



Estimated Fluid Milk Product Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Program

Market Information Branch

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October 2018 Highlights

Total Fluid Products Sales 4.1 billion pounds of packaged fluid milk products were shipped by milk handlers in October 2018. This was 0.3 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 0.6 percent from October 2017 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, October 2018

Product Name	Sales ¹		Change from: ²	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,284	12,367	3.6	1.5
Flavored Whole Milk	65	580	3.8	5.2
Reduced Fat Milk (2%)	1,250	12,131	-1.4	-3.2
Low Fat Milk (1%)	529	4,989	-3.8	-5.3
Fat-Free Milk (Skim)	313	3,105	-8.4	-9.9
Flavored Fat-Reduced Milk	386	3,113	-1.5	-2.6
Buttermilk	43	403	2.0	-2.6
Other Fluid Milk Products	25	63	7.6	-1.4
Total Fat-Reduced Milk	2,478	23,337	-2.8	-4.5
Total Conventional Products Sold	3,895	36,750	-0.6	-2.4
Organic Production Practice				
Whole Milk	93	874	7.1	4.9
Reduced Fat Milk (2%)	74	687	12.9	4.9
Low Fat Milk (1%)	33	316	1.1	-2.5
Fat-Free Milk (Skim)	19	192	-9.1	-14.9
Flavored Fat-Reduced Milk	9	87	-22.8	-14.0
Other Fluid Milk Products	0	0	-8.2	-70.7
Total Fat-Reduced Milk	135	1,282	3.2	-1.8
Total Organic Milk Products	228	2,156	4.7	0.7
Total Fluid Milk Products	4,123	38,906	-0.3	-2.2

¹Data may not add due to rounding. ² Percent change may not calculate due to rounding.

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

Marketing Area	Order Number	Sales ¹		Change from: ²	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	696	6,555	0.4	-2.1
Appalachian	005	277	2,670	-0.9	0.6
Florida	006	233	2,241	-1.0	-1.9
Southeast	007	374	3,577	-1.4	-3.0
Upper Midwest	030	300	2,880	-3.3	-3.4
Central	032	354	3,317	-1.2	-2.9
Mideast	033	474	4,316	4.8	-1.8
Pacific Northwest	124	166	1,557	-2.7	-3.0
Southwest	126	389	3,607	1.4	-1.6
Arizona	131	88	860	-1.5	1.3
California	---	440	4,211	-2.7	-3.7
All Orders (Totals) ¹		3,352	31,582	0.0	-2.0
All Areas (Totals) ¹		3,793	35,793	-0.3	-2.2

¹ Data may not add due to rounding. ² Percent change may not calculate due to rounding.

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

Month	Conventional	Organic	Total ¹
	<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	3,592
Jul	3,406	208	3,614
Aug	3,728	222	3,950
Sep	3,582	206	3,788
Oct	3,895	228	4,123
Nov			
Dec			
Ann ¹	36,750	2,156	38,906

¹ Data may not add due to rounding.

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

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	4,032	228	4,260
Feb	3,589	203	3,792
Mar	3,997	231	4,228
Apr	3,639	201	3,840
May	3,836	226	4,062
Jun	3,538	208	3,746
Jul	3,498	199	3,697
Aug	3,804	218	4,022
Sep	3,805	208	4,013
Oct	3,918	218	4,136
Nov	3,908	222	4,130
Dec	3,919	215	4,134
Ann ¹	45,484	2,577	48,061

¹ 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 ¹	Total Milk Products ¹
	<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	1,188	60	1,170	511	311	363	39	3	2,355	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	529	313	386	43	25	2,478	3,895
Nov										
Dec										
Ann ¹	12,367	580	12,131	4,989	3,105	3,113	403	63	23,337	36,750

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 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 ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,262	52	1,336	582	380	373	42	5	2,670	4,032
Feb	1,120	50	1,178	513	338	346	38	5	2,375	3,589
Mar	1,257	55	1,308	570	372	383	46	5	2,633	3,997
Apr	1,156	55	1,193	515	336	339	39	5	2,384	3,639
May	1,225	58	1,253	546	353	353	43	4	2,504	3,836
Jun	1,221	52	1,236	473	325	188	41	4	2,221	3,538
Jul	1,219	51	1,229	465	321	171	40	3	2,185	3,498
Aug	1,265	59	1,291	518	341	285	43	3	2,435	3,804
Sep	1,222	57	1,241	534	338	368	39	6	2,481	3,805
Oct	1,240	62	1,267	550	342	392	42	23	2,550	3,918
Nov	1,265	56	1,286	520	335	346	48	52	2,488	3,908
Dec	1,305	56	1,319	513	338	292	44	52	2,462	3,919
Ann ¹	14,756	664	15,137	6,299	4,119	3,835	506	168	29,390	45,484

¹ Data may not add due to rounding.

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

Month	Organic Production Practices							Total Milk Products ¹
	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 ¹	
	<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								
Dec								
Ann ¹	874	687	316	192	87	0	1,282	2,156

¹ Data may not add due to rounding.

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

Month	Organic Production Practices							Total Milk Products ¹
	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 ¹	
	<i>(million pounds)</i>							
Jan	87	71	35	25	11	0	142	228
Feb	76	62	32	23	9	0	126	203
Mar	89	70	36	25	11	0	142	231
Apr	78	62	31	21	9	0	123	201
May	88	70	34	24	10	0	138	226
Jun	81	62	34	22	9	0	127	208
Jul	79	61	28	21	10	0	120	199
Aug	86	67	32	22	10	0	131	218
Sep	83	64	30	21	10	0	125	208
Oct	87	65	32	21	12	0	131	218
Nov	89	68	33	22	10	0	133	222
Dec	89	65	32	21	8	0	126	215
Ann ¹	1,011	789	389	268	119	2	1,565	2,577

¹ 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						
Dec						
Ann ¹	6,555	2,670	2,241	3,577	2,880	3,317

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 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	632	250	224	352	285	327
Mar	724	279	246	385	317	364
Apr	643	244	226	356	285	332
May	695	265	228	367	309	343
Jun	646	249	215	343	279	316
Jul	632	252	213	347	277	312
Aug	651	277	230	387	297	352
Sep	676	270	221	373	303	343
Oct	693	280	235	380	310	358
Nov	696	283	233	379	311	354
Dec	714	277	237	376	309	353
Ann ¹	8,108	3,213	2,756	4,443	3,601	4,124

¹ Data may not add due to rounding.

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

Month	Federal Milk Marketing Order Area and Order Number						
	Mideast (FO33)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	California	All Orders Combined ¹	All Areas Combined ¹
	<i>(million pounds)</i>						
Jan	465	166	404	93	446	3,446	3,892
Feb	411	148	349	83	398	3,024	3,422
Mar	450	162	370	92	448	3,325	3,773
Apr	424	153	359	88	417	3,131	3,547
May	430	158	368	85	436	3,181	3,617
Jun	393	148	324	79	394	2,911	3,305
Jul	395	148	325	80	397	2,927	3,325
Aug	442	154	365	89	431	3,203	3,634
Sep	432	154	354	84	404	3,080	3,485
Oct	474	166	389	88	440	3,352	3,793
Nov							
Dec							
Ann ¹	4,316	1,557	3,607	860	4,211	31,582	35,793

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders and California, 2017

Month	Federal Milk Marketing Order Area and Order Number						
	Mideast (FO33)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	California	All Orders Combined ¹	All Areas Combined ¹
	<i>(million pounds)</i>						
Jan	469	173	398	91	464	3,455	3,919
Feb	420	153	349	82	414	3,074	3,488
Mar	469	169	386	90	460	3,430	3,890
Apr	423	156	361	82	424	3,109	3,533
May	447	165	377	85	456	3,281	3,737
Jun	414	155	339	77	414	3,033	3,447
Jul	409	152	322	77	407	2,994	3,401
Aug	451	148	371	90	446	3,254	3,700
Sep	443	163	378	87	436	3,256	3,692
Oct	452	170	384	90	452	3,352	3,805
Nov	458	167	385	89	444	3,355	3,800
Dec	461	165	379	91	441	3,363	3,804
Ann ¹	5,316	1,937	4,430	1,029	5,258	38,957	44,216

¹ 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), 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.

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.

Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Program, Market Information Branch to contact for additional information. E-mail inquiries may be sent to dpp@ams.usda.gov.

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