



Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0621

August 13, 2021

June 2021 Highlights

Total Fluid Products Sales 3.4 billion pounds of packaged fluid milk products were shipped by milk handlers in June 2021. This was 6.7 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 6.9 percent from June 2020 and estimated sales of total organic fluid milk products decreased 3.7 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, June 2021

Product Name	Sales ¹		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,179	7,251	-6.0	-7.9
Flavored Whole Milk	62	393	1.9	12.0
Reduced Fat Milk (2%)	1,043	6,894	-10.8	-5.9
Low Fat Milk (1%)	376	2,601	-10.6	-6.0
Fat Free Milk (Skim)	196	1,263	-12.7	-14.4
Flavored Fat-Reduced Milk	180	1,511	5.3	0.7
Buttermilk	37	220	11.6	8.6
Other Fluid Milk Products	89	562	42.7	50.6
Total Fat Reduced Milk	1,794	12,269	-9.6	-6.1
Total Conventional Products Sold	3,162	20,696	-6.9	-5.4
Organic Production Practice				
Whole Milk	104	635	2.1	-0.3
Reduced Fat Milk (2%)	77	489	-5.9	0.2
Low Fat Milk (1%)	25	162	-16.6	-6.2
Fat Free Milk (Skim)	14	91	-11.8	-9.2
Flavored Fat-Reduced Milk	7	52	20.6	16.4
Other Fluid Milk products	0	0	-97.6	-80.2
Total Fat Reduced Milk	124	794	-8.1	-1.5
Total Organic Milk Products	228	1,429	-3.7	-0.9
Total Fluid Milk Products	3,390	22,126	-6.7	-5.1

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, June 2021

Marketing Area	Order Number	Sales ¹		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	560	3,588	-5.3	-5.7
Appalachian	005	252	1,639	-5.9	-0.4
Florida	006	200	1,273	-3.6	-8.5
Southeast	007	289	1,928	-7.9	-7.0
Upper Midwest	030	227	1,497	-11.6	-10.2
Central	032	279	1,890	-10.1	-4.9
Mideast	033	409	2,682	-1.2	1.0
California	051	383	2,426	-7.9	-7.2
Pacific Northwest	124	134	850	-8.2	-6.4
Southwest	126	314	2,100	-7.3	-4.2
Arizona	131	71	482	-9.7	-4.9
All Orders (Totals) ¹		3,118	20,356	-6.7	-5.1

¹ Data may not add due to rounding.

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Estimated Total U.S. Sales of Fluid Milk Products, 2021

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,617	255	3,872
Feb	3,358	227	3,584
Mar	3,669	255	3,925
Apr	3,478	240	3,718
May	3,412	225	3,637
Jun	3,162	228	3,390
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann ¹	20,696	1,429	22,126

¹ Data may not add due to rounding.

Estimated Total U.S. Sales of Fluid Milk Products, 2020

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	*3,835	*236	*4,071
Feb	*3,492	212	*3,704
Mar	*3,987	255	*4,242
Apr	*3,613	*252	*3,864
May	*3,550	252	*3,803
Jun	3,395	237	3,631
Jul	3,467	*242	*3,709
Aug	3,432	232	3,663
Sep	3,480	237	3,716
Oct	3,733	237	3,969
Nov	3,597	235	3,832
Dec	3,760	253	4,013
Ann ¹	43,341	*2,877	*46,218

* Revised. ¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2021

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	1,291	64	1,200	458	225	248	35	95	2,132	3,617
Feb	1,173	60	1,150	416	203	230	33	93	1,999	3,358
Mar	1,250	72	1,217	469	224	292	41	105	2,202	3,669
Apr	1,181	68	1,152	449	213	290	37	88	2,104	3,478
May	1,177	68	1,131	433	203	272	37	91	2,038	3,412
Jun	1,179	62	1,043	376	196	180	37	89	1,794	3,162
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann ¹	7,251	393	6,894	2,601	1,263	1,511	220	562	12,269	20,696

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2020

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	*1,327	61	*1,229	*493	*266	362	39	*58	*2,350	*3,835
Feb	*1,211	57	*1,112	*444	*245	*333	35	*54	*2,134	*3,492
Mar	*1,461	59	*1,371	*483	*260	*259	33	*61	*2,373	*3,987
Apr	*1,319	56	*1,232	*473	*240	192	30	*70	*2,138	*3,613
May	*1,304	58	*1,211	*454	*239	*184	32	*68	*2,089	*3,550
Jun	1,254	61	1,169	420	224	171	33	63	1,984	3,395
Jul	1,293	62	1,218	407	228	161	34	65	2,013	3,467
Aug	1,258	64	1,181	415	228	181	35	70	2,005	3,432
Sep	1,238	65	1,170	436	225	240	34	72	2,070	3,480
Oct	1,270	73	1,302	465	232	264	36	90	2,263	3,733
Nov	1,254	73	1,224	442	224	228	40	112	2,118	3,597
Dec	1,344	77	1,271	444	234	206	39	146	2,154	3,760
Ann ¹	15,534	765	14,690	5,377	2,845	2,780	421	929	25,692	43,341

* Revised. ¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2021

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 ¹	Total Milk Products ¹
	<i>(million pounds)</i>							
Jan	113	90	28	16	8	0	142	255
Feb	98	78	28	15	8	0	128	227
Mar	112	87	29	16	11	0	143	255
Apr	105	84	26	15	10	0	135	240
May	104	73	25	16	8	0	122	225
Jun	104	77	25	14	7	0	124	228
Jul								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann ¹	635	489	162	91	52	0	794	1,429

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2020

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 ¹	Total Milk Products ¹
	<i>(million pounds)</i>							
Jan	106	77	28	17	8	0	129	*236
Feb	94	71	26	15	6	0	*118	212
Mar	112	86	29	18	10	0	143	255
Apr	110	*85	29	*19	9	0	141	*252
May	113	87	30	16	6	0	139	252
Jun	102	82	30	16	6	0	135	237
Jul	105	*82	30	17	7	0	*137	*242
Aug	103	81	26	15	7	0	129	232
Sep	103	84	26	16	8	0	134	237
Oct	104	83	24	17	8	0	133	237
Nov	104	82	24	16	9	0	131	235
Dec	114	85	28	18	8	0	138	253
Ann ¹	1,269	*986	330	198	92	1	*1,608	*2,877

* Revised. ¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2021

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	623	292	222	335	261	333
Feb	579	267	206	319	245	314
Mar	630	289	223	346	262	339
Apr	596	272	216	326	254	320
May	600	267	206	313	247	304
Jun	560	252	200	289	227	279
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	3,588	1,639	1,273	1,928	1,497	1,890

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020

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	*656	280	*252	*372	*294	*349
Feb	*608	252	*231	*337	*264	*316
Mar	681	299	*256	*386	*299	*358
Apr	640	272	*226	*338	*282	*329
May	631	*274	*220	*327	*272	*326
Jun	591	268	208	313	257	310
Jul	605	278	209	320	259	315
Aug	590	283	206	318	251	316
Sep	603	279	208	318	256	322
Oct	653	286	223	339	274	351
Nov	619	283	219	331	264	335
Dec	661	291	224	344	283	350
Ann ¹	7,536	3,345	2,681	4,042	3,255	3,977

* Revised. ¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2021 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	471	418	148	375	85	3,562
Feb	440	383	136	330	77	3,298
Mar	475	432	149	377	87	3,611
Apr	445	410	141	359	82	3,420
May	442	399	143	345	80	3,346
Jun	409	383	134	314	71	3,118
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	2,682	2,426	850	2,100	482	20,356

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	*459	449	156	*389	91	*3,745
Feb	*420	407	143	*350	81	*3,407
Mar	*482	481	166	*400	95	*3,903
Apr	*449	431	146	*362	81	*3,555
May	*433	430	151	*353	81	*3,498
Jun	414	416	146	339	79	3,341
Jul	433	*417	145	352	80	*3,413
Aug	433	406	142	346	79	3,370
Sep	443	414	147	349	80	3,419
Oct	474	440	153	372	87	3,652
Nov	459	424	151	355	86	3,525
Dec	481	444	155	370	88	3,692
Ann ¹	5,379	*5,160	1,802	4,335	1,009	*42,521

* Revised. 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@usda.gov.

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