

Production of
ICE CREAM
and
RELATED FROZEN PRODUCTS
MARCH 1966

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ICE CREAM PRODUCTION

Production of ice cream in the United States in March, estimated at 61,695,000 gallons, was the highest on record for the month, the Crop Reporting Board reports. Output was 3 percent more than in March 1965, and 9 percent larger than the 1960-64 average for the month. The seasonal gain from February to March this year was especially strong: 24 percent, compared with 20 percent at this time last year, and 19 percent on the average in the 1960-64 period. Temperatures during March averaged normal or above in the entire country except: (1) a Gulf and South Atlantic area comprising major portions of Louisiana, Mississippi, North Carolina, eastern Tennessee, and all states east and south; (2) southern Texas; and (3) a Pacific Coastal strip extending from middle California northward.

Compared with March 1965, ice cream production was about the same in the North Atlantic States, while it was more in all other regions. Output was 1 percent more in both the South Atlantic and the Pacific States. Production was up 4 percent in the West North Central Region and 6 percent in the East North Central. Other increases were 9 percent in the South Central States and 10 percent in the Mountain. In the three leading-producing states, production was up 3 percent in Pennsylvania and 2 percent in California, but was down 6 percent in New York. Other important-producing states showing decreases were Connecticut, Indiana, Iowa, the Dakotas, Nebraska, Virginia, West Virginia, Washington, and Oregon.

Compared with the March 1960-64 average, increases in all regions varied from 2 percent in the North Atlantic to 21 percent in the Pacific. Production was up 6 percent in the South Atlantic States and 7 percent in the Mountain. Sharper increases were shown in the other regions: 12 percent in the West North Central, 13 percent in the East North Central, and 14 percent in the South Central. Production was up 3 percent in Pennsylvania and 23 percent in California, but was off 9 percent in New York. Decreases were noted also in Connecticut, New Jersey, the Dakotas, Kansas, Virginia, North Carolina, and Florida.

PRODUCTION OF ICE CREAM, UNITED STATES, 1966

| MONTH | ENUMERATED | | ESTIMATED | | CHANGE FROM: | |
|--------------------|-----------------------|---------|-----------|---------|--------------|------|
| | 1960-64 Average 1/ | 1964 | 1965 | 1966 | 1960-64 Av. | 1965 |
| | Thousand Gallons | | | | Percent | |
| January | 46,098 | 48,750 | 49,680 | 50,195 | + 9 | + 1 |
| February | 47,581 | 50,085 | 49,885 | 49,870 | + 5 | 0 |
| March | 56,430 | 57,961 | 59,845 | 61,695 | + 9 | + 3 |
| THREE MONTH TOTAL | 150,109 | 156,796 | 159,410 | 161,760 | + 8 | + 1 |
| April | 58,375 | 59,912 | 62,525 | | | |
| May | 65,587 | 66,386 | 66,585 | | | |
| June | 72,821 | 74,573 | 74,440 | | | |
| July | 76,193 | 81,188 | 80,300 | | | |
| August | 75,404 | 73,400 | 78,020 | | | |
| September | 63,472 | 66,341 | 67,940 | | | |
| October | 55,467 | 56,626 | 58,265 | | | |
| November | 48,628 | 51,058 | 54,130 | | | |
| December | 45,320 | 49,287 | 51,255 | | | |
| TWELVE MONTH TOTAL | 711,376 | 735,567 | 752,870 | | | |

1/Short-time averages included for Alaska and Hawaii.
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PRODUCTION OF ICE CREAM: MARCH 1966

| STATE AND GEOGRAPHIC DIVISION | 5-YEAR MARCH AVERAGE 1960-64 1/ | MARCH | | | PERCENT CHANGE IN MARCH 1966 PRODUCTION FROM: | | |
|-------------------------------------|--|---------------|---------------|------------------|---|---------------|--|
| | | 1964 1/ | ESTIMATED | | 5-YEAR AVERAGE | MARCH 1965 | |
| | | | 1965 | 1966 | | | |
| | | | | Thousand Gallons | | Percent | |
| Massachusetts | 2,329 | 2,415 | 2,680 | 3,100 | + 33 | + 16 | |
| Connecticut | 687 | 642 | 670 | 480 | - 30 | - 28 | |
| New York | 6,056 | 6,183 | 5,890 | 5,510 | - 9 | - 6 | |
| New Jersey | 1,451 | 1,488 | 1,420 | 1,430 | - 1 | + 1 | |
| Pennsylvania | 5,566 | 5,584 | 5,570 | 5,750 | + 3 | + 3 | |
| Other N.A. States .. | 802 | 862 | 895 | 885 | + 10 | - 1 | |
| NO. ATLANTIC STATES | 16,891 | 17,174 | 17,125 | 17,155 | + 2 | 0 | |
| Ohio | 3,214 | 3,146 | 3,300 | 3,700 | + 15 | + 12 | |
| Indiana | 2,310 | 2,361 | 2,500 | 2,400 | + 4 | - 4 | |
| Illinois | 3,071 | 3,229 | 3,440 | 3,650 | + 19 | + 6 | |
| Michigan | 2,515 | 2,694 | 2,730 | 2,880 | + 15 | + 5 | |
| Wisconsin | 1,802 | 1,902 | 1,690 | 1,995 | + 11 | + 6 | |
| E. N. CENTRAL STATES | 12,912 | 13,332 | 13,860 | 14,625 | + 13 | + 6 | |
| Minnesota | 1,547 | 1,714 | 1,780 | 2,050 | + 33 | + 15 | |
| Iowa | 840 | 819 | 925 | 840 | 0 | - 9 | |
| Missouri | 1,340 | 1,337 | 1,390 | 1,510 | + 13 | + 9 | |
| N. & S. Dakota | 363 | 367 | 400 | 345 | - 5 | - 14 | |
| Nebraska | 766 | 872 | 850 | 800 | + 4 | - 6 | |
| Kansas | 499 | 447 | 420 | 435 | - 13 | + 4 | |
| WEST NO. CENT. STATES | 5,355 | 5,556 | 5,765 | 5,980 | + 12 | + 4 | |
| District of Columbia | 606 | 597 | 720 | 725 | + 20 | + 1 | |
| Maryland | 1,082 | 1,012 | 1,045 | 1,200 | + 11 | + 15 | |
| Virginia | 994 | 1,034 | 1,070 | 970 | - 2 | - 9 | |
| West Virginia | 429 | 530 | 610 | 550 | + 28 | - 10 | |
| North Carolina | 1,105 | 1,141 | 1,060 | 1,070 | - 3 | + 1 | |
| Georgia | 686 | 720 | 805 | 825 | + 20 | + 2 | |
| Florida | 1,818 | 1,891 | 1,780 | 1,790 | - 2 | + 1 | |
| Other S.A. States .. | 607 | 649 | 635 | 640 | + 5 | + 1 | |
| SO. ATLANTIC STATES | 7,327 | 7,574 | 7,725 | 7,770 | + 6 | + 1 | |
| Tennessee | 1,147 | 1,134 | 1,190 | 1,200 | + 5 | + 1 | |
| Alabama | 655 | 637 | 620 | 655 | 0 | + 6 | |
| Louisiana | 621 | 570 | 590 | 700 | + 13 | + 19 | |
| Oklahoma | 424 | 425 | 460 | 470 | + 11 | + 2 | |
| Texas | 1,798 | 1,821 | 1,970 | 2,230 | + 24 | + 13 | |
| Other S.C. States .. | 832 | 909 | 885 | 985 | + 18 | + 11 | |
| SO. CENTRAL STATES | 5,477 | 5,496 | 5,715 | 6,240 | + 14 | + 9 | |
| Colorado | 685 | 693 | 595 | 735 | + 7 | + 24 | |
| Other Mt. States ... | 1,314 | 1,366 | 1,360 | 1,410 | + 7 | + 4 | |
| MOUNTAIN STATES | 1,999 | 2,059 | 1,955 | 2,145 | + 7 | + 10 | |
| Washington | 1,092 | 1,044 | 1,220 | 1,210 | + 11 | - 1 | |
| Oregon | 453 | 461 | 590 | 580 | + 28 | - 2 | |
| California | 4,733 | 5,077 | 5,700 | 5,800 | + 23 | + 2 | |
| PACIFIC STATES | 6,278 | 6,582 | 7,510 | 7,590 | + 21 | + 1 | |
| UNITED STATES 2/ | 56,430 | 57,961 | 59,845 | 61,695 | + 9 | + 3 | |

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

ICE MILK PRODUCTION

March production of ice milk in the United States was estimated at 17,835,000 gallons, the Crop Reporting Board reports. This is 9 percent more than in March 1965 and 44 percent greater than the 1960-64 average for the month. The January-March cumulative output this year was up 6 percent from the first quarter in 1965 and 41 percent from the 5-year average.

On a daily average basis, production advanced 32 percent from February to March this year, compared with 24 percent at this time in 1965 and 25 percent on the average in the 1960-64 period. Sharp seasonal increases occurred in all regions.

Compared with March 1965, production was about the same in the South Central Region and increased only slightly in the West. Output increased moderately in the North Atlantic Region and gained sharply in the other regions of the country.

PRODUCTION OF ICE MILK, UNITED STATES, 1966

| MONTH | ENUMERATED | | ESTIMATED | | CHANGE FROM: | |
|---------------------------|-----------------------|---------------|---------------|---------------|--------------|------------|
| | 1960-64 Average 1/ | 1964 | 1965 | 1966 | 1960-64 Av. | 1965 |
| | Thousand Gallons | | | | Percent | |
| January | 8,078 | 10,079 | 11,185 | 11,635 | + 44 | + 4 |
| February | 9,035 | 11,333 | 11,865 | 12,170 | + 35 | + 3 |
| March | 12,368 | 14,943 | 16,330 | 17,835 | + 44 | + 9 |
| THREE MONTH TOTAL: | 29,481 | 36,355 | 39,380 | 41,640 | + 41 | + 6 |

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

SHERBET PRODUCTION

The manufacture of sherbet in the United States during March was estimated at 3,365,000 gallons. This is 7 percent above March 1965 and 15 percent more than the 1960-64 average for the month. Output in the first quarter of this year was up 6 percent from the January-March total a year earlier and 16 percent from the 5-year average.

Output gained 33 percent from February to March this year, compared with 31 percent at this time last year and 35 percent on the average in the 1960-64 period. Sharp seasonal advances were registered in all regions of the country. Compared with March 1965, production was larger in all regions of the country except the Mountain, where it was moderately smaller.

PRODUCTION OF SHERBET, UNITED STATES, 1966

| MONTH | ENUMERATED | | ESTIMATED | | CHANGE FROM: | |
|---------------------------|-----------------------|--------------|--------------|--------------|--------------|------------|
| | 1960-64 Average 1/ | 1964 | 1965 | 1966 | 1960-64 Av. | 1965 |
| | Thousand Gallons | | | | Percent | |
| January | 2,104 | 2,349 | 2,345 | 2,425 | + 15 | + 3 |
| February | 2,158 | 2,360 | 2,390 | 2,535 | + 17 | + 6 |
| March | 2,924 | 3,091 | 3,135 | 3,365 | + 15 | + 7 |
| THREE MONTH TOTAL: | 7,186 | 7,800 | 7,870 | 8,325 | + 16 | + 6 |

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 in March was estimated at 4,600,000 gallons. This is 13 percent larger than in March 1965 and 17 percent greater than the 1960-64 average for the month. The January-March output this year was up 4 percent from the corresponding period in 1965 and 11 percent from the 5-year average.

The seasonal increase from February to March on a daily average basis was 23 percent this year, compared with only 10 percent at this time last year, and 14 percent in the 1960-64 period. Production declined in Alabama and held steady in Montana. Advances occurred in all other producing states.

Compared with March 1965, output decreased in Missouri, Arkansas, Arizona and Oregon. Production was unchanged in Illinois, South Carolina, and Alabama. All other states showed increases.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES 1966

| MONTH | ENUMERATED | | ESTIMATED | | CHANGE FROM: | | |
|-------------------|--------------------|------------------|-----------|--------|--------------|---------|--|
| | 1960-64 Average | 1964 | 1965 | 1966 | 1960-64 Av. | 1965 | |
| | | Thousand Gallons | | | | Percent | |
| January | 2,923 | 3,200 | 3,315 | 3,165 | + 8 | - 5 | |
| February | 3,148 | 3,203 | 3,345 | 3,377 | + 7 | + 1 | |
| March | 3,925 | 4,013 | 4,070 | 4,600 | + 17 | + 13 | |
| THREE MONTH TOTAL | 9,996 | 10,416 | 10,730 | 11,142 | + 11 | + 4 | |

WATER ICE PRODUCTION

Water ice production in the United States of 2,415,000 gallons in March is 8 percent more than in March 1965 and 17 percent greater than the preceding 5-year average for the month. Output in the first quarter of this year was 9 percent above the January-March total in 1965 and 21 percent above the 5-year average.

Production jumped 81 percent from February to March this year, the same as a year earlier. Sharp seasonal increases were recorded in all regions. Compared with March 1965, output was smaller in the North Atlantic Region and the West North Central. Production was more in all other regions of the country.

PRODUCTION OF WATER ICES, UNITED STATES 1966

| MONTH | ENUMERATED | | ESTIMATED | | CHANGE FROM: | | |
|-------------------|----------------------------------|------------------|-----------|-------|--------------|---------|--|
| | 1960-64 Average ^{1/} | 1964 | 1965 | 1966 | 1960-64 Av. | 1965 | |
| | | Thousand Gallons | | | | Percent | |
| January | 800 | 951 | 910 | 1,020 | + 28 | + 12 | |
| February | 1,072 | 1,218 | 1,235 | 1,335 | + 25 | + 8 | |
| March | 2,067 | 2,252 | 2,235 | 2,415 | + 17 | + 8 | |
| THREE MONTH TOTAL | 3,939 | 4,421 | 4,380 | 4,770 | + 21 | + 9 | |

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