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FLUID MILK and CREAM Consumption

in **Northeastern
Marketing Areas**

1940-54

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This report is the seventh under the same or a similar title in the series that was developed by the former Bureau of Agricultural Economics in response to widespread interest in data on the consumption of fluid milk and cream in markets in the Northeast. The series, all mimeographed, was first published in February 1941. It contained data for 16 markets. Subsequent publications were issued in: February 1942, July 1943, February 1945, October 1948, and March 1950. The last issue covered the years up to and including 1949 in most markets. The present issue carries the various series of market data forward from 1940 through 1954 and includes all of the major markets covered in earlier reports except Washington, D. C. Some of the smaller markets previously covered have been dropped because sales data for defined areas are not available. Eight markets have been added. The new areas are Springfield and Worcester, Mass., and six upstate markets in New York.

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FLUID MILK AND CREAM CONSUMPTION IN NORTHEASTERN MARKETING AREAS

1940-54 1/

SUMMARY

This study indicates that sales of fluid milk in major markets in the Northeastern United States have not kept pace since 1947 with increased population. Per capita consumption of fluid milk in these markets, therefore, was at generally lower levels in 1954 than in 1947. However, consumption rates were substantially higher in 1954 than they were in 1940, the first year of the study. The data for these markets indicate that in recent years, 1952-54, sales of fluid milk have tended to keep abreast of population growth and as a result per capita consumption has been rather stable.

The data show that sales of fluid cream expressed as quantities of milk necessary to produce the cream have also declined generally since 1947 and that per capita consumption levels in 1954 were below 1947 levels. In recent years, however, per capita consumption of fluid cream has tended to remain stable or has exhibited only slight declines in most of these markets.

Per capita consumption of fluid milk and fluid cream combined has also been generally stable in recent years in most of these markets. The New York City market, the largest market in this area, is a notable exception. Per capita consumption of fluid milk in this market has declined substantially in recent years. A smaller decline in fluid cream consumption has also occurred in this market.

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INTRODUCTION

Estimates of the consumption of fluid milk and cream in North-eastern marketing areas during the 15 years 1940-54 are presented in this report. Sales are divided by the estimated number of people living in the marketing areas to arrive at the consumption estimates.

The sales data in this report, as in the earlier issues, have been obtained chiefly from State and Federal agencies engaged in regulating milk prices or reporting milk marketing statistics. Data for Allegheny County, Pennsylvania, were supplied by the milk distributing industry, which reported to the Department of Agricultural Economics, Pennsylvania State University. Data for Baltimore, Md., were supplied by the Bureau of Milk Control, Baltimore City Health Department.

In general, the data represent quantities of milk classified for pricing purposes sold as fluid milk or cream in certain defined marketing areas. Actual consumption of fluid milk and cream in the indicated marketing areas was slightly less than the quantities reported but the differences involved were so small that they can be safely ignored. Substantial improvements in the data have been made since World War II. These have resulted in greater detail for several markets in the data on sales of skim and part-skim fluid milk products and more accurate data for the given sales areas.

For two markets, Boston and Philadelphia, two sets of sales data are given. One set shows the pounds of milk classified as Class I for each calendar year. The other set of sales data shows pounds of fluid whole milk, skim and part-skim fluid products, and butterfat in fluid cream and milk and cream mixtures.

POPULATION ESTIMATES

The methods of calculating population for the different marketing areas were discussed in the 1948 and 1950 reports. Reference to either of these reports should be made by those desiring a more complete discussion.

The following tables contain population data derived from three principal sources. These are: (1) 1940 and 1950 Population Censuses for benchmark data for the various marketing areas, (2) Current Population Surveys of the Bureau of the Census for annual estimates 1940-54 for States, (3) estimates for dates not available in the other two sources made by interpolation between 1940-50 benchmark data and extrapolation from 1950 benchmark data.

Table 1. - Estimated annual average populations using purchased milk
in specified Northeastern markets, 1947-54 ^{1/}

Market	1947	1948	1949	1950	1951	1952	1953	1954	Percent 1954 of 1947
	Thous.	Percent							
Boston, Mass.....	2,130	2,150	2,160	2,172	2,188	2,208	2,228	2,245	105
Springfield, Mass.....	---	---	---	393	398	404	411	418	2/106
Worcester, Mass.....	---	---	---	290	290	286	290	294	2/101
Rhode Island.....	762	775	791	781	779	813	810	818	107
Connecticut.....	1,904	1,959	1,980	1,970	1,995	2,078	2,122	2,182	115
New York, N. Y.....	9,200	9,300	9,400	9,480	9,590	9,700	9,800	9,900	108
Niagara Frontier, N.Y.	980	1,010	1,035	1,060	1,090	1,120	1,150	1,180	120
Rochester, N. Y.....	455	460	466	472	478	485	492	500	110
Amsterdam-Johnstown- Gloversville, N.Y....	---	---	112	112	113	113	114	---	3/102
Binghamton, N. Y.....	---	---	169	172	175	178	181	---	3/107
Hudson-Mohawk, N. Y...	---	---	500	505	512	518	524	---	3/105
Middle-Hudson, N. Y...	---	---	387	395	403	411	420	---	3/109
Syracuse, N. Y.....	---	---	309	318	328	338	350	---	3/113
Utica-Rome, N. Y.....	---	---	251	254	257	260	265	---	3/106
New Jersey.....	4,553	4,714	4,829	4,794	4,897	5,029	5,091	5,205	114
Philadelphia, Pa.....	2,530	2,555	2,580	2,600	2,615	2,630	2,655	2,685	106
Allegheny Co., Pa.....	1,460	1,480	1,495	1,510	1,525	1,535	1,555	1,575	108
Baltimore City, Md....	940	944	948	951	954	957	960	964	103
Richmond, Va.....	276	285	293	302	307	312	317	322	117

^{1/}For Rhode Island, Connecticut, and New Jersey the populations are the July 1 estimates published by the Bureau of the Census, U. S. Department of Commerce, less persons in farm operators' households who use home-produced milk. For all other areas except Niagara Frontier (Buffalo), N.Y., and Allegheny County, Pennsylvania, populations are estimated resident populations. Deductions from resident populations were made in the Niagara Frontier and Allegheny County areas to allow for small numbers of people in farm operators' households who use home-produced milk.

^{2/}1954 as percentage of 1950.

^{3/}1953 as percentage of 1949.

The Bureau of the Census made substantial revisions in population estimates for several States for parts of the period 1940-49. These revisions, together with the Census results for April 1, 1950, caused changes in several of the population series carried in this report. In general, the revisions have been kept to a minimum under the circumstances, and where population revisions would have caused negligible changes in per capita consumption rates no revisions have been made.

It is believed that the 1940-50 estimates are near an optimum stage. Since only 4 years have elapsed between the 1950 Census and the most recent estimates (1954) it is believed that the errors of estimate in the population data for the 13 urban marketing areas are small. July 1 estimates are, of course, available from the Current Population Surveys for the three statewide areas, Rhode Island, Connecticut, and New Jersey, carried in this report. See table 1.

PERIOD COVERED

This report covers the years 1940 to 1954, inclusive. The data on sales, consumption, and population for the individual markets (tables 8 through 23) begin with 1940 or the earliest year afterwards that sales data were available.

The summary tables 1, 2, and 3 on population and sales begin with 1947 to avoid the distortion of the war years and the immediate postwar years. Greatest interest is in recent years, and the shorter period facilitates discussion of recent trends in the consumption of fluid milk and cream.

The summary table on Class I milk (table 5) shows the prewar year 1940, the peak year for consumption, 1945, and resumes with the postwar years 1948-54. The summary table on Class II milk (table 6) begins with 1940, skips to the peak year 1946, and resumes with 1948. Table 7 (total of Classes I and II) uses 1940, 1945 and 1946, and 1948-54. It is believed that this selection of years gives a picture free of the distortion of the war years and makes easier a comprehensive view of the trend in fluid milk consumption over this 15-year period.

SALES OF CLASS I MILK, 1947-54

Table 2 shows average daily sales of Class I milk or the closest comparable data thereto for part or all of the period 1947-54. The term Class I milk is used in a large number of markets for the purpose of pricing milk to producers in accordance with certain uses made of it by milk distributors. The usage content of Class I milk may vary both among markets for any specific period and within a given market for different periods of time. In 14 of the 19 markets covered in this report, Class I sales cover both fluid whole milk and fluid milk drinks. In table 2 the Class I sales for Boston and Philadelphia cover fluid whole milk and milk drinks, even though separate whole milk and milk drink sales are available. The Class I sales series for these two markets are comparable with previous reports in this series and also with the sales data for 12 other markets. Data for New Jersey, Allegheny County, Baltimore, and Richmond cover only sales of fluid whole milk. Data for New York City cover all milk shipped into the marketing area as fluid whole milk.

Sales of Class I milk from 1947 to 1954 increased at a slower rate in most markets than the populations of the market areas. In 10 of the 11 markets for which data over the entire 8 years are shown, sales increases were less than population increases. The differences varied from 3 percent in Boston, Rochester, New Jersey, and Baltimore to 8 percent in New York. Sales increased 6 percent more than population in Allegheny County, Pa. In the markets for which data are available in 5 recent years only, sales showed larger gains than population. The differences ranged from 1 to 4 percent.

Table 2. - Average daily sales of Class I or fluid milk in specified Northeastern markets, with comparisons of sales and population growth, 1947-54 ^{1/}

Market	1947	1948	1949	1950	1951	1952	1953	1954	Percentage 1954 of 1947	
									Sales	Population
	1,000 lb.	1,000 lb.	1,000 lb.	1,000 lb.	1,000 lb.	1,000 lb.	1,000 lb.	1,000 lb.	Per- cent	Per- cent
Boston, Mass.....	1,939	1,907	1,921	1,905	1,895	1,930	1,950	1,969	102	105
Springfield, Mass.....	---	---	---	373	381	389	398	403	2/108	2/106
Worcester, Mass.....	---	---	---	273	274	271	278	280	2/103	2/101
Rhode Island.....	649	637	632	629	645	668	664	665	102	107
Connecticut.....	1,830	1,773	1,742	1,762	1,786	1,874	1,923	1,973	108	115
New York, N. Y.....	8,725	8,508	8,512	8,576	8,622	8,712	8,686	8,744	100	108
Niagara Frontier, N.Y.	825	813	818	833	868	895	924	942	114	120
Rochester, N. Y.....	389	381	382	382	388	394	404	416	107	110
Amsterdam-Johnstown- Gloversville, N. Y...	---	---	78	80	81	81	81	---	3/104	3/102
Binghamton, N. Y.....	---	---	156	159	163	171	172	---	3/110	3/107
Hudson-Mohawk, N. Y...	---	---	428	434	440	452	465	---	3/109	3/105
Middle-Hudson, N. Y...	---	---	304	304	311	322	343	---	3/112	3/109
Syracuse, N. Y.....	---	---	262	265	279	289	299	---	3/114	3/113
Utica-Rome, N. Y.....	---	---	214	212	218	223	232	---	3/108	3/106
New Jersey.....	3,904	3,823	3,869	3,919	4,025	4,145	4,244	4,339	111	114
Philadelphia, Pa.....	2,039	2,004	2,015	2,012	2,020	2,025	2,048	2,070	102	106
Allegheny Co., Pa.....	1,027	1,050	1,086	^{4/} 1,073	1,116	1,131	1,157	1,168	114	108
Baltimore City, Md....	646	603	629	627	634	641	644	647	100	103
Richmond, Va.....	168	167	168	170	173	184	184	184	110	117

^{1/}Class I or fluid milk includes fluid whole milk and also skim milk used in milk drinks with exceptions as follows: Skim milk drinks incomplete for New York City and excluded for New Jersey, Allegheny County, Baltimore, and Richmond.

^{2/}1954 as percentage of 1950.

^{3/}1953 as percentage of 1949.

^{4/}Eleven-month average.

SALES OF CLASS II MILK (FLUID CREAM), 1947-54

Average daily sales of fluid cream (expressed as quantity of milk needed to produce the cream) declined generally between 1947 and 1954. Of the 10 markets for which sales data are available over the entire period, 7 showed declines, ranging from 2 percent in New York City to 33 percent in Allegheny County. Three markets--New Jersey, Baltimore, and Richmond--showed larger sales in 1954 than in 1947. The New Jersey increase was 13 percent and the Richmond increase was 6 percent. The Baltimore data show an increase of 28 percent but it is likely that the Baltimore sales data reflect growth in sales made outside the city limits between 1947 and 1954 as well as sales made in the city proper. (See table 3)

Among the markets for which only short period comparisons are available, the Springfield market shows a slight decline in average daily cream sales and the Worcester market shows no change from 1950 to 1953. Four of the up-state New York markets show gains in average daily sales of fluid cream, one shows a decline, and one no change in the period 1949 to 1953.

The declines in fluid cream sales listed above appear to reflect the general trend of fluid cream sales in United States markets over the post World War II period.

SALES CHANGES COMPARED WITH POPULATION CHANGES

Changes in average daily sales of Class I and Class II milk compared with changes in population over the 7-year period 1947-54 are shown in table 4. This table shows for each market the ratio of the percentage change in sales from 1947 to 1954 to the percentage change in population for the same period. As might be expected, most of the markets exhibit similar ratios of change in Class I sales to change in population. With the exception of Allegheny County, all ratios in the Class I sales column are less than 1.0,

Table 3. - Average daily sales of Class II milk (milk equivalent of cream) in specified Northeastern markets, with comparisons of sales and population growth, 1947-54

Market	1947	1948	1949	1950	1951	1952	1953	1954	Percentage 1954 of 1947	
									Sales	Population
	1,000 lb.	Per-cent	Per-cent							
Boston, Mass.....	643	585	555	552	531	508	513	494	77	105
Springfield, Mass.....	---	---	---	61	59	59	59	---	1/97	1/105
Worcester, Mass.....	---	---	---	52	54	50	52	---	1/100	1/100
Rhode Island.....	121	109	113	126	127	117	105	111	92	107
New York, N. Y.....	2,210	2,081	2,208	2,240	2,268	2,197	2,163	2,163	98	108
Niagara Frontier, N.Y.	117	115	107	115	120	119	119	114	97	120
Rochester, N. Y.....	51	46	44	46	47	45	45	44	86	110
Amsterdam-Johnstown- Gloversville, N.Y....	---	---	10	10	10	10	10	---	2/100	2/102
Binghamton, N. Y.....	---	---	29	32	33	34	33	---	2/114	2/107
Hudson-Mohawk, N. Y...	---	---	65	71	71	74	76	---	2/117	2/105
Middle-Hudson, N. Y...	---	---	45	48	48	47	51	---	2/113	2/109
Syracuse, N. Y.....	---	---	38	45	47	51	51	---	2/134	2/113
Utica-Rome, N. Y.....	---	---	34	37	37	34	32	---	2/94	2/106
New Jersey.....	678	637	656	692	727	717	779	763	113	114
Philadelphia, Pa.....	369	336	344	300	295	292	290	282	76	106
Allegheny Co., Pa.....	166	152	142	3/132	130	133	122	112	67	108
Baltimore City, Md....	57	72	62	82	80	72	72	73	128	103
Richmond, Va.....	17	20	18	18	17	17	18	18	106	117

1/1953 as percentage of 1950.

2/1953 as percentage of 1949.

3/Eleven month average.

Table 4. - Ratios of changes in sales of fluid milk and cream to changes in population, specified Northeastern markets, 1947 and 1954

Market	Ratio of change in Class I sales to change in population	Ratio of change in fluid cream sales (milk equiv.) to change in population	Ratio of change in total fluid sales to change in population
Boston, Mass.	0.97	0.73	0.90
Rhode Island	.95	.86	.94
Connecticut	.94	-	.94
New York City, N. Y.	.95	.93	.95
Niagara Frontier, N.Y.	.95	.81	.93
Rochester, N. Y.	.97	.78	.95
New Jersey	.97	.99	.97
Philadelphia, Pa.	.96	.72	.92
Allegheny County, Pa.	1.05	.62	.99
Baltimore City, Md.	.98	1.26	1.00
Richmond, Va.	.94	.92	.94
Average	.95	.86	.94

indicating that sales gains were smaller proportionately than gains in population. The range is from 0.94 for Connecticut and Richmond, to 0.98 for Baltimore. Boston, Rochester, and New Jersey show 0.97; Philadelphia 0.96; Rhode Island, New York City, and Niagara Frontier 0.95. The available data indicate that the ratio for Allegheny County is 1.05. See the discussion of this market on page 38.

When changes in fluid cream sales are related to changes in population only the Baltimore area shows a larger sales gain than population gain. The Baltimore situation has been referred to in the preceding section on Class II sales. New Jersey sales just barely fell short of population growth over this 7-year period. The New Jersey ratio of fluid cream sales to population, however, is well above all other areas except Baltimore. Sales changes for Worcester and Springfield, Mass., and the six upstate New York markets were not compared with population changes because of the short periods involved.

PER CAPITA CONSUMPTION OF CLASS I OR FLUID MILK

Estimates of daily per capita consumption of fluid milk in selected years since 1940 are shown in table 5 for 19 marketing areas.

Data for 1954 are available for 13 markets. All 9 markets for which a 1940 to 1954 comparison is available had substantially higher consumption rates in 1954 than in 1940.

Considerable constancy is evident over the period 1940-54 when the 9 markets are ranked by consumption rates. The 3 markets with highest fluid milk consumption are New York City, Boston, and Connecticut, although not in the same order each year. Richmond had the lowest consumption. Allegheny County was the second lowest in 1940 and 1945 and third lowest in 1954. Baltimore was third lowest in 1940 and 1945 and next to lowest in 1954. Little change occurred in the relative positions of the other three markets for which data were available in 1940, 1945, and 1954.

Of the 11 markets for which we can compare 1945 and 1954, consumption rates in 1954 were substantially lower in 10 markets than in 1945. Consumption rates in 1945 in most of these markets were at peak levels because of unusual circumstances affecting prices, incomes, and competing products. These wartime levels have not been closely approached for several years.

For most of the 13 markets reporting 1954 sales, daily per capita consumption rates have been rather stable from 1950 to 1954. Ten show increases, most of which are small enough to fall within the range of error involved in the population estimates. Two markets show no change in consumption rates over this period, and the New York City market shows a decline.

From 1953 to 1954, 8 markets show no change, Boston and Rochester show slight increases, and Niagara Frontier, New Jersey, and Richmond show slight declines.

The highest consumption rate per capita in 1954, 0.90 pint daily, was reported from Springfield, Mass. This rate was closely followed by 0.89 pint for Worcester, Mass. Connecticut was third with 0.84 pint and Boston and New York both reported 0.82 pint daily. If skim and part-skim products could be fully included for New York City, its consumption rate might have slightly exceeded that for Boston. The Richmond, Va., market showed the lowest consumption rate and Baltimore the second lowest, but neither of these consumption rates includes fluid skim and part-skim products.

Data for 1954 are not available for 6 upstate New York markets. Between 1949 and 1953, the consumption rate rose in 5 of these markets and was unchanged in 1.

Table 5. - Daily per capita consumption of Class I or fluid milk
in specified Northeastern markets, 1940, 1945, 1948-54 ^{1/}
(In pints)

Market	1940	1945	1948	1949	1950	1951	1952	1953	1954
Boston, Mass.....	0.72	0.93	0.83	0.83	0.82	0.81	0.81	0.81	0.82
Springfield, Mass.....	---	---	---	---	.88	.89	.90	.90	.90
Worcester, Mass.....	---	---	---	---	.88	.88	.88	.89	.89
Rhode Island.....	.59	.83	.76	.74	.75	.77	.76	.76	.76
Connecticut.....	.69	.96	.84	.82	.83	.83	.84	.84	.84
New York, N.Y. ^{2/}75	.94	.85	.84	.84	.84	.84	.82	.82
Niagara Frontier, N.Y..	---	.79	.75	.74	.73	.74	.74	.75	.74
Rochester, N.Y.....	.63	.83	.77	.76	.75	.76	.76	.76	.78
Amsterdam-Johnstown- Gloversville, N.Y.....	---	---	---	.65	.66	.66	.67	.66	---
Binghamton, N.Y.....	---	---	---	.86	.86	.87	.89	.88	---
Hudson-Mohawk, N.Y.....	---	---	---	.80	.80	.80	.81	.83	---
Middle-Hudson, N.Y.....	---	---	---	.73	.72	.72	.73	.76	---
Syracuse, N.Y.....	---	---	---	.79	.78	.79	.80	.79	---
Utica-Rome, N.Y.....	---	---	---	.79	.78	.79	.80	.81	---
New Jersey ^{3/}63	.87	.75	.75	.76	.76	.77	.78	.77
Philadelphia, Pa.....	---	.80	.73	.73	.72	.72	.72	.72	.72
Allegheny Co., Pa. ^{3/} ..	.46	.67	.66	.68	.66	.68	.69	.69	.69
Baltimore City, Md. ^{3/} .	.48	.72	.59	.62	.61	.62	.62	.62	.62
Richmond, Va. ^{3/}36	.58	.55	.53	.52	.53	.55	.54	.53

^{1/}Fluid whole milk and fluid skim milk products except as otherwise noted.

^{2/}Does not include all skim products.

^{3/}Excludes skim milk products.

PER CAPITA CONSUMPTION OF CLASS II MILK (FLUID CREAM)

Estimated daily per capita consumption of fluid cream in milk equivalent terms for selected years from 1940 to 1954 is shown in table 6 for 18 marketing areas. Data for 1954 are available for 10 markets. All 7 markets for which a 1940-1954 comparison is possible had substantially lower consumption levels in 1954 than in 1940 except Baltimore, which was only slightly lower.

In 1946 the Rhode Island market was the leader in fluid cream consumption. During the period 1948-53, however, the Boston market had the highest per capita cream consumption, closely followed by New York City. During recent years, the Worcester, Mass., and Binghamton, N. Y., markets have alternated in third and fourth places. The Richmond, Va., market has consistently shown the lowest cream consumption level, below Baltimore and Allegheny County.

Six of the eight markets for which a 1946-54 comparison is available showed lower consumption levels in 1954 than in 1946. Baltimore and New York City showed increases, but there is some doubt that the 1946 level for New York is representative of early postwar recovery in fluid cream sales since the 1947 level in that market was 0.22 pint daily compared with 0.18 pint in 1946.

Three markets--New York City, Niagara Frontier, and Rochester, New York--showed small declines in fluid cream consumption from 1953 to 1954. New Jersey, Philadelphia, Allegheny County, Pa., Baltimore, and Richmond showed the same per capita cream consumption in 1954 as in 1953.

Table 6. - Daily per capita consumption of Class II milk
(milk equivalent of cream) in specified Northeastern
markets, 1940, 1946, 1948-54
(In pints)

Market	1940	1946	1948	1949	1950	1951	1952	1953	1954
Boston, Mass.....	---	<u>1/</u>	0.26	0.25	0.24	0.23	0.22	0.22	0.21
Springfield, Mass.....	---	---	---	---	.15	.14	.14	.13	---
Worcester, Mass.....	---	---	---	---	.17	.17	.16	.17	---
Rhode Island.....	.18	.20	.13	.13	.15	.15	.13	.12	.13
New York, N. Y.....	.31	<u>1/</u> .18	.21	.22	.22	.22	.21	.21	.20
Niagara Frontier, N. Y.	---	.12	.11	.10	.10	.10	.10	.10	.09
Rochester, N. Y.....	.12	.11	.09	.09	.09	.09	.09	.09	.08
Amsterdam-Johnstown- Gloversville, N. Y....	---	---	---	.08	.08	.08	.08	.08	---
Binghamton, N. Y.....	---	---	---	.16	.17	.18	.18	.17	---
Hudson-Mohawk, N. Y....	---	---	---	.12	.13	.13	.13	.13	---
Middle-Hudson, N. Y....	---	---	---	.11	.11	.11	.11	.11	---
Syracuse, N. Y.....	---	---	---	.12	.13	.13	.14	.14	---
Utica-Rome, N. Y.....	---	---	---	.13	.13	.14	.12	.11	---
New Jersey.....	.17	.16	.13	.13	.13	.14	.13	.14	.14
Philadelphia, Pa.....	---	<u>1/</u>	.12	.12	.11	.10	.10	.10	.10
Allegheny Co., Pa.....	.11	.13	.10	.09	.08	.08	.08	.07	.07
Baltimore City, Md.....	.08	.06	.07	.06	.08	.08	.07	.07	.07
Richmond, Va.....	.08	.06	.07	.06	.06	.05	.05	.05	.05

1/1947 per capita consumption as follows:

	Pint
Boston	0.29
New York22
Philadelphia14

PER CAPITA CONSUMPTION OF FLUID MILK AND CREAM COMBINED

Estimated daily per capita consumption of fluid milk and cream combined is shown in table 7 for 18 markets for selected years since 1940. Data for 1954 are available for 10 markets. In all but one of the seven markets for which a 1940-54 comparison is possible, the combined consumption of fluid milk and cream is higher in 1954 than in 1940. The New York City market is a notable exception. In that market the daily per capita consumption of fluid milk rose 0.07 pint between 1940 and 1954, but the milk equivalent of cream consumed dropped 0.11 pint. The largest absolute increase in consumption between 1940 and 1954 of which we have record -- 0.19 pint -- occurred in Allegheny County. Richmond showed the second largest gain with 0.14 pint daily, and Baltimore was third with 0.13 pint.

Without exception, the eight markets for which 1945-54 and 1946-54 comparisons are possible showed lower consumption rates in 1954 than in either 1945 or 1946. The differences are substantially greater in some markets than in others.

Most markets for which 1954 data are available showed little change in combined consumption subsequent to 1950. Similarly, most of the markets for which 1953 data are the latest available showed little change between 1950 and 1953. The New York City market is a notable exception with a decline of 0.04 pint daily between 1951 and 1954. The Middle-Hudson, N.Y. area had a gain of 0.04 pint between 1951 and 1953 and the Hudson-Mohawk area gained 0.03 pint.

In four of these markets consumption levels declined slightly from 1953 to 1954. In Rochester, New York, and Rhode Island consumption increased slightly from 1953 to 1954. In the other four markets in this group consumption was the same in both 1953 and 1954.

Table 7. - Daily per capita consumption of Class I and Class II milk, in specified Northeastern markets, 1940, 1945, 1946, 1949-54 1/
(In pints)

Market	1940	1945	1946	1949	1950	1951	1952	1953	1954
Boston, Mass.....	---	---	---	1.06	1.04	1.02	1.01	1.01	1.00
Springfield, Mass.....	---	---	---	---	1.03	1.03	1.04	1.03	---
Worcester, Mass.....	---	---	---	---	1.05	1.05	1.04	1.06	---
Rhode Island.....	.77	.97	1.03	.87	.90	.92	.89	.88	.89
New York, N.Y. <u>2/</u>	1.06	1.12	1.10	1.06	1.06	1.06	1.05	1.03	1.02
Niagara Frontier, N.Y.	---	.89	.90	.84	.83	.84	.84	.85	.83
Rochester, N.Y.....	.75	.91	.92	.85	.84	.85	.85	.85	.86
Amsterdam-Johnstown- Gloversville, N.Y....	---	---	---	.73	.74	.74	.75	.74	---
Binghamton, N.Y.....	---	---	---	1.02	1.03	1.05	1.07	1.05	---
Hudson-Mohawk, N.Y....	---	---	---	.92	.93	.93	.94	.96	---
Middle-Hudson, N.Y....	---	---	---	.84	.83	.83	.84	.87	---
Syracuse, N.Y.....	---	---	---	.91	.91	.92	.94	.93	---
Utica-Rome, N.Y.....	---	---	---	.92	.91	.93	.92	.92	---
New Jersey <u>3/</u>80	.99	1.00	.88	.89	.90	.90	.92	.92
Philadelphia, Pa.....	---	---	---	.81	.80	.78	.78	.78	.78
Allegheny Co., Pa. <u>3/</u> .	.57	.77	.78	.77	.74	.76	.77	.76	.76
Baltimore City, Md. <u>3/</u>	.56	.78	.75	.68	.69	.70	.69	.69	.69
Richmond, Va. <u>3/</u>44	.64	.65	.59	.58	.58	.60	.59	.58

1/Class I milk means fluid whole milk and fluid skim milk products except as otherwise noted.

2/Does not include all skim products.

3/Excludes fluid skim products.

DATA FOR INDIVIDUAL MARKETS

Greater Boston Marketing Area 2/

Annual sales and daily per capita consumption of Class I milk (fluid whole milk and fluid skim or skim products) are shown in table 8 for the Greater Boston Marketing area for the period 1940-54. Per capita consumption of fluid whole and skim milk in the Boston area has been rather stable since 1948 at a level about 14 percent above 1940 and about 12 percent below the peak war year level of 1945. A slight increase was reported in 1954.

A breakdown of fluid whole and skim milk products and data on sales and consumption of fluid cream are shown in table 9 for the period 1947-54. These data indicate a slight decline in per capita consumption of fluid whole milk since 1948 and a very slight increase in consumption of milk drinks. Differences between the sum of per capita consumption of whole milk and milk drinks in table 9 and per capita consumption of Class I milk in table 8 for 1948 and 1954 are due to rounding. There has been a steady decline in the per capita consumption of fluid cream in the Boston market since 1947, the first year for which separate data became available. There is some indication that the rate of decline has been slower in the last three years. Total fluid consumption in per capita terms has also declined since 1947 but more slowly in recent years than from 1947 to 1951. The absolute level of fluid cream consumption in this market is higher than that of any other market in the Northeast for which data are available.

2/The city of Boston and 36 surrounding cities and towns.

Table 8. - Sales of fluid milk, population, and daily per capita consumption in the Greater Boston, Massachusetts, marketing area, 1940-54

Year	Annual sales of Class I milk ^{1/}	Estimated resident population	Daily per capita consumption
	<u>1,000 pounds</u>	<u>Thousands</u>	<u>Pints</u>
1940.....	571,201	2,020	0.72
1941.....	596,120	2,012	.76
1942.....	631,993	1,993	.81
1943.....	660,713	1,953	.86
1944.....	684,414	1,948	.89
1945.....	712,063	1,958	.93
1946.....	733,968	2,096	.89
1947.....	707,743	^{2/} 2,130	.85
1948.....	698,054	2,150	.83
1949 ^{2/}	700,995	2,160	.83
1950.....	695,408	2,172	.82
1951.....	691,499	2,188	.81
1952.....	706,483	2,208	.81
1953.....	711,665	2,228	.81
1954 ^{3/}	718,504	2,245	.82

^{1/}Compiled from reports of the Federal Milk Market Administrator. Includes relief milk 1940-43.

^{2/}Revised.

^{3/}Preliminary.

Table 9. - Sales of fluid whole milk, milkfat in fluid cream, and skim milk drinks, population, and daily per capita consumption, in the Greater Boston, Massachusetts, marketing area, 1947-54.

Year	Average daily sales ^{1/}			Estimated resident population		
	Whole milk	Milkfat in cream	Milk drinks			
	<u>1,000 lbs.</u>	<u>1,000 lbs.</u>	<u>1,000 lbs.</u>	<u>Thousands</u>		
1947 ^{2/}	1,919	25.9	20.5	2,130		
1948 ^{2/}	1,882	23.4	27.2	2,150		
1949 ^{2/}	1,889	22.3	37.1	2,160		
1950.....	1,867	22.1	47.0	2,172		
1951.....	1,858	21.2	56.8	2,188		
1952.....	1,882	20.2	58.9	2,208		
1953.....	1,893	20.4	57.1	2,228		
1954 ^{3/}	1,913	19.7	55.6	2,245		
	<u>Daily per capita consumption</u>					
Year	Whole milk	Milkfat in cream (milk equivalent) ^{4/}	Milk and milk equivalent of cream	Milk drinks	Whole milk and milk drinks	All fluid uses
	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>
1947.....	0.84	0.29	1.13	0.01	0.85	1.14
1948.....	.81	.26	1.07	.01	.82	1.08
1949.....	.81	.25	1.06	.02	.83	1.08
1950.....	.80	.24	1.04	.02	.82	1.06
1951.....	.79	.23	1.02	.02	.81	1.04
1952.....	.79	.22	1.01	.02	.81	1.03
1953.....	.79	.22	1.01	.02	.81	1.03
1954.....	.79	.21	1.00	.02	.81	1.02

^{1/}Compiled from Reports of the Market Administrator with the assistance of the Dairy Division, A.M.S.

^{2/}Revised.

^{3/}Preliminary.

^{4/}Milkfat converted to milk of 3.9 percent butterfat content.

Table 10. - Sales of fluid whole milk and skim milk drinks and milkfat in fluid cream, population, and daily per capita consumption, in the Springfield, Mass., marketing area, 1950-54

Year	Average daily sales <u>1/</u>		Estimated resident population
	Whole milk and milk drinks	Milkfat in cream	
	<u>1,000 lbs.</u>	<u>Pounds</u>	<u>Thousands</u>
1950	372.9	2,391	393
1951	380.8	2,301	398
1952	389.4	2,300	404
1953	397.5	2,307	411
1954 <u>2/</u>	403.0	N.A.	418
Year	Daily per capita consumption		
	Milk and milk drinks	Milkfat in cream (milk equivalent) <u>3/</u>	Milk and milk equivalent of cream
	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>
1950	0.88	0.15	1.03
1951	.89	.14	1.03
1952	.90	.14	1.04
1953	.90	.13	1.03
1954	.90	N.A.	N.A.

1/Compiled from reports of the Market Administrator through the courtesy of the Dairy Division, A.M.S.

2/Preliminary.

3/Milkfat converted to milk of 3.9 percent fat content.

Springfield, Mass. 3/

Table 10 shows sales data and per capita consumption estimates for the Springfield marketing area, 1950-54. During this period per capita consumption of fluid whole milk and milk drinks rose slightly. Consumption of fluid cream declined slightly from 1950 to 1953. Total fluid consumption was rather stable from 1950 through 1953 with total annual sales gaining as population in the area increased. The per capita consumption rate for fluid whole milk and milk drinks in the Springfield area during 1950-54 was the highest rate for any of the 19 markets included in this report. Per capita total fluid consumption during 1950-53 was closely similar to the rate for the Boston area and was exceeded only by the combined rate for the Worcester area.

Worcester, Mass. 4/

In table 11 are shown per capita consumption rates for the Worcester, Mass., area during the period 1950-54. The level of consumption of fluid whole milk and milk drinks in this market during 1950-54 was second only to Springfield, Mass. It was almost unchanged over this period at 0.88 to 0.89 pint daily. The level of per capita cream consumption in this market was exceeded only by Boston and New York in the Northeast, as indicated by available data. Per capita cream consumption and per capita total fluid consumption were nearly unchanged for 1951 and 1952 and were up slightly in 1953.

3/ The city of Springfield and 12 surrounding cities and towns.

4/ The city of Worcester and 12 surrounding towns.

Table 11. - Sales of fluid whole milk and milk drinks and milkfat in fluid cream, population, and daily per capita consumption, in the Worcester, Mass., marketing area, 1950-54.

Year	Average daily sales <u>1/</u>		Estimated resident population
	Whole milk and milk drinks	Milkfat in cream	
	<u>1,000 lbs.</u>	<u>Pounds</u>	<u>Thousands</u>
1950.....	273.4	1,972	290
1951.....	274.5	2,022	290
1952.....	270.7	1,900	286
1953.....	278.3	1,972	290
1954 <u>2/</u>	280.0	N.A.	294
	Daily per capita consumption		
Year	Milk and milk drinks	Milkfat in cream (milk equivalent) <u>3/</u>	Milk and milk equivalent of cream
	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>
1950.....	0.88	0.17	1.05
1951.....	.88	.17	1.05
1952.....	.88	.16	1.04
1953.....	.89	.17	1.06
1954.....	.89	---	---

1/Compiled from reports of the Market Administrator through the courtesy of the Dairy Division, A.M.S.

2/Preliminary.

3/Milkfat converted to milk of 3.8 percent fat content.

Table 12. - Sales of fluid milk and milk drinks and cream, population, and daily per capita consumption in Rhode Island, 1940-54

Year	Annual sales for fluid use 1/			Population using purchased milk 4/	Daily per capita consumption		
	Milk and milk drinks	Cream 2/			Milk and milk drinks	Cream (milk equivalent)	Milk and milk equivalent of cream
		40% cream basis	Milk equivalent 3/				
	1,000 quarts	1,000 quarts	1,000 quarts	Thous.	Pints	Pints	Pints
1940..	75,358	792	7,813	703	0.59	0.18	0.77
1941..	82,397	898	8,867	715	.63	.20	.83
1942..	92,035	907	8,950	732	.69	.20	.89
1943..	104,928	662	6,533	744	.77	.14	.91
1944..	111,805	519	5,189	780	.78	.11	.89
1945..	115,123	1,935	19,347	763	.83	.14	.97
1946..	113,847	2,715	27,146	756	.83	.20	1.03
1947..	110,230	2,063	20,625	762	.79	.15	.94
1948..	108,400	1,852	18,524	775	.76	.13	.89
1949..	107,231	1,912	19,117	791	.74	.13	.87
1950..	106,803	2,134	21,338	781	.75	.15	.90
1951..	109,492	2,148	21,480	779	.77	.15	.92
1952..	113,747	1,996	19,963	813	.76	.13	.89
1953..	112,721	1,787	17,870	810	.76	.12	.88
1954..	112,918	1,889	18,890	818	.76	.13	.89

1/Based on data supplied by the Rhode Island Milk Control Board. Sales of Class I milk include those reported to the Milk Control Board plus estimated sales by dealers not required to report.

2/For the years 1940 through 1944, dealers' sales in January, April, July, and October as compiled by the Milk Control Board. Since 1945, sales have been reported monthly.

3/Prior to 1944 assumes milk receipts test of 3.95 percent fat and allows for difference in weight of milk and cream. For 1944 and following years, test was estimated at 3.90 percent fat.

4/July 1 resident population as estimated by the U. S. Bureau of the Census less estimated number of persons in farm operators' households who use home-produced milk. Population data for most years have been revised in accordance with revisions by the Bureau of the Census.

Rhode Island

Table 12 indicates that per capita consumption of fluid whole milk and milk drinks in Rhode Island has been rather stable during the last 4 years at a level nearly 30 percent above 1940 but 8 percent below the high levels of 1945 and 1946. Per capita fluid cream consumption declined somewhat from 1950 to 1953 and 1954. The 1954 rate was 28 percent below the 1940 rate and 35 percent below the 1946 rate. Per capita cream consumption in 1953 and 1954 were about the same as in 1948 and 1949. Per capita total fluid consumption in 1954 was 16 percent above 1940 but was 14 percent below the high postwar level of 1946.

Connecticut

Table 13 shows annual sales of fluid whole and fluid skim milk in Connecticut and estimated per capita daily consumption for the period 1940-54. Per capita consumption levels in Connecticut have held unchanged during the last few years, except for a slight increase between 1951 and 1952 and continuation at the higher level. The 1954 consumption rate was 22 percent above 1940 but was 12.5 percent below the wartime peak in 1945. During the past 5 years per capita consumption levels for milk and milk drinks in Connecticut have been exceeded only by Worcester and Springfield, Mass., and by Binghamton, N. Y., among the 19 markets covered in this report.

Table 13. - Sales of fluid milk and milk drinks, population, and daily per capita consumption in Connecticut, 1940-54

Year	Annual sales of Class I and I-A milk 1/	Population using purchased milk 2/	Daily per capita consumption
	Million pounds	Thousands	Pints
1940.....	440	1,615	0.69
1941.....	472	1,652	.73
1942.....	546	1,698	.82
1943.....	591	1,714	.88
1944.....	619	1,700	.93
1945.....	638	1,691	.96
1946.....	667	1,845	.92
1947.....	668	1,904	.89
1948.....	649	1,959	.84
1949.....	636	1,980	.82
1950.....	643	1,970	.83
1951.....	652	1,995	.83
1952.....	686	2,078	.84
1953.....	702	2,122	.84
1954 <u>3/</u> ...	720	2,182	.84

1/Based on data supplied by the Department of Agricultural Economics and Farm Management, College of Agriculture, University of Connecticut, from records of the Office of the Milk Administrator and the Dairy and Food Commission, State of Connecticut. Includes Class I and I-A milk sales of Connecticut--produced and imported milk by dealers and producer-dealers. Data from 1940-49 were revised in accordance with a revision made by the Milk Administrator in January 1951.

2/July 1 resident population as estimated by the U. S. Bureau of the Census, less estimated number of persons in farm operators' households who use home-produced milk. Population data for most years have been revised in accordance with revisions by the Bureau of the Census.

3/Preliminary.

New York City Marketing Area 5/

Sales and consumption rates for fluid milk and cream in the New York City marketing area are shown in table 14 for 1940-54. Apparent per capita consumption of fluid whole milk and of skim milk products in whose preparation fresh fluid skim milk was used have declined somewhat in recent years. The term "apparent" refers to the fact that all fluid whole milk shipped into the New York marketing area is classified as I-A milk regardless of whether it was used as fluid whole milk or separated into fluid cream and fresh skim milk. Actual quantities of whole milk separated in the marketing area are not known but are believed to be relatively small. Estimated per capita consumption of fluid milk in 1954 was 2.5 percent lower than in 1949-52. It was 9 percent above the 1940 level but was 13 percent below the peak level of 1945.

Apparent consumption of fluid cream in the New York City area has also declined somewhat in recent years and has declined considerably in relation to prewar and early war year levels. Per capita cream consumption in 1954 was down 9 percent from the level of 1947-51. It was down 35 percent from the 1940 level.

Per capita total fluid consumption in 1954, reflecting declines in both fluid milk and cream, was 4 percent below the 1948-51 level and was also 4 percent below the 1940 level. This is the only instance among the markets for which a 1940-54 comparison is available that the 1954 consumption level is below the 1940 level.

5/The city of New York and the counties of Nassau, Suffolk (except Fisher's Island), and Westchester.

Table 14. - Sales of fluid milk and cream, population, and daily per capita consumption, in the New York City marketing area, 1940-54

Year	Annual sales ^{1/}		Estimated population	Daily per capita consumption		
	Fluid milk	Milk equivalent of cream		Whole milk	Cream (milk equivalent)	Milk and milk equivalent of cream
	1,000 pounds	1,000 pounds	Thousands	Pints	Pints	Pints
1940..	2,565,294	1,067,823	8,650	0.75	0.31	1.06
1941..	2,616,356	1,013,897	8,570	.78	.30	1.08
1942..	2,678,352	881,274	8,400	.81	.27	1.08
1943..	2,814,898	473,989	8,250	.87	.15	1.02
1944.	2,945,367	454,828	8,200	.91	.14	1.05
1945..	3,070,727	595,625	8,320	.94	.18	1.12
1946..	3,224,538	641,926	8,950	.92	.18	1.10
1947..	3,184,516	806,723	9,200	.88	.22	1.10
1948..	3,113,763	761,719	^{2/} 9,300	.85	.21	1.06
1949..	3,106,825	805,938	^{2/} 9,400	.84	.22	1.06
1950..	3,130,368	817,710	9,480	.84	.22	1.06
1951..	3,146,848	827,911	9,590	.84	.22	1.06
1952..	3,188,519	804,212	9,700	.84	.21	1.05
1953..	3,170,390	789,458	9,800	.82	.21	1.03
1954 ^{3/}	3,191,578	789,458	9,900	.82	.20	1.02

^{1/}Compiled by Patricia Froelich from reports of the Federal Milk Market Administrator. Fluid milk series includes nonpooled milk sold for fluid consumption in the marketing area. Fluid cream series includes both fluid sweet cream and sour cream made from storage cream.

^{2/}Revised.

^{3/}Preliminary.

Table 15. - Sales of fluid milk and cream, population, and daily per capita consumption, in the Niagara Frontier, N. Y., marketing area, 1944-54

Year	Annual sales 1/		Popula- tion using purchased milk 2/	Daily per capita consumption		
	Class I (fluid milk)	Class II-A (milk equivalent of cream)		Whole milk	Cream (milk equiv- alent)	Milk and milk equiv- alent of cream
	1,000 pounds	1,000 pounds	Thousands	Pints	Pints	Pints
1944...	276,710	31,246	892	0.79	0.09	0.88
1945 <u>3/</u>	281,562	35,268	905	.79	.10	.89
1946 <u>3/</u>	295,986	46,846	970	.78	.12	.90
1947 <u>3/</u>	301,289	42,555	980	.78	.11	.89
1948 <u>3/</u>	297,464	42,156	1,010	.75	.11	.86
1949 <u>3/</u>	298,616	39,019	1,035	.74	.10	.84
1950...	304,071	42,031	1,060	.73	.10	.83
1951...	316,806	43,734	1,090	.74	.10	.84
1952...	327,530	43,526	1,120	.74	.10	.84
1953...	337,390	43,583	1,150	.75	.10	.85
1954 <u>4/</u>	343,786	41,708	1,180	.74	.09	.83

1/Based on data supplied by the Administrator, Niagara Frontier Milk Marketing Area, Division of Milk Control, New York State Department of Agriculture and Markets.

2/Estimated resident population of the market area, less estimated number of persons not using purchased milk.

3/Revised.

4/Preliminary.

Niagara Frontier, N. Y., Marketing Area 6/

Table 15 shows sales and consumption data for the Niagara Frontier area. This series on a comparable basis is available only for 1944 and subsequent years. It shows a smaller range from low to high points than the markets for which prewar data are available. Per capita consumption of fluid milk and milk drinks has been rather stable over the past 7 years at a level about 6 percent below that for 1944 and 1945. Per capita fluid cream consumption has also been stable over the past 6 years, qualified by a decline in 1954. Fluid cream consumption, per capita basis, was the same in 1954 as in the war year 1944 when medium and heavy fluid cream consumption was banned under wartime regulations and total sales of light cream were under the quota regulations of War Food Order 79. Per capita total fluid consumption in 1954 was down 2 percent from 1953 and was the same as in 1950. It was one percent below the 1951 and 1952 level and was 6 percent below the wartime year 1944.

Rochester, N. Y., Marketing Area 7/

Table 16 shows fluid milk and cream sales and consumption data for the Rochester marketing area during the period 1940-54. Per capita consumption of fluid milk and milk drinks in this area has increased during the past 4 years from 0.75 pint daily to 0.78 pint daily. The 1954 consumption rate was 24 percent above the 1940 rate but was 6 percent below the wartime peak level of 1945. Per capita fluid cream consumption was constant at 0.09 pint daily (milk equivalent) during 1948-53 and declined to 0.08 pint daily in 1954. This level was 33 percent below the prewar level of 1940 and was the same as during 1945 when wartime controls on cream consumption were in effect during a large part of the year. Per capita total fluid consumption in 1954 was higher than in any recent year, the same as in 1948 and 6 percent below the 1945 level, but 15 percent above the 1940 level.

6/ Buffalo, New York, Niagara County, the cities of Tonawanda and Lackawanna in Erie County, and 19 surrounding towns in Erie and Orleans counties.

7/ Rochester city and 13 surrounding towns.

Table 16. - Sales of fluid milk and cream, population, and daily per capita consumption in the Rochester, N. Y., marketing area, 1940-54

Year	Annual sales ^{1/}		Popula- tion using purchased milk ^{2/}	Daily per capita consumption		
	Class I (fluid milk)	Class II-A (milk equivalent of cream)		Whole milk	Cream (milk equiv- alent)	Milk and milk equiv- alent of cream
	1,000 pounds	1,000 pounds	Thousands	Pints	Pints	Pints
1940..	103,198	19,739	415	0.63	0.12	0.75
1941..	104,275	21,008	411	.65	.13	.78
1942..	113,091	20,765	405	.71	.13	.84
1943..	122,775	13,798	403	.78	.09	.87
1944..	126,292	11,700	^{3/} 402	.80	.07	.87
1945 ^{3/}	133,554	13,564	408	.83	.08	.91
1946 ^{3/}	142,517	19,889	449	.81	.11	.92
1947..	141,949	^{3/} 18,638	^{3/} 455	.80	.10	.90
1948..	139,552	^{3/} 16,985	^{3/} 460	.77	.09	.86
1949 ^{3/}	139,467	16,163	466	.76	.09	.85
1950..	139,273	16,775	472	.75	.09	.84
1951..	141,721	16,982	478	.76	.09	.85
1952..	144,342	16,336	485	.76	.09	.85
1953..	147,383	16,442	492	.76	.09	.85
1954 ^{4/}	152,722	16,022	500	.78	.08	.86

^{1/}Based on data supplied by the Administrator, Rochester Milk Marketing Area, Division of Milk Control, New York State Department of Agriculture and Markets.

^{2/}Estimated resident population of the market area less estimated number of persons in farm operators' households using home-produced milk.

^{3/}Revised.

^{4/}Preliminary.

Other Upstate New York Marketing Areas

Fluid milk and cream sales data for 6 other upstate New York areas have been made available by the New York Crop Reporting Service in cooperation with the Division of Milk Control, New York Department of Agriculture and Markets, (Table 17). The marketing areas to which the sales data apply are not as closely defined as areas established by Federal and State Milk Price Orders. Portions of reported sales may have been made outside the areas for which population estimates have been made but it is believed that these out-of-area sales, as in the regulated areas covered elsewhere in this report, are small.

The Amsterdam-Johnstown-Gloversville area includes 6 towns contiguous to the named cities. The Binghamton area includes the city and 9 surrounding towns in Broome county. The Hudson-Mohawk area includes the cities of Albany, Cohoes, Rensselaer, Schenectady, Troy, and Watervliet and 15 nearby towns in Albany, Schenectady, Rensselaer, and Saratoga counties, and, in addition, the city of Mechanicville and 5 other nearby towns not included in the area described in Official State Order No. 132. The Middle-Hudson area covers 4 entire counties, Dutchess, Ulster, Orange and Putnam. The Syracuse area includes that city and 11 nearby towns in Onondaga and Madison counties. The Utica-Rome area includes those cities, the cities of Little Falls and Oneida, and 18 nearby towns or villages in Herkimer, Oneida, and Madison counties.

Per capita consumption of fluid milk and milk drinks showed some increase between 1949 and 1953 in 5 of the 6 upstate New York marketing areas. Consumption in the Syracuse area was the same in 1953 as in 1949. Between 1949 and 1953 per capita fluid cream consumption increased in 3 areas, remained unchanged in two areas, and declined in one area. Per capita total fluid consumption increased between 1949 and 1953 in 5 of these 6 areas and fluctuated narrowly about the 1949 and 1953 level in the sixth area.

Table 17. - Sales of fluid milk and cream, population, and daily per capita consumption, in 6 New York marketing areas, 1949-53

Year	Annual sales for fluid use 1/		Estimated resident population Thousands	Daily per capita consumption		
	Milk and milk drinks 1,000 lbs.	Cream (milk equivalent) 1,000 lbs.		Milk and milk drinks Pints	Cream (milk equivalent) Pints	Milk and milk equivalent of cream Pints
Amsterdam-Johnstown-Gloversville						
1949..	28,437	3,500	112	0.65	0.08	0.73
1950..	29,067	3,596	112	.66	.08	.74
1951..	29,415	3,618	113	.66	.08	.74
1952..	29,719	3,683	113	.67	.08	.75
1953..	29,530	3,769	114	.66	.08	.74
Binghamton						
1949..	57,090	10,493	169	.86	.16	1.02
1950..	58,100	11,593	172	.86	.17	1.03
1951..	59,666	12,035	175	.87	.18	1.05
1952..	62,594	12,326	178	.89	.18	1.07
1953..	62,696	12,132	181	.88	.17	1.05
Hudson-Mohawk						
1949..	156,150	23,634	500	.80	.12	.92
1950..	158,311	25,792	505	.80	.13	.93
1951..	160,725	26,051	512	.80	.13	.93
1952..	165,331	26,964	518	.81	.13	.94
1953..	169,821	27,565	524	.83	.13	.96
Middle-Hudson						
1949..	111,116	16,387	387	.73	.11	.84
1950..	111,063	17,386	395	.72	.11	.83
1951..	113,656	17,368	403	.72	.11	.83
1952..	117,743	17,376	411	.73	.11	.84
1953..	124,427	18,455	420	.76	.11	.87
Syracuse						
1949..	95,618	14,040	309	.79	.12	.91
1950..	96,776	16,399	318	.78	.13	.91
1951..	101,950	17,127	328	.79	.13	.92
1952..	105,943	18,527	338	.80	.14	.94
1953..	109,119	18,697	350	.79	.14	.93
Utica-Rome						
1949..	78,056	12,414	251	.79	.13	.92
1950..	77,319	13,400	254	.78	.13	.91
1951..	79,610	13,660	257	.79	.14	.93
1952..	81,771	12,476	260	.80	.12	.92
1953..	84,648	11,550	265	.81	.11	.92

1/Based on data supplied by the New York Crop Reporting Service, in cooperation with the Division of Milk Control, New York Department of Agriculture and Markets. Sales by distributors holding market approval for the market or markets indicated and not the exact sales within the confines of the market.

New Jersey

Annual sales of fluid milk, cream, and milk drinks and estimated per capita consumption for the entire State of New Jersey are shown in table 18. As in several other markets in the Northeast there has been little change in per capita fluid milk consumption in New Jersey during the last 3 years. A slight increase occurred in 1953. Per capita fluid milk consumption in recent years has been about 10 percent below the peak level of 1945 but has been about 24 percent above the prewar level of 1940. Consumption in 1953 and 1954 was higher than in any year since 1947.

Per capita fluid cream consumption has also been very stable during the past 8 years. In 1954 it was 56 percent above the wartime low of 1943 and 1944 but was 18 percent below the prewar level of 1940. Per capita consumption of both chocolate drink and buttermilk also have shown very little change during the past 5 years. Combined consumption of fluid milk and cream has varied only slightly since 1951, with an increase in 1953; in 1954 it was 8 percent below the peak year of 1946 but was 15 percent above the prewar level of 1940.

Table 18. - Sales of fluid milk, fluid cream (milk equivalent), chocolate drink, and buttermilk, population, and daily per capita consumption in New Jersey, 1940-54

Year	Annual sales for fluid use ^{1/}				Population using purchased milk ^{3/}
	Whole milk ^{2/}	Cream (milk equivalent)	Chocolate drink	Buttermilk	
	1,000 qts.	1,000 qts.	1,000 qts.	1,000 qts.	Thousands
1940.....	465,578	126,892	7,876	5,802	4,065
1941.....	494,772	121,589	8,864	6,596	4,154
1942.....	529,679	109,355	9,026	5,999	4,207
1943.....	586,049	67,309	9,027	5,576	4,146
1944.....	614,483	67,906	7,733	5,886	4,088
1945.....	643,583	90,946	7,857	6,048	4,038
1946.....	676,255	126,782	7,232	5,640	4,422
1947.....	662,845	115,061	6,097	5,470	4,553
1948.....	650,760	108,447	6,835	5,398	4,714
1949.....	656,834	111,448	8,619	5,940	4,829
1950.....	665,315	117,526	9,087	5,748	4,794
1951.....	683,249	123,497	9,974	6,480	4,897
1952.....	705,604	121,983	10,309	7,382	5,029
1953.....	720,494	132,237	10,675	7,708	5,091
1954.....	736,660	129,550	9,395	7,192	5,205
Year	Daily per capita consumption				
	Whole milk	Cream (milk equivalent)	Milk and milk equivalent of cream	Chocolate drink	Butter-milk
	Pints	Pints	Pints	Pints	Pints
1940.....	0.63	0.17	0.80	0.011	0.008
1941.....	.66	.16	.82	.012	.009
1942.....	.69	.14	.83	.012	.008
1943.....	.77	.09	.86	.012	.007
1944.....	.82	.09	.91	.010	.008
1945.....	.87	.12	.99	.011	.008
1946.....	.84	.16	1.00	.009	.007
1947.....	.80	.14	.94	.007	.007
1948.....	.75	.13	.88	.008	.006
1949.....	.75	.13	.88	.010	.007
1950.....	.76	.13	.89	.010	.007
1951.....	.76	.14	.90	.011	.007
1952.....	.77	.13	.90	.011	.008
1953.....	.78	.14	.92	.011	.008
1954.....	.78	.14	.92	.010	.008

^{1/} Compiled from reports of the Office of Milk Industry, New Jersey Department of Agriculture.

^{2/} Includes sales of Grade A, Grade B, vitamin D, Guernsey, certified, and chocolate whole milk as reported, plus an estimate for sales not reported.

^{3/} July 1 resident population as estimated by the U. S. Bureau of the Census less the estimated number of persons in farm operators' households who use home-produced milk. Population data for most years have been revised in accordance with revisions by the Bureau of the Census.

Philadelphia, Pa., Marketing Area 8/

Fluid milk sales and consumption data for the Philadelphia marketing area are shown in tables 19 and 20. Class I sales for the period 1942-54 are shown in table 19, and sales of fluid whole milk, milk drinks, and milk fat in cream for the period 1947-54 are shown in table 20. Per capita consumption of fluid whole milk and milk drinks (table 19) have held constant over the past 5 years in the Philadelphia market at the same level as in 1942. This is 10 percent below the peak level established in 1945 for this series.

Per capita consumption of fluid whole milk held constant (table 20) during 1951-54 at a level 4 percent below 1947. Per capita consumption of milk drinks was very stable over the period 1949-54. The difference between per capita consumption of Class I milk in 1950 (table 19) and the consumption of milk and milk drinks for the same year (table 20) is due to rounding. Per capita fluid cream consumption, while constant over the past 4 years, has declined 29 percent from the 1947 level. Per capita total fluid consumption has also been constant during the last 4 years but at a level 8 percent below 1947.

Table 19. - Sales of fluid milk, population, and daily per capita consumption in the Philadelphia, Pa., marketing area, 1942-54

Year	Annual sales of Class I milk <u>1/</u>	Estimated resident population	Daily per capita consumption
	<u>1,000 pounds</u>	<u>Thousands</u>	<u>Pints</u>
1942 <u>2/</u>	506,120	2,375	0.72
1943.....	727,358	2,377	.78
1944.....	729,764	2,390	.78
1945.....	755,237	2,415	.80
1946 <u>3/</u>	776,588	2,500	.79
1947.....	744,392	2,530	.75
1948.....	733,626	<u>3/</u> 2,555	.73
1949.....	735,594	<u>3/</u> 2,580	.73
1950.....	734,284	2,600	.72
1951.....	737,472	2,615	.72
1952.....	740,992	2,630	.72
1953.....	747,376	2,655	.72
1954.....	755,552	2,685	.72

1/ Compiled from reports of the Federal Milk Market Administrator.

2/ April-December. 3/ Revised.

8/ Very nearly all of Philadelphia County, all of Delaware County, and part of Montgomery County in the State of Pennsylvania.

Table 20.- Sales of fluid whole milk, milkfat in fluid cream, and skim milk drinks, population, and daily per capita consumption in the Philadelphia, Pa., marketing area, 1947-54

Year	Average daily sales 1/			Estimated resident population
	Whole milk	Milkfat in cream 2/	Milk drinks	
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Thousands</u>
1947...	1,941	14.4	<u>3/</u> 100.2	2,530
1948...	1,911	13.1	<u>3/</u> 95.2	<u>3/</u> 2,555
1949...	1,915	<u>3/</u> 13.4	<u>3/</u> 108.2	<u>3/</u> 2,580
1950...	1,916	11.7	107.9	2,600
1951...	1,915	11.5	106.7	2,615
1952...	1,911	11.4	113.6	2,630
1953...	1,929	11.3	119.0	2,655
1954 <u>5/</u>	1,950	11.0	120.1	2,685

Year	Daily per capita consumption					
	Whole milk	Milkfat in cream (milk equivalent) 4/	Milk and milk equivalent of cream	Milk drinks	Whole milk and milk drinks	All fluid uses
	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>	<u>Pints</u>
1947...	0.71	0.14	0.85	0.04	0.75	0.89
1948...	.70	.12	.82	.03	.73	.85
1949...	.69	.12	.81	.04	.73	.84
1950...	.69	.11	.80	.04	.73	.85
1951...	.68	.10	.78	.04	.72	.82
1952...	.68	.10	.78	.04	.72	.82
1953...	.68	.10	.78	.04	.72	.82
1954 <u>5/</u>	.68	.10	.78	.04	.72	.82

1/Compiled from reports of the Federal Milk Market Administrator with the assistance of the Dairy Division, A.M.S.

2/Includes milkfat in bulk cream sales outside the marketing area.

3/Revised.

4/Milkfat converted to milk of 3.9 percent fat content.

5/Preliminary.

Allegheny County, Pa.
(Pittsburgh Marketing Area)

In table 21 are shown fluid sales and consumption for Allegheny County, Pennsylvania, for the period 1940-54. Per capita consumption of fluid whole milk in this area has increased since 1950 but has been unchanged since 1952. Per capita consumption during 1952-54 was higher than the peak level of the war period in 1945 and it was 50 percent higher than the 1940 level. Per capita consumption of fluid cream was lower in 1953 and 1954 than in any prior year back to 1940 including the wartime years when consumption of fluid cream was limited by governmental controls. The 1954 consumption level was 46 percent below the post-war peak of 1946 and it was 36 percent below the 1940 level.

Combined per capita consumption of fluid milk and cream has varied only slightly since 1951. The 1954 level was only 3 percent below the peak year 1946 but it was 33 percent above the 1940 level.

Table 21. - Sales of fluid milk and cream in Allegheny County, Pa., population, and daily per capita consumption, 1940-54

Year	Annual sales for fluid use 1/			Population using purchased milk 3/	Daily per capita consumption		
	Whole milk 2/	Cream			Whole milk	Cream (milk equivalent)	Milk and milk equivalent of cream
		Amount	Milk equivalent				
	1,000 quarts	1,000 quarts	1,000 quarts	Thous.	Pints	Pints	Pints
1940..	116,900	4,758	28,365	1,394	0.46	0.11	0.57
1941..	124,684	4,891	29,164	1,382	.49	.12	.61
1942..	137,068	4,745	28,288	1,370	.55	.11	.66
1943..	145,306	4,270	20,842	1,334	.60	.09	.69
1944..	152,701	4,085	19,931	1,284	.65	.08	.73
1945..	159,319	4,785	24,920	1,302	.67	.10	.77
1946..	171,003	5,840	33,457	1,432	.65	.13	.78
1947..	174,361	5,015	28,109	4/1,460	.65	.11	.76
1948..	178,675	4,645	25,817	1,480	.66	.10	.76
1949 4/	184,325	4,333	24,082	1,495	.68	.09	.77
1950 5/	167,133	3,708	20,609	1,510	.66	.08	.74
1951..	189,402	3,975	22,093	1,525	.68	.08	.76
1952..	192,576	4,074	22,643	1,535	.69	.08	.77
1953..	196,433	3,716	20,653	1,555	.69	.07	.76
1954..	198,350	3,409	18,947	1,575	.69	.07	.76

1/Based on data supplied by the Department of Agricultural Economics, School of Agriculture, Pennsylvania State University. Sales data for the period 1944 through 1949 have been revised by the issuing agency.

2/Includes estimated sales of raw milk dealers not covered by reporting handlers, 1940 to 1951.

3/Estimated resident population of the market area less estimated number of persons in farm operators' households who use home-produced milk.

4/Revised.

5/Sales for 11 months only. A 21-day labor dispute in June reduced sales to approximately 180,000 quarts daily. If this figure were included the annual total would be increased by 5,400,000 quarts and the per capita milk consumption figure would be .63 pint daily rather than the .66 shown above.

Baltimore City, Md. 9/

Table 22 contains data on fluid milk and cream sales and estimated per capita consumption in Baltimore during 1940-54. Per capita consumption of fluid whole milk in this market has held at the same level during the last 4 years. This level is 14 percent below the wartime peak of 1945 but it is almost 30 percent above the prewar level of 1940. Per capita consumption of fluid cream has held constant during the last 3 years at a level higher than the immediate postwar years but 12 percent below 1940 and 1941 and also 1950 and 1951.

Per capita consumption of fluid whole milk and fluid cream combined has held at the same level during the last 3 years. This level is 12 percent below the 1945 peak but is 23 percent above the prewar year 1940. Per capita consumption of chocolate milk has changed very little over the entire period 1940-54 and in 1954 was at the same level as during the previous 4 years and also at the same level as in 1940. Per capita consumption of buttermilk increased substantially from 1940 through 1945 but lost practically all of this gain during 1946-50. Per capita consumption of fluid whole milk, chocolate milk, and buttermilk combined has held constant during the last 4 years at a level 14 percent below the peak year 1945 but 26 percent above the prewar level of 1940.

9/Baltimore City only.

Table 22. - Sales of fluid milk, fluid cream (milk equivalent) chocolate milk, and buttermilk, population, and daily per capita consumption in Baltimore, Md., 1940-54

Year	Annual sales for fluid use ^{1/}				Estimated resident population
	Whole milk	Cream (milk equivalent)	Chocolate milk	Buttermilk	
	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	Thousands
1940.....	163,219	27,382	^{2/} 9,975	^{2/} 1,961	860
1941.....	174,544	26,597	16,216	3,045	860
1942.....	204,390	24,390	18,887	3,754	880
1943.....	245,705	19,025	19,904	4,630	927
1944.....	244,805	24,022	18,561	4,643	910
1945.....	256,528	21,731	19,503	4,881	910
1946.....	253,838	23,630	19,035	4,461	^{3/} 935
1947.....	235,610	20,727	17,155	4,194	^{3/} 940
1948.....	220,537	26,374	15,533	3,739	^{3/} 944
1949.....	229,567	22,479	23,065	3,578	^{3/} 948
1950.....	229,036	30,010	14,477	3,478	951
1951.....	231,376	29,199	14,530	3,488	954
1952.....	234,424	26,525	14,599	3,727	957
1953.....	234,982	26,415	14,643	3,436	960
1954.....	236,125	26,722	15,067	3,481	964

Year	Daily per capita consumption					Whole milk chocolate milk and buttermilk
	Whole milk	Cream (milk equivalent)	Milk and milk equivalent of cream	Chocolate milk	Butter-milk	
	Pints	Pints	Pints	Pints	Pints	Pints
1940..	0.48	0.08	0.56	0.04	0.008	0.53
1941..	.52	.08	.60	.05	.009	.58
1942..	.59	.07	.66	.05	.011	.65
1943..	.68	.05	.73	.05	.013	.74
1944..	.68	.07	.75	.05	.013	.74
1945..	.72	.06	.78	.05	.014	.78
1946..	.69	.06	.75	.05	.012	.75
1947..	.64	.06	.70	.05	.011	.70
1948..	.59	.07	.66	.04	.010	.64
1949..	.62	.06	.68	.06	.010	.69
1950..	.61	.08	.69	.04	.009	.66
1951..	.62	.08	.70	.04	.009	.67
1952..	.62	.07	.69	.04	.010	.67
1953..	.62	.07	.69	.04	.009	.67
1954..	.62	.07	.69	.04	.009	.67

^{1/}Based on data supplied by the Bureau of Milk Control, Baltimore City Health Department.

^{2/}April through December.

^{3/}Revised.

Richmond, Va. 10/

Sales data and per capita consumption estimates for the Richmond, Va., market are shown in table 23. Per capita consumption of fluid whole milk in this marketing area declined slightly in 1953 and 1954 to the level of 1949 and 1951. This was 10 percent below the peak level which occurred in 1946 but it was 47 percent above the prewar level of 1940. Per capita consumption of fluid cream held at the same level during 1951-54 as during the wartime years 1943 and 1944 when sales of fluid cream were limited by national defense regulations. The consumption level of cream in recent years was nearly 30 percent below the postwar peak of 1948 and was 38 percent below the prewar and early war year level of 1940-42.

Combined per capita consumption of fluid milk and cream declined slightly in 1953 and 1954. The 1954 level was 11 percent below the peak level of 1946 but was 32 percent above the prewar level of 1940. Per capita consumption of buttermilk and chocolate drinks has varied little during the past 8 years. Per capita consumption of all fluid products, available only since 1948, has declined 6 percent over this 7-year period.

10/Covers an area within a 20 mile radius of Richmond City Hall.

Table 23. - Sales of fluid milk, fluid cream (milk equivalent), buttermilk and chocolate drink, population, and daily per capita consumption, in Richmond, Va., 1940-54

Year	Annual sales for fluid use ^{1/}					Estimated resident population
	Whole milk	Cream (milk equivalent)	Buttermilk	Chocolate drink	Plain skim	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Thousands
1940.	34,869	7,324	---	---	---	243
1941.	37,555	7,442	---	---	---	244
1942.	42,318	7,420	---	---	---	250
1943.	47,535	5,455	---	---	---	256
1944.	52,591	5,068	---	---	---	255
1945.	57,906	5,677	---	---	---	255
1946.	62,546	6,324	4,779	---	---	272
1947.	61,361	6,079	4,516	---	---	276
1948.	61,117	^{2/} 7,355	4,014	2,672	340	^{2/} 285
1949.	61,217	6,732	3,811	3,030	507	^{2/} 293
1950.	61,912	6,555	3,580	3,103	628	302
1951.	63,278	^{3/} 6,274	^{4/}	^{4/}	^{4/}	307
1952.	^{5/} 67,231	6,137	^{6/} 4,818	3,108	^{4/}	312
1953.	^{5/} 67,038	6,654	^{6/} 5,260	3,046	^{4/}	317
1954.	^{5/} 67,220	6,512	^{6/} 5,315	2,804	^{4/}	322

Year	Daily per capita consumption						
	Whole milk	Cream (milk equivalent)	Milk and milk equivalent of cream	Buttermilk	Chocolate drink	Plain skim	All fluid uses
	Pints	Pints	Pints	Pints	Pints	Pints	Pints
1940.	0.36	0.08	0.44	---	---	---	---
1941.	.39	.08	.47	---	---	---	---
1942.	.43	.08	.51	---	---	---	---
1943.	.47	.05	.52	---	---	---	---
1944.	.52	.05	.57	---	---	---	---
1945.	.58	.06	.64	---	---	---	---
1946.	.59	.06	.65	.04	---	---	---
1947.	.57	.06	.63	.04	---	---	---
1948.	.55	^{2/} .07	.62	.04	.02	negl.	.68
1949.	.53	.06	.59	.03	.03	negl.	.65
1950.	.52	.06	.58	.03	.03	.01	.65
1951.	.53	^{3/} .05	.58	^{4/}	^{4/}	^{4/}	---
1952.	^{5/} .55	.05	.60	^{6/} .04	.03	^{4/}	.67
1953.	^{5/} .54	.05	.59	^{6/} .04	.02	^{4/}	.65
1954.	^{5/} .53	.05	.58	^{6/} .04	.02	^{4/}	.64

^{1/}Based on data compiled by the Milk Market Board, Richmond, Va., and supplied by the Richmond Cooperative Milk Producers Federation for 1940-51. The Virginia Milk Commission supplied data for 1952-54.

^{2/}Revised. ^{3/}250,958 pounds of fat converted to milk equivalent at 4 percent butterfat. ^{4/}Not available. ^{5/}Includes cultured whole milk. ^{6/}Includes plain skim.