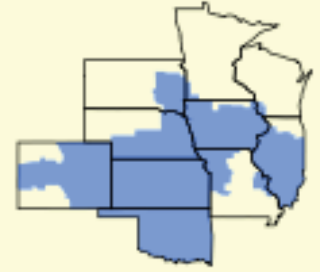


OCTOBER 2017

Marketing Service

Bulletin

Facilitating the efficient marketing of milk and dairy products.



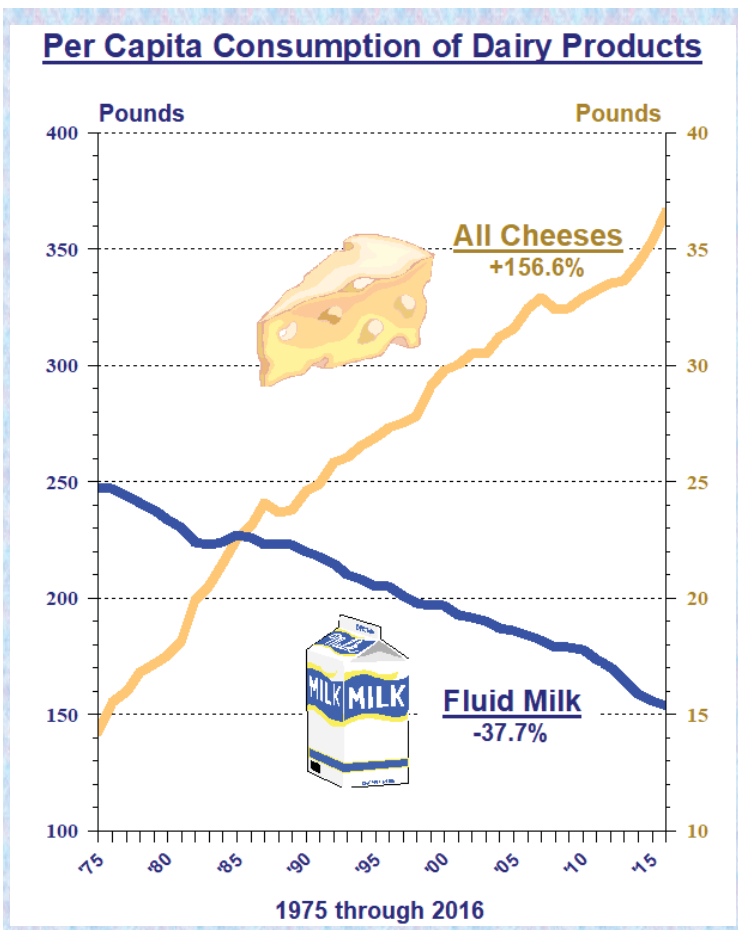
CENTRAL MARKETING AREA

Per Capita Consumption of Selected Dairy Products

Dairy product consumption has changed substantially over the past several decades. These changes have important implications for all involved in the production, processing, and marketing of milk and milk-based products. Particularly noteworthy are the trends in per capita consumption. The graphs in this bulletin depict per capita consumption data for various dairy products from 1975 through 2016*.

A persistent downward trend in per capita consumption of fluid milk products is depicted by the graph below and the upper right graph on page two. Fluid milk consumption decreased by 37.7% per person comparing 2016 with 1975, and has declined by 21.8% since 2000. Per capita consumption of fluid milk during 2016 was 154 pounds, which is 1.3% lower than 2015 and the lowest amount recorded during the 1975 through 2016 time frame.

The downward trend in fluid milk consumption is in sharp contrast to the strong upward trend in cheese consumption indicated by the graph below. To emphasize this point, the milk equivalent of cheese consumption has been greater than fluid milk since the mid 1980's. Cheese consumption per capita in 2016 was 156.6% greater than it was in 1975, and is up 22.8% compared with 2000. Per capita consumption has increased in twenty-seven of the last twenty-eight years, and has declined only twice since 1975. Italian cheese varieties have posted the largest consumption gains comparing 2016 with 1975, increasing by approximately 370.3% on a per capita basis.



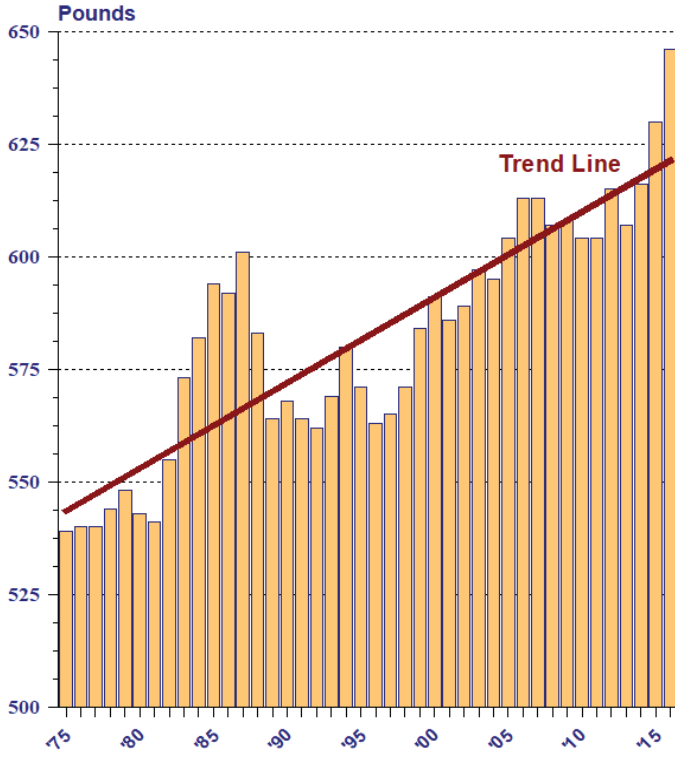
A strong positive trend in per capita consumption of all dairy products is depicted by the top left graph on page two. Consumption of all dairy products on a milk equivalent basis grew by 107 pounds per person (+19.9%), increasing from 539 pounds in 1975 to 646 pounds in 2016. The remaining graphs on pages two and three depict per capita consumption for selected dairy products. Mozzarella posted the largest gain among hard cheeses (+455.5%), with consumption rising from 2.11 pounds per person in 1975 to 11.72 pounds during 2016. Per capita consumption of miscellaneous cheese varieties has also grown substantially (+135.9%), increasing from 2.90 pounds in 1975 to 6.84 pounds during 2016.

Yogurt also posted significant per capita consumption gains during this time frame, as indicated by the bottom left graph on page three. Yogurt consumption increased from 2.0 pounds per person in 1975 to 13.7 pounds in 2016 (+585.0%), although it has decreased during each of the last two years, falling from 14.9 pounds in 2014 to 13.7 pounds in 2016 (-8.1%). Butter consumption, depicted in the bottom right graph on page three, has posted a strong upward trend in recent years. Since 1997, consumption of butter has increased from 4.2 to 5.7 pounds per capita, an increase of 35.7%.

* The source for data in this bulletin is: United States Department of Agriculture, Economic Research Service, Dairy Data Overview. (<http://www.ers.usda.gov/data-products/dairy-data.aspx>) All 2016 data is preliminary.

All Dairy Products

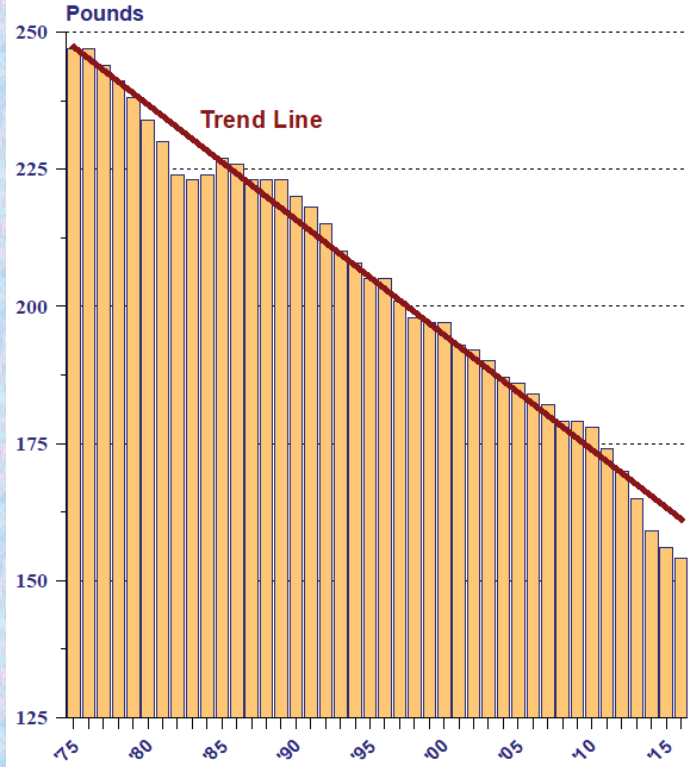
Per Capita Consumption: Milk Equivalent,
Milkfat Basis



1975 through 2016

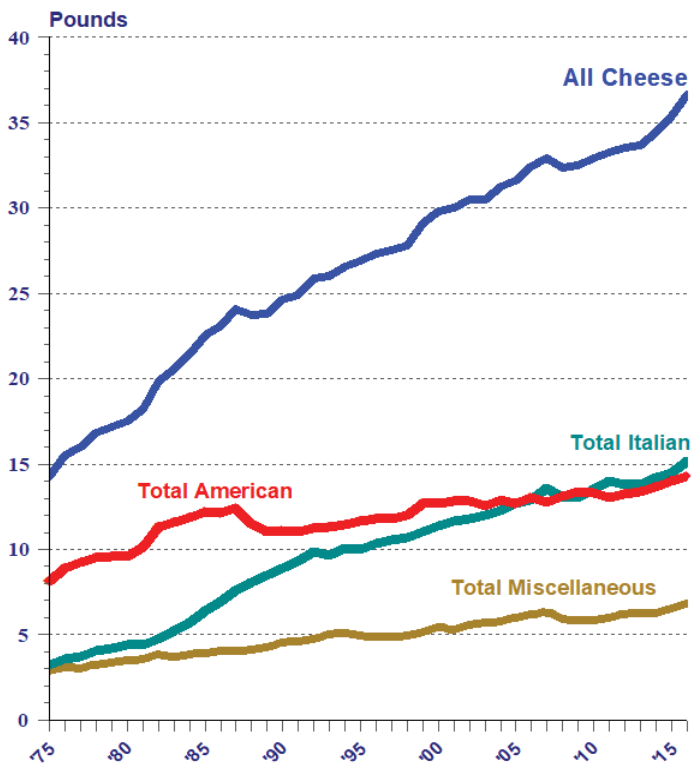
Fluid Milk

Per Capita Consumption



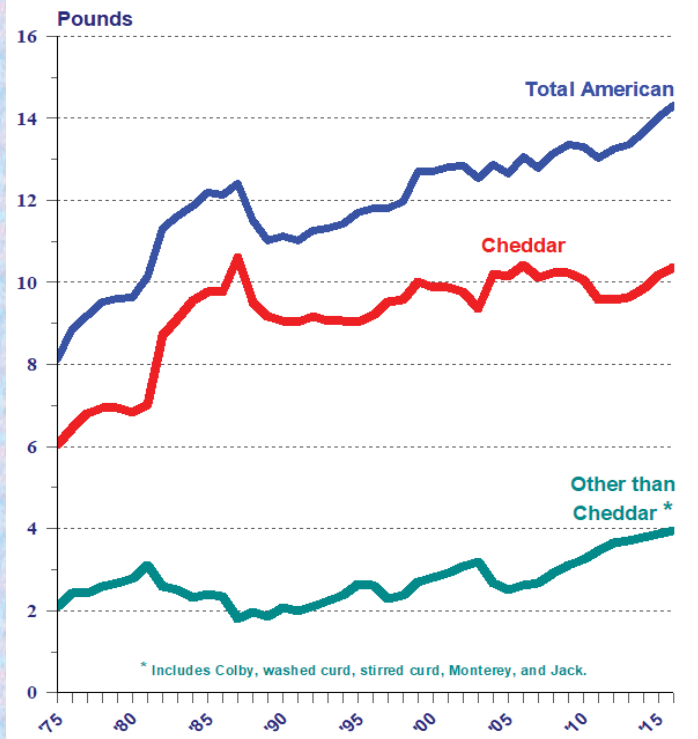
1975 through 2016

Per Capita Consumption of Cheese



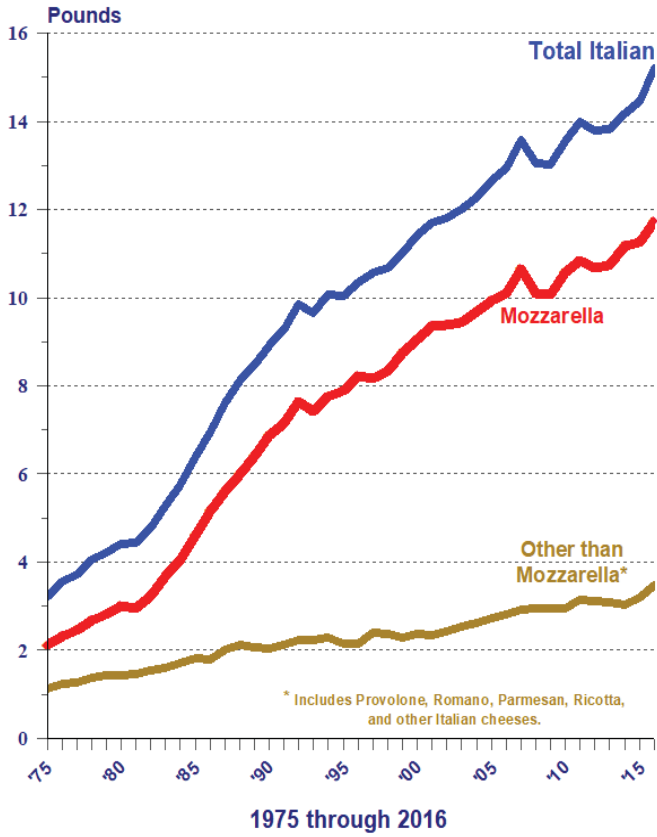
1975 through 2016

Per Capita Consumption of American Cheese

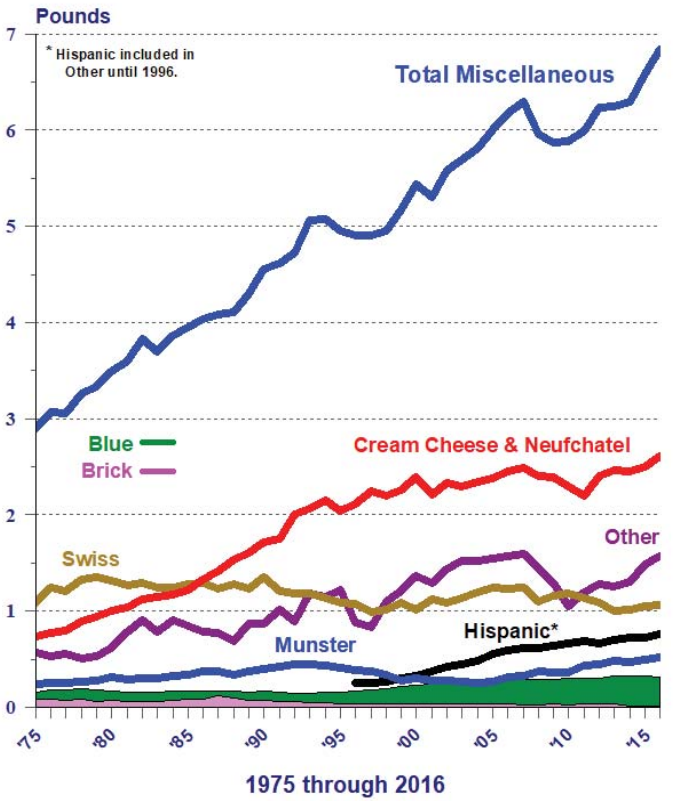


1975 through 2016

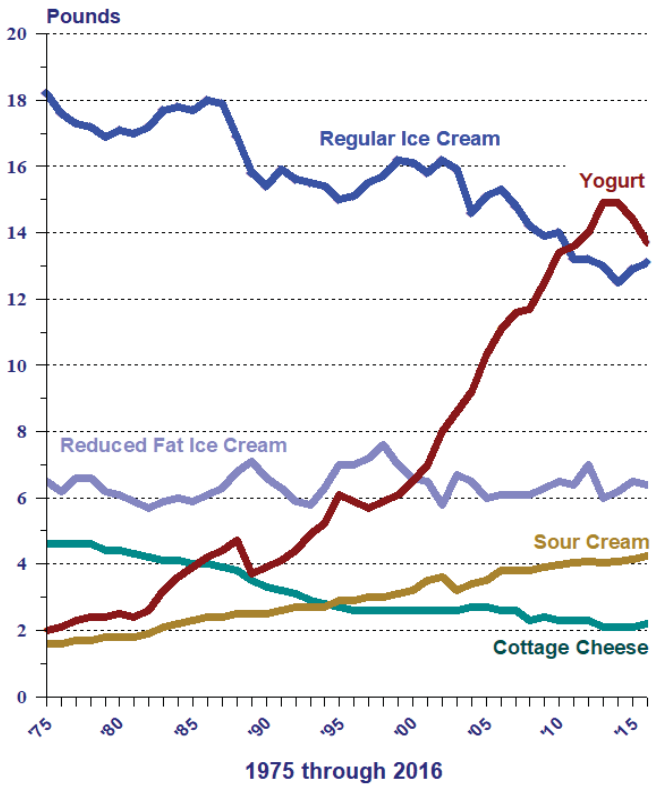
Per Capita Consumption of Italian Cheese



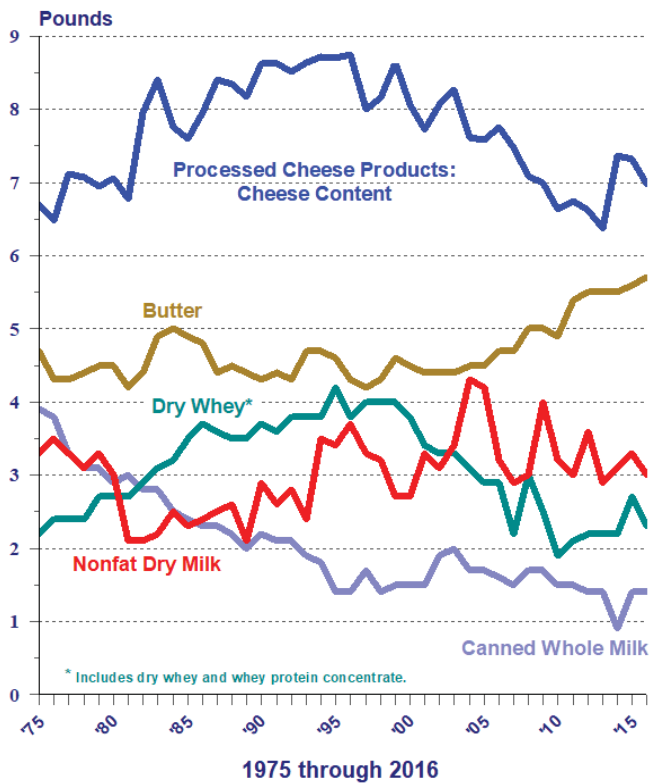
Per Capita Consumption of Miscellaneous Cheeses



Per Capita Consumption of Selected Class II Products



Per Capita Consumption of Miscellaneous Dairy Products





**United States
Department of
Agriculture**

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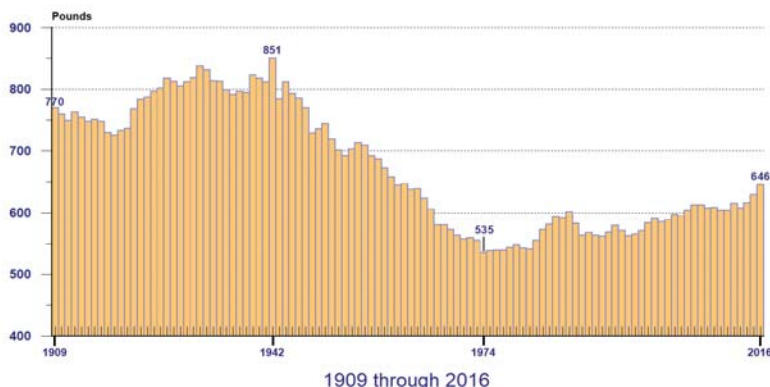
FEDERAL MILK MARKET ADMINISTRATOR
P.O. BOX 14650
SHAWNEE MISSION, KANSAS 66285-4650

FIRST CLASS

Website: www.fmmacentral.com
E-mail: market.administrator@fmmacentral.com
Phone: 913-495-9300

	Statistical Uniform Price		Producer Price Differential		Class I Utilization	
	Sep '17	Aug '17	Sep '17	Aug '17	Sep'17	Aug '17
Northeast	17.89	18.33	1.53	1.76	33.92	31.61
Appalachian	19.06	19.53	-----	-----	72.07	71.62
Florida	21.14	21.43	-----	-----	85.93	84.23
Southeast	19.61	20.02	-----	-----	76.56	77.22
Upper Midwest	16.54	16.80	0.18	0.23	8.41	8.32
Central	16.72	17.13	0.36	0.56	28.79	28.61
Mideast	17.00	17.47	0.64	0.90	33.18	33.08
Pacific Northwest	16.59	17.05	0.23	0.48	22.24	21.01
Southwest	17.58	17.98	1.22	1.41	30.24	28.39
Arizona	16.89	17.40	-----	-----	26.34	27.13

U.S. Per Capita Consumption
All Dairy Products - Milk Equivalent, Milk-Fat Basis



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