



# Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0117

March 14, 2017

## January 2017 Highlights

**Total Fluid Products Sales** 4.3 billion pounds of packaged fluid milk products were shipped by milk handlers in January 2017. This was 0.8 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 1.1 percent from January 2016 and estimated sales of total organic fluid milk products increased 4.7 percent from a year earlier.

## Estimated Total U.S. Sales of Fluid Milk Products, for January 2017

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	1,262	1,262	3.5	3.5
Flavored Whole Milk	52	52	10.1	10.1
Reduced Fat Milk (2%)	1,336	1,336	-2.7	-2.7
Low Fat Milk (1%)	581	581	-5.5	-5.5
Fat-Free Milk (Skim)	380	380	-11.9	-11.9
Flavored Fat-Reduced Milk	373	373	8.4	8.4
Buttermilk	42	42	0.4	0.4
Other Fluid Milk Products	5	5	15.6	15.6
Total Fat-Reduced Milk	2,670	2,670	-3.4	-3.4
Total Conventional Products Sold	4,031	4,031	-1.1	-1.1
Organic Production Practice				
Whole Milk	87	87	12.5	12.5
Reduced Fat Milk (2%)	71	71	3.9	3.9
Low Fat Milk (1%)	35	35	-9.4	-9.4
Fat-Free Milk (Skim)	25	25	-10.2	-10.2
Flavored Fat-Reduced Milk	11	11	70.7	70.7
Other Fluids Milk Products	0	0	5.3	5.3
Total Fat-Reduced Milk	142	142	0.5	0.5
Total Organic Milk Products	228	228	4.7	4.7
Total Fluid Milk Products	4,260	4,260	-0.8	-0.8

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 January 2017**

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	705	705	-2.5	-2.5
Appalachian	005	287	287	-1.3	-1.3
Florida	006	246	246	0.3	0.3
Southeast	007	398	398	-1.7	-1.7
Upper Midwest	030	319	319	-0.1	-0.1
Central	032	371	371	2.3	2.3
Mideast	033	469	469	-2.2	-2.2
Pacific Northwest	124	173	173	1.4	1.4
Southwest	126	398	398	0.8	0.8
Arizona	131	91	91	-3.1	-3.1
California	---	464	464	-0.9	-0.9
All Orders (Totals)		3,455	3,455	-0.8	-0.8
All Areas (Totals)		3,919	3,919	-0.8	-0.8

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**Estimated Total U.S. Sales of Fluid Milk Products, for 2017**

Month	Conventional	Organic	Total
<i>(million pounds)</i>			
Jan	4,031	228	4,260
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann	4,031	228	4,260

Data may not add due to rounding.

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

Month	Conventional	Organic	Total
<i>(million pounds)</i>			
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	4,087	219	4,306
Ann	46,564	2,576	49,140

Data may not add due to rounding.

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**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, for 2017**

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	1,262	52	1,336	581	380	373	42	5	2,670	4,031
Feb										
Mar										
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann	1,262	52	1,336	581	380	373	42	5	2,670	4,031

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
	<i>(million pounds)</i>									
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	1,309	57	1,384	549	383	304	46	54	2,620	4,087
Ann	14,435	618	15,603	6,752	4,673	3,797	515	170	30,825	46,564

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**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, for 2017**

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	87	71	35	25	11	0	142	228
Feb								
Mar								
Apr								
May								
Jun								
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann	87	71	35	25	11	0	142	228

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							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	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	84	68	34	25	8	0	135	219
Ann	952	792	426	310	94	2	1,622	2,576

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 2017**

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	705	287	246	398	319	371
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann	705	287	246	398	319	371

Data may not add due to rounding.

**Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, for 2017 (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	469	173	398	91	464	3,455	3,919
Feb							
Mar							
Apr							
May							
Jun							
Jul							
Aug							
Sep							
Oct							
Nov							
Dec							
Ann	469	173	398	91	464	3,455	3,919

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 2016**

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	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	735	279	241	395	330	374
Ann	8,324	3,243	2,777	4,517	3,755	4,179

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
	<i>(million pounds)</i>						
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	489	174	393	91	460	3,502	3,961
Ann	5,430	1,997	4,486	1,060	5,441	39,768	45,209

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.

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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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