

Production of
ICE CREAM
and
RELATED FROZEN PRODUCTS
MARCH 1965

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ICE CREAM PRODUCTION

Production of ice cream in the United States in March, estimated at 58,770,000 gallons, almost equaled the record for the month set in 1961. Output was 2 percent more than in March last year and was 6 percent larger than the 1959-63 average for the month. From February to March, production gained 19 percent, compared with 19 percent also on the average in the 1959-63 period, and 15 percent last year. Temperatures during March averaged below normal in the entire country except the following areas: (1) the western portions of Washington, Oregon, Nevada, and most of the interior sections of northern and central California; (2) the northern New England States; (3) the Florida Peninsula.

Compared with March 1964, production was 2 percent less in the North Atlantic Region and 7 percent smaller in the Mountain. Increases varied from 1 percent in the South Atlantic States to 6 percent in the Pacific. Output was up 4 percent in the East North Central Region and 5 percent in both the West North Central and the South Central. In the three leading states, production was unchanged in Pennsylvania, while it was 10 percent less in New York, but 5 percent more in California. All other important-producing states had increases except New Jersey, Wisconsin, Nebraska, Kansas, Colorado, West Virginia, North Carolina, and Florida.

Compared with the March 1959-63 average, production was unchanged in the Atlantic Region. Gains in all other regions ranged from 3 percent in both the South Central and the Mountain to 14 percent in the Pacific. Production was up 10 percent in the East North Central States, 12 percent in the West North Central, and 4 percent in the South Atlantic. Output was unchanged in Pennsylvania, but was 14 percent more in California and 5 percent less in New York. Decreases were shown also in New Jersey, Kansas, North Carolina, Florida, Alabama, and Louisiana.

A special report on "Plants Manufacturing Dairy Products by Production - Size Groups and Geographic Distribution, 1963" is now available and may be obtained by writing this office.

PRODUCTION OF ICE CREAM, UNITED STATES, 1965

MONTH	ENUMERATED		ESTIMATED		CHANGE FROM:	
	1959-63 Average ^{1/}	1963	1964	1965	1959-63 Av.	1964
	Thousand Gallons				Percent	
January	44,904	47,228	48,595	50,040	+ 11	+ 3
February	46,467	46,812	50,435	49,385	+ 6	- 2
March	55,507	55,605	57,845	58,770	+ 6	+ 2
THREE MONTH TOTAL	146,878	149,645	156,875	158,195	+ 8	+ 1
April	57,839	61,984	58,975			
May	65,176	66,653	65,485			
June	72,804	70,418	73,820			
July	75,749	78,499	79,920			
August	75,764	75,643	73,920			
September	63,309	60,695	66,295			
October	54,770	58,832	57,195			
November	47,356	48,755	50,765			
December	44,679	45,564	49,210			
TWELVE MONTH TOTAL	704,324	716,688	732,460			

^{1/}Short-time averages included for Alaska and Hawaii.

PRODUCTION OF ICE CREAM: MARCH 1965

4-22-65

STATE AND GEOGRAPHIC DIVISION	5-YEAR MARCH AVERAGE 1959-63 1/2	MARCH			PERCENT CHANGE IN MARCH 1965 PRODUCTION FROM:	
		1963 1/2	ESTIMATED		5-YEAR AVERAGE	MARCH 1964
			1964	1965		
		Thousand Gallons			Percent	
Massachusetts	2,261	2,217	2,460	2,650	+ 17	+ 8
Connecticut	676	655	695	700	+ 4	+ 1
New York	5,906	5,945	6,240	5,600	- 5	- 10
New Jersey	1,451	1,344	1,340	1,310	- 10	- 2
Pennsylvania	5,540	5,131	5,520	5,520	0	0
Other N.A. States ...	783	784	790	840	+ 7	+ 6
NO. ATLANTIC STATES	16,617	16,076	17,045	16,620	0	- 2
Ohio	3,259	3,118	3,100	3,300	+ 1	+ 6
Indiana	2,236	2,399	2,350	2,530	+ 13	+ 8
Illinois	2,947	3,106	3,490	3,640	+ 24	+ 4
Michigan	2,453	2,414	2,680	2,700	+ 10	+ 1
Wisconsin	1,747	1,720	1,770	1,740	0	- 2
E. N. CENTRAL STATES	12,642	12,757	13,390	13,910	+ 10	+ 4
Minnesota	1,481	1,533	1,715	1,835	+ 24	+ 7
Iowa	884	781	850	960	+ 9	+ 13
Missouri	1,336	1,168	1,445	1,500	+ 12	+ 4
N. & S. Dakota	366	357	365	385	+ 5	+ 5
Nebraska	730	734	865	845	+ 16	- 2
Kansas	509	525	440	415	- 18	- 6
WEST NO. CENT. STATES	5,306	5,098	5,680	5,940	+ 12	+ 5
District of Columbia	605	586	590	700	+ 16	+ 19
Maryland	1,088	1,090	1,100	1,125	+ 3	+ 2
Virginia	961	1,066	1,025	1,070	+ 11	+ 4
West Virginia	416	401	450	430	+ 3	- 4
North Carolina	1,095	1,131	1,220	1,050	- 4	- 14
Georgia	670	681	760	840	+ 25	+ 11
Florida	1,760	1,814	1,600	1,590	- 10	- 1
Other S.A. States ...	590	619	635	650	+ 10	+ 2
SO. ATLANTIC STATES	7,185	7,388	7,380	7,455	+ 4	+ 1
Tennessee	1,157	1,149	1,150	1,160	0	+ 1
Alabama	653	634	600	610	- 7	+ 2
Louisiana	643	563	545	560	- 13	+ 3
Oklahoma	437	457	400	450	+ 3	+ 13
Texas	1,747	1,817	1,770	1,960	+ 12	+ 11
Other S.C. States ...	826	862	930	910	+ 10	- 2
SO. CENTRAL STATES	5,463	5,482	5,395	5,650	+ 3	+ 5
Colorado	658	766	780	660	0	- 15
Other Mt. States	1,273	1,276	1,355	1,330	+ 4	- 2
MOUNTAIN STATES	1,931	2,042	2,135	1,990	+ 3	- 7
Washington	1,075	1,249	1,110	1,210	+ 15	+ 12
Oregon	452	470	460	475	+ 5	+ 3
California	4,645	4,856	5,060	5,300	+ 14	+ 5
PACIFIC STATES	6,172	6,575	6,630	7,015	+ 14	+ 6
UNITED STATES 2/	55,507	55,605	57,845	58,770	+ 6	+ 2

1/From enumerations. 2/Includes Alaska and Hawaii.

ICE MILK PRODUCTION

Ice milk production in the United States during March was estimated at 16,205,000 gallons. This was up 11 percent from March 1964 and 45 percent from the 1959-63 average. The quarterly total this year of 38,790,000 gallons was 8 percent more than in the January-March period of 1964 and 47 percent greater than the average.

From February to March, production increased 38 percent this year, compared with 32 percent at this time in 1964 and 40 percent on the average in the preceding 5-year period. Sharp seasonal gains occurred in all regions of the country.

Compared with March 1964, output was more in all regions except the West North Central, where it was less. The sharpest gains were in the two Atlantic Regions and in the West.

PRODUCTION OF ICE MILK, UNITED STATES, 1965

MONTH	ENUMERATED		ESTIMATED		CHANGE FROM:	
	1959-63 Average 1/	1963	1964	1965	1959-63 Av.	1964
	Thousand Gallons				Percent	
January	7,192	8,983	10,205	10,855	+ 51	+ 6
February	8,018	9,920	11,125	11,730	+ 46	+ 5
March	11,190	13,877	14,655	16,205	+ 45	+11
THREE MONTH TOTAL	26,400	32,780	35,985	38,790	+ 47	+ 8

1/Short-time averages included for Alaska and Hawaii.

SHERBET PRODUCTION

March production of sherbet in the United States was set at 3,045,000 gallons. This was down 1 percent from March 1964, but up 7 percent from the 1959-63 average for the month. The January-March manufacture of 7,810,000 gallons this year was 1 percent over the same quarter of 1964 and 14 percent above the average. Production increased 31 percent seasonally from February to March. This compares with a 34 percent advance in 1964 and an average gain of 38 percent. Seasonal advances were sharp in all regions of the country.

Compared with March 1964, changes by regions were mixed. Sharp decreases were noted in the South Atlantic Region and the West North Central. Moderate declines occurred in the East North Central Region and the Mountain. Output held steady in the South Central Region. Increases occurred in the North Atlantic Region and the Pacific States.

PRODUCTION OF SHERBET, UNITED STATES, 1965

MONTH	ENUMERATED		ESTIMATED		CHANGE FROM:	
	1959-63 Average 1/	1963	1964	1965	1959-63 Av.	1964
	Thousand Gallons				Percent	
January	1,975	2,213	2,335	2,435	+ 23	+ 4
February	2,061	2,131	2,305	2,330	+ 13	+ 1
March	2,834	2,997	3,080	3,045	+ 7	- 1
THREE MONTH TOTAL	6,870	7,341	7,720	7,810	+ 14	+ 1

1/Short-time averages included for Alaska and Hawaii.

Production of Mellorine and other frozen desserts made with fats and oils other than milkfat in the United States was estimated at 4,070,000 gallons in March. This was fractionally more than in March 1964, and 7 percent larger than the 1959-63 average for the month. Output in the first quarter of this year was about the same as in the January-March period a year earlier, but it was 13 percent greater than the 5-year average.

The seasonal increase from February to March was 19 percent this year, compared with 18 percent at this time in 1964 and 26 percent on the average in the 1959-63 period. However, on a daily average basis the advance was 7 percent this year as against 10 percent between February and March in 1964 and 15 percent in the preceding 5-year period. Output increased seasonally in all producing states except Alabama, Oklahoma, Montana, and Arizona.

Compared with March 1964, production was more in Missouri, Arkansas, Arizona, Oregon, and California. Output was unchanged in Illinois, South Carolina, and Louisiana. Decreases occurred in all other producing states.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES 1965

MONTH	ENUMERATED		ESTIMATED		CHANGE FROM:	
	1959-63 Average	1963	1964	1965	1959-63 Av.	1964
	Thousand Gallons				Percent	
January	2,732	3,058	3,255	3,225	+ 18	- 1
February	2,995	3,151	3,450	3,430	+ 15	- 1
March	3,788	4,197	4,055	4,070	+ 7	0
THREE MONTH TOTAL	9,515	10,406	10,760	10,725	+ 13	0

WATER ICE PRODUCTION

U.S. production of water ices during March total 2,065,000 gallons. This was down 1 percent from March 1964, but up 2 percent from the 1959-63 average for the month. The January-March total was 2 percent less than in the corresponding quarter of last year, but 5 percent more than the 1959-63 average. On a monthly basis, output advanced 96 percent between February and March this year, compared with 85 percent a year earlier and 99 percent on the average in the 1959-63 period. Sharp seasonal increases occurred in all regions of the country.

Compared with March 1964, production of water ices was larger in the South Central Region and the West, but it was smaller in the other regions.

PRODUCTION OF WATER ICES, UNITED STATES 1965

MONTH	ENUMERATED		ESTIMATED		CHANGE FROM:	
	1959-63 Average 1/	1963	1964	1965	1959-63 Av.	1964
	Thousand Gallons				Percent	
January	761	798	855	875	+ 15	+ 2
February	1,017	1,015	1,130	1,055	+ 4	- 7
March	2,021	2,118	2,090	2,065	+ 2	- 1
THREE MONTH TOTAL	3,799	3,931	4,075	3,995	+ 5	- 2

1/Short-time averages included for Hawaii.