



# Estimated Fluid Milk Products Sales Report

United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

EFMS-0620

October 15, 2020

## June 2020 Highlights

**Total Fluid Products Sales** 3.6 billion pounds of packaged fluid milk products were shipped by milk handlers in June 2020. This was 5.4 percent higher than a year earlier. Estimated sales of total conventional fluid milk products increased 4.5 percent from June 2019 and estimated sales of total organic fluid milk products increased 20.2 percent from a year earlier.

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

Product Name	Sales <sup>1</sup>		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
<b>Conventional Production Practice</b>				
Whole Milk	1,254	7,877	4.6	5.7
Flavored Whole Milk	61	351	14.5	-8.1
Reduced Fat Milk (2%)	1,169	7,325	4.9	3.0
Low Fat Milk (1%)	420	2,767	3.7	-3.3
Fat Free Milk (Skim)	224	1,475	-12.8	-13.9
Flavored Fat-Reduced Milk	171	1,501	2.2	-19.6
Buttermilk	33	203	0.3	-3.8
Other Fluid Milk Products	63	373	195.2	163.1
Total Fat Reduced Milk	1,984	13,067	2.1	-3.6
<b>Total Conventional Products Sold</b>	<b>3,395</b>	<b>21,872</b>	<b>4.5</b>	<b>0.6</b>
<b>Organic Production Practice</b>				
Whole Milk	102	637	18.9	17.6
Reduced Fat Milk (2%)	82	488	23.2	19.0
Low Fat Milk (1%)	30	172	30.7	1.6
Fat Free Milk (Skim)	16	100	9.3	5.8
Flavored Fat-Reduced Milk	6	45	-9.7	0.4
Other Fluid Milk products	0	1	1,978.5	58.7
Total Fat Reduced Milk	135	806	21.3	12.0
<b>Total Organic Milk Products</b>	<b>237</b>	<b>1,443</b>	<b>20.2</b>	<b>14.4</b>
<b>Total Fluid Milk Products</b>	<b>3,631</b>	<b>23,315</b>	<b>5.4</b>	<b>1.4</b>

<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, June 2020**

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	591	3,806	0.7	-0.2
Appalachian	005	268	1,645	15.4	5.9
Florida	006	208	1,391	4.1	3.0
Southeast	007	313	2,073	2.2	1.6
Upper Midwest	030	257	1,668	6.2	0.5
Central	032	310	1,988	9.4	2.7
Mideast	033	414	2,657	4.7	1.4
California	051	416	2,615	5.2	-1.2
Pacific Northwest	124	146	908	4.5	0.4
Southwest	126	339	2,192	7.4	2.4
Arizona	131	79	507	7.2	2.5
All Orders (Totals) <sup>1</sup>		3,341	21,450	5.4	1.4

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

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

Month	Conventional	Organic	Total <sup>1</sup>
	<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			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann <sup>1</sup>	21,872	1,443	23,315

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

**Estimated Total U.S. Sales of Fluid Milk Products, 2019**

Month	Conventional	Organic	Total <sup>1</sup>
	<i>(million pounds)</i>		
Jan	*3,977	233	*4,210
Feb	3,452	*198	*3,650
Mar	3,707	*210	3,917
Apr	*3,664	*203	*3,866
May	*3,690	221	*3,911
Jun	3,250	197	3,446
Jul	3,403	217	3,620
Aug	*3,667	*222	*3,889
Sep	3,536	220	3,756
Oct	*3,812	230	*4,042
Nov	*3,787	*221	*4,008
Dec	*3,721	232	3,953
Ann <sup>1</sup>	*43,665	*2,603	*46,269

\* Revised. <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, 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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<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										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann <sup>1</sup>	7,877	351	7,325	2,767	1,475	1,501	203	373	13,067	21,872

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

**Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2019**

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	*1,352	*70	1,300	528	312	*354	35	26	*2,494	*3,977
Feb	1,156	56	1,126	458	275	327	31	23	2,186	3,452
Mar	1,243	79	1,208	490	294	330	37	25	2,323	3,707
Apr	*1,233	*66	*1,178	*488	*285	*353	*37	23	*2,305	*3,664
May	*1,269	58	*1,184	*492	290	*336	38	23	*2,302	*3,690
Jun	1,199	53	1,114	405	257	167	33	21	1,943	3,250
Jul	1,272	57	1,176	410	265	158	38	26	2,009	3,403
Aug	1,293	*60	1,219	469	*275	288	38	25	*2,251	3,667
Sep	1,190	58	1,116	477	265	365	36	30	2,223	3,536
Oct	*1,291	73	*1,199	*504	*277	*382	40	46	*2,362	*3,812
Nov	*1,312	*72	*1,232	*465	*273	*316	*45	*73	*2,285	*3,787
Dec	1,325	74	1,223	451	262	278	40	67	2,214	3,721
Ann <sup>1</sup>	*15,134	*777	*14,276	*5,639	*3,330	*3,653	448	409	*26,897	*43,665

\* Revised. <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, 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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<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								
Aug								
Sep								
Oct								
Nov								
Dec								
Ann <sup>1</sup>	637	488	172	100	45	1	806	1,443

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

**Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2019**

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 <sup>1</sup>	Total Milk Products <sup>1</sup>
	<i>(million pounds)</i>							
Jan	99	75	34	18	6	0	*134	233
Feb	*85	*63	27	15	8	0	*113	*198
Mar	*93	*66	29	*15	7	0	*117	*210
Apr	*88	*63	*28	*16	*7	0	*115	*203
May	*91	*76	28	16	*10	0	*130	*221
Jun	85	67	23	14	7	0	111	197
Jul	95	73	26	16	8	0	122	217
Aug	*98	*75	25	*17	7	0	*125	*222
Sep	97	75	25	16	8	0	123	220
Oct	104	75	28	16	8	0	126	230
Nov	*101	72	25	15	7	0	*120	*221
Dec	103	77	26	18	9	0	*129	232
Ann <sup>1</sup>	*1,139	*857	*325	*192	*91	1	*1,464	*2,603

\* Revised. <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, 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						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	3,806	1,645	1,391	2,073	1,668	1,988

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019**

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	688	287	246	386	300	360
Feb	589	240	219	325	267	311
Mar	658	268	234	*343	*283	*331
Apr	*630	*261	*231	*346	*281	*327
May	*663	265	222	334	285	324
Jun	587	232	199	306	242	283
Jul	608	250	209	327	259	302
Aug	626	*267	*228	*366	*271	330
Sep	621	256	207	339	267	319
Oct	669	*273	229	*362	*288	345
Nov	*661	*271	*225	*352	284	337
Dec	660	271	227	346	281	335
Ann <sup>1</sup>	*7,661	*3,141	*2,676	*4,133	*3,309	*3,904

\* Revised. <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, 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 <sup>1</sup>
	<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						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann <sup>1</sup>	2,657	2,615	908	2,192	507	21,450

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

**Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019 (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	486	*475	160	396	90	*3,873
Feb	417	*422	146	341	79	*3,358
Mar	*446	*448	151	*357	84	*3,604
Apr	*438	*440	*153	*365	*85	*3,557
May	439	*466	154	365	82	*3,598
Jun	395	396	139	316	74	3,171
Jul	406	418	147	328	77	3,330
Aug	*443	449	147	*365	84	*3,578
Sep	424	439	149	356	79	3,455
Oct	*457	468	160	383	84	*3,718
Nov	*448	*493	*155	375	85	*3,687
Dec	452	459	156	364	86	3,636
Ann <sup>1</sup>	*5,252	*5,371	1,817	*4,312	*991	*42,567

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

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**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.



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## 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.

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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).

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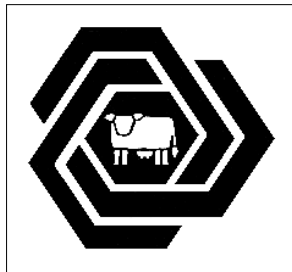
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