974

<sup>1</sup> Data may not add due to rounding.

**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2018**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>									
Jan	1,316	52	1,330	549	343	358	41	4	2,582	3,995
Feb	1,145	50	1,148	489	303	340	38	3	2,280	3,515
Mar	1,289	61	1,277	535	333	339	44	3	2,484	3,881
Apr	*1,191	* 59	* 1,174	* 513	311	* 356	39	3	* 2,354	3,645
May	1,230	62	1,193	517	325	340	41	3	2,375	3,713
Jun	1,218	50	1,170	438	290	182	39	3	2,081	3,391
Jul	1,228	52	1,190	432	288	171	40	5	2,081	3,406
Aug	1,282	62	1,242	497	304	295	41	5	2,338	3,728
Sep	1,187	65	1,161	492	293	338	37	9	2,284	3,582
Oct	1,284	65	1,250	* 528	313	* 385	43	25	* 2,476	* 3,893
Nov	1,306	88	1,277	495	308	312	41	80	2,392	3,907
Dec	1,315	81	1,272	476	303	271	38	73	2,321	3,827
Ann <sup>1</sup>	14,990	747	14,683	5,961	3,716	3,688	482	216	28,048	44,482

<sup>1</sup> Data may not add due to rounding.

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**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2019**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>							
Jan	99	75	34	18	6	0	133	233
Feb								
Mar								
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann <sup>1</sup>	99	75	34	18	6	0	133	233

<sup>1</sup> Data may not add due to rounding.

**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2018**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>							
Jan	94	75	36	22	9	0	142	236
Feb	82	66	29	20	8	0	123	205
Mar	90	69	31	21	9	0	130	220
Apr	86	67	30	18	9	0	124	211
May	88	70	34	19	8	0	131	219
Jun	82	65	30	18	7	0	120	202
Jul	85	66	31	18	7	0	123	208
Aug	90	70	33	18	11	0	133	222
Sep	83	66	28	18	10	0	122	206
Oct	93	74	33	19	9	0	135	228
Nov	93	70	29	18	7	1	124	218
Dec	94	70	30	19	6	0	125	219
Ann <sup>1</sup>	1,061	827	375	228	100	1	1,531	2,593

<sup>1</sup> Data may not add due to rounding.

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019**

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	688	287	246	386	300	360
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	688	287	246	386	300	360

<sup>1</sup> Data may not add due to rounding.

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2018**

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	701	298	247	395	313	365
Feb	623	252	216	341	278	323
Mar	707	277	242	375	304	346
Apr	639	261	223	356	293	335
May	673	269	226	355	293	325
Jun	621	249	203	324	270	301
Jul	611	253	208	331	268	306
Aug	644	273	229	376	290	341
Sep	640	261	215	348	272	321
Oct	696	277	233	374	300	354
Nov	679	279	226	372	298	354
Dec	688	268	235	361	288	345
Ann <sup>1</sup>	7,921	3,217	2,702	4,310	3,466	4,016

<sup>1</sup> Data may not add due to rounding.

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**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019 (Continued)**

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined <sup>1</sup>
	<i>(million pounds)</i>					
Jan	486	472	160	396	90	3,870
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	486	472	160	396	90	3,870

<sup>1</sup> Data may not add due to rounding.

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2018 (Continued)**

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51) <sup>1</sup>	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined <sup>2</sup>
	<i>(million pounds)</i>					
Jan	465	<i>446</i>	166	404	93	3,892
Feb	411	<i>398</i>	148	349	83	3,422
Mar	450	<i>448</i>	162	370	92	3,773
Apr	424	<i>417</i>	153	359	88	3,547
May	430	<i>436</i>	158	368	85	3,617
Jun	393	<i>394</i>	148	324	79	3,305
Jul	395	<i>397</i>	148	325	80	3,325
Aug	442	<i>431</i>	154	365	89	3,634
Sep	432	<i>404</i>	154	354	84	3,485
Oct	474	<i>440</i>	166	389	88	3,791
Nov	491	470	160	379	87	3,795
Dec	464	462	161	362	87	3,723
Ann <sup>2</sup>	5,272	5,144	1,879	4,348	1,034	43,309

<sup>1</sup> January to October 2018 data in *italics* was obtained from the California Department of Food and Agriculture. The California Federal Milk Marketing Order became effective November 1, 2018. <sup>2</sup> Data may not add due to rounding. The January through October data in *italics* includes California area data obtained from the California Department of Food and Agriculture. The November and December 2018 data reflects All Orders Combined.

**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 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 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.

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## 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. 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 interpolating 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 Programs, Market Information Branch to contact for additional information. E-mail inquiries may be sent to [dpp@ams.usda.gov](mailto:dpp@ams.usda.gov).

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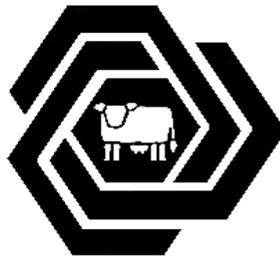
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