



# Estimated Fluid Milk Products Sales Report

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United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

[EFMS-0525](#)

July 17, 2025

## May 2025 Highlights

**Total Fluid Products Sales** 3.6 billion pounds of packaged fluid milk products were shipped by milk handlers in May 2025. This was 0.9 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 0.7 percent from May 2024 and estimated sales of total organic fluid milk products decreased 4.0 percent from a year earlier.

## Estimated Total U.S. Sales of Fluid Milk Products, May 2025

Product Name	Sales <sup>1</sup>		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,292	6,395	2.1	0.6
Flavored Whole Milk	67	322	6.3	4.2
Reduced Fat Milk (2%)	941	4,730	-2.7	-4.2
Low Fat Milk (1%)	365	1,824	-5.5	-7.5
Fat Free Milk (Skim)	151	756	-5.3	-5.6
Flavored Fat-Reduced Milk	268	1,429	-8.8	-6.7
Buttermilk	37	181	-2.0	-1.8
Other Fluid Milk Products	191	963	17.8	23.3
Total Fat Reduced Milk	1,725	8,739	-4.5	-5.4
Total Conventional Products Sold	3,312	16,600	-0.7	-1.6
Organic Production Practice				
Whole Milk	140	700	0.9	5.9
Flavored Whole Milk	1	3	3.5	-25.1
Reduced Fat Milk (2%)	78	408	-6.2	2.1
Low Fat Milk (1%)	17	87	-20.3	-18.6
Fat Free Milk (Skim)	11	52	4.4	-7.2
Flavored Fat-Reduced Milk	5	25	-35.2	-25.7
Other Fluid Milk Products	0	2	-46.1	-9.2
Total Fat Reduced Milk	111	572	-9.4	-4.0
Total Organic Milk Products	252	1,278	-4.0	1.1
Total Fluid Milk Products	3,564	17,878	-0.9	-1.4

<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, May 2025**

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	570	2,806	-2.3	-2.5
Appalachian	005	259	1,291	-2.1	-4.4
Florida	006	209	1,076	-2.6	-3.8
Southeast	007	291	1,484	0.1	-0.2
Upper Midwest	030	243	1,206	0.7	0.2
Central	032	292	1,512	-4.2	-3.4
Mideast	033	451	2,252	4.4	3.7
California	051	403	1,982	-2.1	-1.3
Pacific Northwest	124	133	662	0.0	-2.2
Southwest	126	340	1,745	-2.3	-1.7
Arizona	131	88	431	3.2	-4.9
<b>All Orders (Totals) <sup>1</sup></b>		<b>3,279</b>	<b>16,448</b>	<b>-0.9</b>	<b>-1.4</b>

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

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**Estimated Total U.S. Sales of Fluid Milk Products, 2025**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	3,580	276	3,856
Feb	3,133	241	3,374
Mar	3,297	257	3,554
Apr	3,278	251	3,530
May	3,312	252	3,564
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann <sup>1</sup>	16,600	1,278	17,878

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

**Estimated Total U.S. Sales of Fluid Milk Products, 2024**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	3,621	259	3,880
Feb	3,218	235	3,453
Mar	3,352	257	3,609
Apr	3,350	251	3,600
May	3,335	263	3,597
Jun	2,962	234	3,196
Jul	3,136	257	3,393
Aug	3,365	261	3,625
Sep	3,247	249	3,496
Oct	3,511	256	3,767
Nov	3,402	249	3,651
Dec	3,489	270	3,760
Ann <sup>1</sup>	39,988	3,040	43,028

<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, 2025**

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	1,380	61	1,046	391	161	302	37	203	1,899	3,580
Feb	1,197	61	893	339	143	276	33	189	1,652	3,133
Mar	1,266	65	932	365	151	284	38	197	1,731	3,297
Apr	1,260	68	918	364	150	300	36	183	1,732	3,278
May	1,292	67	941	365	151	268	37	191	1,725	3,312
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann <sup>1</sup>	6,395	322	4,730	1,824	756	1,429	181	963	8,739	16,600

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

**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2024**

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	1,364	63	1,085	414	170	312	37	177	1,981	3,621
Feb	1,215	60	944	389	153	302	36	118	1,789	3,218
Mar	1,268	63	982	383	158	288	38	171	1,812	3,352
Apr	1,246	61	961	398	159	336	36	153	1,854	3,350
May	1,265	63	967	386	160	294	38	162	1,806	3,335
Jun	1,198	55	910	306	141	141	33	178	1,498	2,962
Jul	1,286	64	965	322	147	124	36	192	1,558	3,136
Aug	1,298	64	991	363	160	258	36	195	1,772	3,365
Sep	1,207	64	921	369	150	304	34	197	1,744	3,247
Oct	1,308	66	993	394	161	326	40	224	1,874	3,511
Nov	1,287	64	981	358	150	260	43	258	1,750	3,402
Dec	1,359	71	1,014	355	154	239	40	257	1,762	3,489
Ann <sup>1</sup>	15,301	758	11,714	4,438	1,864	3,184	447	2,282	21,200	39,988

<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, 2025**

Month	Organic Production Practices								
	Whole Milk	Flavored 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	149	1	88	20	11	6	0	125	276
Feb	128	0	80	17	10	5	0	112	241
Mar	143	1	81	18	10	5	0	113	257
Apr	140	1	81	15	10	4	0	110	251
May	140	1	78	17	11	5	0	111	252
Jun									
Jul									
Aug									
Sep									
Oct									
Nov									
Dec									
Ann <sup>1</sup>	700	3	408	87	52	25	2	572	1,278

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

**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2024**

Month	Organic Production Practices								
	Whole Milk	Flavored 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	135	1	81	24	12	5	0	122	259
Feb	120	1	76	21	11	5	1	113	235
Mar	137	1	81	21	11	5	0	119	257
Apr	130	1	78	19	11	10	0	119	251
May	139	1	84	21	11	7	0	123	263
Jun	117	1	78	20	10	7	0	115	234
Jul	136	1	81	20	12	6	0	120	257
Aug	137	1	85	20	11	6	0	122	261
Sep	131	1	80	21	10	6	1	117	249
Oct	137	1	82	20	10	5	1	117	256
Nov	131	1	82	19	11	3	2	115	249
Dec	147	1	87	20	10	4	1	121	270
Ann <sup>1</sup>	1,598	11	974	247	131	71	7	1,424	3,040

<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, 2025**

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	593	288	235	327	258	330
Feb	525	242	205	281	227	290
Mar	567	255	217	294	235	298
Apr	552	247	210	292	242	301
May	570	259	209	291	243	292
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	2,806	1,291	1,076	1,484	1,206	1,512

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2024**

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	602	287	239	324	257	340
Feb	551	263	214	288	231	299
Mar	574	269	227	294	237	309
Apr	568	267	224	289	239	312
May	583	264	215	291	241	305
Jun	519	239	197	253	210	272
Jul	548	257	202	282	224	290
Aug	556	271	222	301	234	310
Sep	550	255	208	286	235	299
Oct	590	279	223	306	250	319
Nov	577	267	218	301	246	312
Dec	598	273	220	313	249	321
Ann <sup>1</sup>	6,816	3,192	2,608	3,529	2,851	3,687

<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, 2025 (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	477	415	142	392	90	3,547
Feb	426	371	125	330	83	3,104
Mar	449	403	132	338	83	3,270
Apr	449	391	129	346	87	3,247
May	451	403	133	340	88	3,279
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	2,252	1,982	662	1,745	431	16,448

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2024 (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	474	419	143	387	99	3,570
Feb	388	386	130	341	86	3,177
Mar	449	396	135	342	89	3,320
Apr	428	397	134	359	94	3,312
May	432	411	133	348	86	3,310
Jun	385	359	121	306	79	2,940
Jul	415	374	126	320	83	3,121
Aug	442	404	132	365	98	3,335
Sep	434	396	136	338	79	3,216
Oct	466	423	145	368	98	3,466
Nov	465	400	140	345	88	3,359
Dec	472	427	139	355	91	3,459
Ann <sup>1</sup>	5,249	4,793	1,617	4,174	1,069	39,586

<sup>1</sup> 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 extrapolating 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 Extrapolation**

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

Lorie Cashman  
Economic Division Director  
(202) 313-2702

**Dairy Product Mandatory Reporting Program**

Hripsime Tamrazyan  
Dairy Products Marketing Specialist, Coordinator  
(202) 260-8953

Joshua McNeff  
Dairy Products Marketing Specialist  
(202) 937-4934

Bradley Vierra  
Dairy Products Marketing Specialist  
(817) 313-2131

**Federal Milk Order Information Program**

Joshua McNeff  
Dairy Products Marketing Specialist, Coordinator  
(202) 937-4934

Hripsime Tamrazyan  
Dairy Products Marketing Specialist  
(202) 260-8953

For the most current release, visit AMS Dairy Program's [Dairy Product Mandatory Reporting Program's page](#) or [Milk Marketing Order Statistics page](#).

To receive e-mail notification for Dairy Product Mandatory Reporting Program (DPMRP) reports, please subscribe at this webpage (<https://content.govdelivery.com/accounts/USDAAMS/bulletins/3da2b33>).

To receive e-mail notification for Dairy Product Mandatory Reporting Program (DPMRP) or Federal Milk Marketing Order Statistics (FMMOS) reports, visit My Market News (<https://mymarketnews.ams.usda.gov/>).

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