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Production of  
ICE CREAM  
and  
RELATED FROZEN PRODUCTS  
JULY ~~1964~~  
NOV 2 1964

U.S. DEPARTMENT OF AGRICULTURE  
Statistical Reporting Service  
Crop Reporting Board  
Released August 21, 1964  
1300-A New P.O. Bldg., Chicago, Ill. 60607

ICE CREAM PRODUCTION

Production of ice cream in the United States in July, estimated at 79,920,000 gallons, was 2 percent more than in July 1963, and 7 percent larger than the 1958-62 average for the month, the Crop Reporting Board reports. This was the greatest production for July in every year of record except 1946. Output increased 8 percent from June to July, compared with 11 percent at this time last year, and 4 percent on the average in the 1958-62 period. Temperatures during July averaged normal or above in most of the country except: (1) a southeastern area from Kentucky, Tennessee, and Louisiana eastward including a portion of the states north of the Ohio River, and (2) a northwestern area including Washington and Oregon, and sections of neighboring states. The milkfat content of ice cream manufactured in the United States averaged 11.0 percent in July, compared with 11.0 percent also in July 1963 and 11.1 percent in January 1964.

Compared with July last year, production was more in all regions except the North Atlantic and the South Atlantic, where it was 1 percent less in each. Increases varied from 2 percent in the East North Central States to 6 percent in both the West North Central and the Mountain. Production was up 3 percent in the South Central States and 5 percent in the Pacific. In the three leading production states, output was up 2 percent in New York and 3 percent in California, but was down 4 percent in Pennsylvania.

Compared with the 1958-62 July average, increases in all regions ranged from 2 percent in the North Atlantic to 13 percent in both the West North Central and the Pacific. Production was up 3 percent in the South Atlantic Region and 6 percent in the South Central. Other increases were 7 percent in the Mountain States and 9 percent in the East North Central. Production was 3 percent more in New York and 14 percent greater in California, but was 3 percent less in Pennsylvania.

PRODUCTION OF ICE CREAM, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	44,145	45,651	47,228	48,595	+ 10	+ 3
February .....	45,195	47,386	46,812	50,435	+ 12	+ 8
March .....	53,884	55,748	55,605	57,845	+ 7	+ 4
April .....	56,542	58,181	51,984	58,975	+ 4	- 5
May .....	64,306	66,325	66,653	65,485	+ 2	- 2
June .....	72,143	71,453	70,418	73,820	+ 2	+ 5
July .....	74,907	75,470	76,499	79,920	+ 7	+ 2
SEVEN MONTH TOTAL	411,122	420,214	427,199	435,075	+ 6	+ 2
August .....	74,891	75,472	75,643			
September .....	62,949	60,675	60,695			
October .....	53,659	56,008	58,832			
November .....	46,290	48,216	48,755			
December .....	44,142	43,843	45,564			
TWELVE MONTH TOTAL	693,053	704,428	716,638			

1/Short-time averages included for Alaska and Hawaii.  
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## PRODUCTION OF ICE CREAM: JULY 1964

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STATE AND GEOGRAPHIC DIVISION	5-YEAR JULY AVERAGE 1958-62 1/	JULY			PERCENT CHANGE IN JULY 1964 PRODUCTION FROM:	
		1962 1/	1963 1/	ESTIMATED 1964	5-YEAR AVERAGE	JULY 1963
Massachusetts .....	3,061	3,053	3,507	3,320	+ 11	- 5
Connecticut .....	951	944	912	975	+ 3	+ 7
New York .....	8,501	8,730	8,596	8,730	+ 3	+ 2
New Jersey .....	2,435	2,280	2,502	2,670	+ 10	+ 3
Pennsylvania .....	7,916	7,837	8,030	7,680	- 3	- 4
Other N.A. States ...	1,253	1,181	1,212	1,220	- 3	+ 1
<b>NO. ATLANTIC STATES</b>	<b>24,057</b>	<b>24,025</b>	<b>24,859</b>	<b>24,595</b>	<b>+ 2</b>	<b>- 1</b>
Ohio .....	4,304	4,068	4,433	4,300	0	- 3
Indiana .....	2,982	3,003	3,264	3,240	+ 9	- 1
Illinois .....	3,909	4,121	4,152	4,300	+ 10	+ 4
Michigan .....	3,497	3,425	3,795	4,150	+ 19	+ 9
Wisconsin .....	2,531	2,615	2,761	2,850	+ 13	+ 3
<b>E. N. CENTRAL STATES</b>	<b>17,223</b>	<b>17,232</b>	<b>18,405</b>	<b>18,840</b>	<b>+ 9</b>	<b>+ 2</b>
Minnesota .....	1,991	2,091	2,359	2,610	+ 31	+ 11
Iowa .....	1,183	1,059	1,085	1,300	+ 10	+ 20
Missouri .....	1,837	2,088	1,878	1,850	+ 1	- 1
N. & S. Dakota .....	515	482	549	560	+ 9	+ 2
Nebraska .....	863	888	966	1,080	+ 25	+ 12
Kansas .....	643	695	664	570	- 11	- 14
<b>WEST NO. CENT. STATES</b>	<b>7,032</b>	<b>7,303</b>	<b>7,561</b>	<b>7,970</b>	<b>+ 13</b>	<b>+ 6</b>
District of Columbia	728	713	702	780	+ 7	+ 11
Maryland .....	1,397	1,308	1,415	1,300	- 7	- 8
Virginia .....	1,229	1,357	1,394	1,420	+ 16	+ 2
West Virginia .....	526	459	495	500	- 5	+ 1
North Carolina .....	1,545	1,644	1,569	1,630	+ 6	+ 4
Georgia .....	879	826	826	890	+ 1	+ 8
Florida .....	1,739	1,749	1,875	1,700	- 2	- 9
Other S.A. States ...	765	834	874	875	+ 14	0
<b>SO. ATLANTIC STATES</b>	<b>8,808</b>	<b>8,890</b>	<b>9,150</b>	<b>9,095</b>	<b>+ 3</b>	<b>- 1</b>
Tennessee .....	1,572	1,545	1,555	1,420	- 10	- 9
Alabama .....	886	826	881	800	- 10	- 9
Louisiana .....	915	857	763	700	- 23	- 8
Oklahoma .....	593	614	586	650	+ 9	+ 11
Texas .....	2,075	2,203	2,410	2,730	+ 32	+ 13
Other S.C. States ...	1,222	1,296	1,266	1,400	+ 15	+ 11
<b>SO. CENTRAL STATES</b>	<b>7,263</b>	<b>7,341</b>	<b>7,461</b>	<b>7,700</b>	<b>+ 6</b>	<b>+ 3</b>
Colorado .....	783	839	837	880	+ 12	+ 5
Other Mt. States ....	1,634	1,704	1,640	1,755	+ 5	+ 7
<b>MOUNTAIN STATES</b>	<b>2,452</b>	<b>2,543</b>	<b>2,477</b>	<b>2,635</b>	<b>+ 7</b>	<b>+ 6</b>
Washington .....	1,382	1,509	1,396	1,500	+ 9	+ 7
Oregon .....	624	599	574	680	+ 9	+ 18
California .....	5,853	5,821	6,474	6,700	+ 14	+ 3
<b>PACIFIC STATES</b>	<b>7,659</b>	<b>7,929</b>	<b>8,444</b>	<b>8,880</b>	<b>+ 13</b>	<b>+ 5</b>
<b>UNITED STATES 2/</b>	<b>74,907</b>	<b>75,470</b>	<b>78,499</b>	<b>79,920</b>	<b>+ 7</b>	<b>+ 2</b>

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

ICE MILK PRODUCTION

Estimated production of ice milk in the United States during July was 29,060,000 gallons, the Crop Reporting Board announced. This was 7 percent larger than in July 1963 and 46 percent greater than the 1958-62 average for the month. Total output in the first seven months of this year was up 6 percent from the January-July manufacture in 1963 and 46 percent from the 5-year average. The seasonal increase from June to July this year was 12 percent, compared with 11 percent last year and an average of 8 percent in the 1958-62 period. Seasonal gains occurred in all regions except the South Central.

Compared with July 1963, production was down moderately in the North Atlantic Region and unchanged in the South Central. The other regions showed substantial gains.

PRODUCTION OF ICE MILK, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	6,447	7,900	8,983	10,205	+ 58	+ 14
February .....	7,055	9,193	9,920	11,125	+ 58	+ 12
March .....	9,852	12,659	13,877	14,655	+ 49	+ 6
April .....	12,463	15,778	17,553	18,075	+ 45	+ 3
May .....	15,832	20,927	21,811	22,140	+ 40	+ 2
June .....	18,444	23,266	24,481	26,035	+ 41	+ 6
July .....	19,908	24,888	27,221	29,060	+ 46	+ 7
SEVEN MONTH TOTAL	90,001	114,611	123,846	131,295	+ 46	+ 6

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

SHERBET PRODUCTION

Sherbet production in the United States during July was estimated at 6,290,000 gallons - 3 percent more than in July a year earlier and 13 percent above the 1958-62 average for the month. Cumulative output in the January-July period this year was 3 percent above the seven months in 1963 and 9 percent above the average. From June to July, production advanced 17 percent this year, compared with 21 percent a year ago and 6 percent on the average in the 1958-62 period. Sharp seasonal gains occurred in all regions of the country.

Compared with July 1963, production decreased in both North Central Regions. A moderate increase occurred in the South Atlantic Region. Sharp gains were shown in all other regions.

PRODUCTION OF SHERBET, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	1,877	2,085	2,213	2,335	+ 24	+ 6
February .....	1,961	2,155	2,131	2,305	+ 18	+ 8
March .....	2,682	2,813	2,997	3,080	+ 15	+ 3
April .....	3,364	3,477	3,775	3,595	+ 7	- 5
May .....	4,450	4,759	4,426	4,480	+ 1	+ 1
June .....	5,256	5,252	5,030	5,370	+ 2	+ 7
July .....	5,570	5,426	6,083	6,290	+ 13	+ 3
SEVEN MONTH TOTAL	25,160	25,967	26,655	27,455	+ 9	+ 3

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

"MELLORINE-TYPE" FROZEN DESSERTS PRODUCTION

U.S. production of Mellorine and other frozen desserts made with fats and oils other than milkfat was 5,970,000 gallons in July, the Crop Reporting Board reports. This was 6 percent more than in July 1963 and 15 percent larger than the 1958-62 average for the month. Output in the first seven months of this year was 3 percent above the corresponding months in 1963 and 15 percent above the average.

Mellorine manufacture gained 7 percent from June to July this year, compared with 12 percent at this time a year earlier and 2 percent on the average in the 1958-62 period. Production was unchanged in South Carolina, and decreased in Missouri and Arkansas. Seasonal advances occurred in all other Mellorine-producing states. Compared with July 1963, output was smaller in Missouri, South Carolina and Arkansas. Increases were shown in all other producing states.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:		
	1958-62 Average	1962	1963	1964	1958-62 Av.	1963	
		<u>Thousand Gallons</u>				<u>Percent</u>	
January .....	2,569	2,987	3,058	3,255	+ 27	+ 6	
February .....	2,833	3,401	3,151	3,450	+ 22	+ 9	
March .....	3,502	3,905	4,197	4,055	+ 16	- 3	
April .....	3,800	4,194	4,453	4,400	+ 16	- 1	
May .....	4,503	5,154	5,047	4,750	+ 5	- 6	
June .....	5,063	5,475	5,018	5,555	+ 10	+ 11	
July .....	5,132	5,828	5,636	5,970	+ 15	+ 6	
SEVEN MONTH TOTAL	27,452	30,954	30,560	31,435	+ 15	+ 3	

WATER ICE PRODUCTION

Production of water ices in the United States during July was estimated at 6,345,000 gallons - 6 percent larger than in July 1963 and 16 percent greater than the 1958-62 average for the month. Cumulative January-July output this year was 2 percent more than in the seven months of 1963 and 6 percent larger than the 5-year average for this period.

Production advanced 8 percent between June and July both this year and a year earlier, in contrast to an average decline of 4 percent in the preceding 5-year period. Increases occurred in all regions except the South Atlantic and the South Central. Compared with July 1963, output was unchanged in the North Atlantic Region, while lower in the South Atlantic and the West. Increases appeared in the remainder of the country.

PRODUCTION OF WATER ICES, UNITED STATES 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:		
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963	
		<u>Thousand Gallons</u>				<u>Percent</u>	
January .....	745	753	798	855	+ 15	+ 7	
February .....	974	1,044	1,015	1,130	+ 16	+ 11	
March .....	1,922	1,919	2,118	2,090	+ 9	- 1	
April .....	3,335	3,490	3,693	3,330	0	- 10	
May .....	4,819	5,423	4,752	4,775	- 1	0	
June .....	5,694	5,712	5,565	5,895	+ 4	+ 6	
July .....	5,458	5,434	6,013	6,345	+ 16	+ 6	
SEVEN MONTH TOTAL	22,947	23,775	23,954	24,420	+ 6	+ 2	

1/Short-time average included for Hawaii.

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Production of  
ICE CREAM  
and  
RELATED FROZEN PRODUCTS  
AUGUST 1964

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Statistical Reporting Service  
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ICE CREAM PRODUCTION

Production of ice cream in the United States in July, estimated at 79,920,000 gallons, was 2 percent more than in July 1963, and 7 percent larger than the 1958-62 average for the month, the Crop Reporting Board reports. This was the greatest production for July in every year of record except 1946. Output increased 8 percent from June to July, compared with 11 percent at this time last year, and 4 percent on the average in the 1958-62 period. Temperatures during July averaged normal or above in most of the country except: (1) a southeastern area from Kentucky, Tennessee, and Louisiana eastward including a portion of the states north of the Ohio River, and (2) a northwestern area including Washington and Oregon, and sections of neighboring states. The milkfat content of ice cream manufactured in the United States averaged 11.0 percent in July, compared with 11.0 percent also in July 1963 and 11.1 percent in January 1964.

Compared with July last year, production was more in all regions except the North Atlantic and the South Atlantic, where it was 1 percent less in each. Increases varied from 2 percent in the East North Central States to 6 percent in both the West North Central and the Mountain. Production was up 3 percent in the South Central States and 5 percent in the Pacific. In the three leading production states, output was up 2 percent in New York and 3 percent in California, but was down 4 percent in Pennsylvania.

Compared with the 1958-62 July average, increases in all regions ranged from 2 percent in the North Atlantic to 13 percent in both the West North Central and the Pacific. Production was up 3 percent in the South Atlantic Region and 6 percent in the South Central. Other increases were 7 percent in the Mountain States and 9 percent in the East North Central. Production was 3 percent more in New York and 14 percent greater in California, but was 3 percent less in Pennsylvania.

PRODUCTION OF ICE CREAM, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	44,145	45,651	47,228	48,595	+ 10	+ 3
February .....	45,195	47,386	46,812	50,435	+ 12	+ 8
March .....	53,884	55,748	55,605	57,845	+ 7	+ 4
April .....	56,542	58,181	61,984	58,975	+ 4	- 5
May .....	64,306	66,325	66,653	65,485	+ 2	- 2
June .....	72,143	71,453	70,418	73,820	+ 2	+ 5
July .....	74,907	75,470	78,499	79,920	+ 7	+ 2
SEVEN MONTH TOTAL	411,122	420,214	427,199	435,075	+ 6	+ 2
August .....	74,391	75,472	75,643			
September .....	62,949	60,675	60,695			
October .....	53,659	56,008	58,832			
November .....	46,290	48,216	48,755			
December .....	44,142	43,843	45,564			
TWELVE MONTH TOTAL	693,053	704,428	716,688			

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

## PRODUCTION OF ICE CREAM: JULY 1964

8-21-64

STATE AND GEOGRAPHIC DIVISION	5-YEAR JULY AVERAGE 1958-62 1/	JULY			PERCENT CHANGE IN JULY 1964 PRODUCTION FROM:	
		1962 1/	1963 1/	ESTIMATED 1964	5-YEAR AVERAGE	JULY 1963
		Thousand Gallons			Percent	
Massachusetts .....	3,001	3,053	3,507	3,320	+ 11	- 5
Connecticut .....	951	944	912	975	+ 3	+ 7
New York .....	8,501	8,730	8,596	8,730	+ 3	+ 2
New Jersey .....	2,435	2,280	2,602	2,670	+ 10	+ 3
Pennsylvania .....	7,916	7,837	8,030	7,680	- 3	- 4
Other N.A. States ...	1,253	1,181	1,212	1,220	- 3	+ 1
<b>NO. ATLANTIC STATES</b>	<b>24,057</b>	<b>24,025</b>	<b>24,859</b>	<b>24,595</b>	<b>+ 2</b>	<b>- 1</b>
Ohio .....	4,304	4,068	4,433	4,300	0	- 3
Indiana .....	2,982	3,003	3,264	3,240	+ 9	- 1
Illinois .....	3,909	4,121	4,152	4,300	+ 10	+ 4
Michigan .....	3,497	3,425	3,795	4,150	+ 19	+ 9
Wisconsin .....	2,531	2,615	2,761	2,850	+ 13	+ 3
<b>E. N. CENTRAL STATES</b>	<b>17,223</b>	<b>17,232</b>	<b>18,405</b>	<b>18,840</b>	<b>+ 9</b>	<b>+ 2</b>
Minnesota .....	1,991	2,091	2,359	2,610	+ 31	+ 11
Iowa .....	1,183	1,059	1,085	1,300	+ 10	+ 20
Missouri .....	1,837	2,088	1,878	1,850	+ 1	- 1
N. & S. Dakota .....	515	482	549	560	+ 9	+ 2
Nebraska .....	863	888	966	1,080	+ 25	+ 12
Kansas .....	643	695	664	570	- 11	- 14
<b>WEST NO. CENT. STATES</b>	<b>7,032</b>	<b>7,303</b>	<b>7,501</b>	<b>7,970</b>	<b>+ 13</b>	<b>+ 6</b>
District of Columbia	728	713	702	780	+ 7	+ 11
Maryland .....	1,397	1,308	1,415	1,300	- 7	- 8
Virginia .....	1,229	1,357	1,394	1,420	+ 16	+ 2
West Virginia .....	526	459	495	500	- 5	+ 1
North Carolina .....	1,545	1,644	1,569	1,630	+ 6	+ 4
Georgia .....	879	826	826	890	+ 1	+ 8
Florida .....	1,739	1,749	1,875	1,700	- 2	- 9
Other S.A. States ...	765	834	874	875	+ 14	0
<b>SO. ATLANTIC STATES</b>	<b>8,808</b>	<b>8,890</b>	<b>9,150</b>	<b>9,095</b>	<b>+ 3</b>	<b>- 1</b>
Tennessee .....	1,572	1,545	1,555	1,420	- 10	- 9
Alabama .....	886	826	881	800	- 10	- 9
Louisiana .....	915	857	763	700	- 23	- 8
Oklahoma .....	598	614	586	650	+ 9	+ 11
Texas .....	2,075	2,203	2,410	2,730	+ 32	+ 13
Other S.C. States ...	1,222	1,296	1,266	1,400	+ 15	+ 11
<b>SO. CENTRAL STATES</b>	<b>7,268</b>	<b>7,341</b>	<b>7,461</b>	<b>7,700</b>	<b>+ 6</b>	<b>+ 3</b>
Colorado .....	788	839	837	880	+ 12	+ 5
Other Mt. States ....	1,604	1,704	1,640	1,755	+ 5	+ 7
<b>MOUNTAIN STATES</b>	<b>2,452</b>	<b>2,543</b>	<b>2,477</b>	<b>2,635</b>	<b>+ 7</b>	<b>+ 6</b>
Washington .....	1,382	1,509	1,396	1,500	+ 9	+ 7
Oregon .....	624	599	574	680	+ 9	+ 18
California .....	5,853	5,821	6,474	6,700	+ 14	+ 3
<b>PACIFIC STATES</b>	<b>7,859</b>	<b>7,929</b>	<b>8,444</b>	<b>8,880</b>	<b>+ 13</b>	<b>+ 5</b>
<b>UNITED STATES 2/</b>	<b>74,907</b>	<b>75,470</b>	<b>78,499</b>	<b>79,920</b>	<b>+ 7</b>	<b>+ 2</b>

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

## ICE MILK PRODUCTION

Estimated production of ice milk in the United States during July was 29,060,000 gallons, the Crop Reporting Board announced. This was 7 percent larger than in July 1963 and 46 percent greater than the 1958-62 average for the month. Total output in the first seven months of this year was up 6 percent from the January-July manufacture in 1963 and 46 percent from the 5-year average. The seasonal increase from June to July this year was 12 percent, compared with 11 percent last year and an average of 8 percent in the 1958-62 period. Seasonal gains occurred in all regions except the South Central.

Compared with July 1963, production was down moderately in the North Atlantic Region and unchanged in the South Central. The other regions showed substantial gains.

## PRODUCTION OF ICE MILK, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62	1962	1963		1964	1958-62 Av.
	Average 1/			Thousand Gallons		
January .....	6,447	7,900	8,983	10,205	+ 58	+ 14
February .....	7,055	9,193	9,920	11,125	+ 58	+ 12
March .....	9,852	12,659	13,877	14,655	+ 49	+ 6
April .....	12,463	15,778	17,553	18,075	+ 45	+ 3
May .....	15,832	20,927	21,811	22,140	+ 40	+ 2
June .....	18,444	23,266	24,481	26,035	+ 41	+ 6
July .....	19,908	24,888	27,221	29,060	+ 46	+ 7
SEVEN MONTH TOTAL	90,001	114,611	123,846	131,295	+ 46	+ 6

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

## SHERBET PRODUCTION

Sherbet production in the United States during July was estimated at 6,290,000 gallons - 3 percent more than in July a year earlier and 13 percent above the 1958-62 average for the month. Cumulative output in the January-July period this year was 3 percent above the seven months in 1963 and 9 percent above the average. From June to July, production advanced 17 percent this year, compared with 21 percent a year ago and 6 percent on the average in the 1958-62 period. Sharp seasonal gains occurred in all regions of the country.

Compared with July 1963, production decreased in both North Central Regions. A moderate increase occurred in the South Atlantic Region. Sharp gains were shown in all other regions.

## PRODUCTION OF SHERBET, UNITED STATES, 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62	1962	1963		1964	1958-62 Av.
	Average 1/			Thousand Gallons		
January .....	1,877	2,085	2,213	2,335	+ 24	+ 6
February .....	1,961	2,155	2,131	2,305	+ 18	+ 8
March .....	2,682	2,813	2,997	3,080	+ 15	+ 3
April .....	3,364	3,477	3,775	3,595	+ 7	- 5
May .....	4,450	4,759	4,426	4,480	+ 1	+ 1
June .....	5,256	5,252	5,030	5,370	+ 2	+ 7
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SEVEN MONTH TOTAL	25,160	25,967	26,655	27,455	+ 9	+ 3

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

"MELLORINE-TYPE" FROZEN DESSERTS PRODUCTION

U.S. production of Mellorine and other frozen desserts made with fats and oils other than milkfat was 5,970,000 gallons in July, the Crop Reporting Board reports. This was 6 percent more than in July 1963 and 15 percent larger than the 1958-62 average for the month. Output in the first seven months of this year was 3 percent above the corresponding months in 1963 and 15 percent above the average.

Mellorine manufacture gained 7 percent from June to July this year, compared with 12 percent at this time a year earlier and 2 percent on the average in the 1958-62 period. Production was unchanged in South Carolina, and decreased in Missouri and Arkansas. Seasonal advances occurred in all other Mellorine-producing states. Compared with July 1963, output was smaller in Missouri, South Carolina and Arkansas. Increases were shown in all other producing states.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	2,569	2,987	3,058	3,255	+ 27	+ 6
February .....	2,833	3,401	3,151	3,450	+ 22	+ 9
March .....	3,502	3,905	4,197	4,055	+ 16	- 3
April .....	3,800	4,194	4,453	4,400	+ 16	- 1
May .....	4,503	5,134	5,047	4,750	+ 5	- 6
June .....	5,063	5,475	5,018	5,555	+ 10	+ 11
July .....	5,182	5,828	5,636	5,970	+ 15	+ 6
SEVEN MONTH TOTAL	27,452	30,954	30,560	31,435	+ 15	+ 3

WATER ICE PRODUCTION

Production of water ices in the United States during July was estimated at 6,345,000 gallons - 6 percent larger than in July 1963 and 16 percent greater than the 1958-62 average for the month. Cumulative January-July output this year was 2 percent more than in the seven months of 1963 and 6 percent larger than the 5-year average for this period.

Production advanced 8 percent between June and July both this year and a year earlier, in contrast to an average decline of 4 percent in the preceding 5-year period. Increases occurred in all regions except the South Atlantic and the South Central. Compared with July 1963, output was unchanged in the North Atlantic Region, while lower in the South Atlantic and the West. Increases appeared in the remainder of the country.

PRODUCTION OF WATER ICES, UNITED STATES 1964

MONTH	ENUMERATED			ESTIMATED	CHANGE FROM:	
	1958-62 Average 1/	1962	1963	1964	1958-62 Av.	1963
	Thousand Gallons				Percent	
January .....	745	753	798	855	+ 15	+ 7
February .....	974	1,044	1,015	1,130	+ 16	+ 11
March .....	1,922	1,919	2,118	2,090	+ 9	- 1
April .....	3,335	3,490	3,693	3,330	0	- 10
May .....	4,819	5,423	4,752	4,775	- 1	0
June .....	5,694	5,712	5,565	5,895	+ 4	+ 6
July .....	5,458	5,434	6,013	6,345	+ 16	+ 6
SEVEN MONTH TOTAL	22,947	23,775	23,954	24,420	+ 6	+ 2

1/Short-time average included for Hawaii.