



Estimated Fluid Milk Products Sales Report

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United States Department of Agriculture

Agricultural Marketing Service

Dairy Programs

Market Information Branch

[EFMS-0325](#)

May 21, 2025

March 2025 Highlights

Total Fluid Products Sales 3.6 billion pounds of packaged fluid milk products were shipped by milk handlers in March 2025. This was 1.5 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 1.6 percent from March 2024 and estimated sales of total organic fluid milk products were virtually unchanged from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, March 2025

Product Name	Sales ¹		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	<i>(million pounds)</i>		<i>(percent)</i>	
Conventional Production Practice				
Whole Milk	1,266	3,844	---	0.1
Flavored Whole Milk	65	188	4.4	1.6
Reduced Fat Milk (2%)	932	2,871	-5.1	-4.6
Low Fat Milk (1%)	365	1,095	-4.9	-7.7
Fat Free Milk (Skim)	151	455	-4.5	-5.5
Flavored Fat-Reduced Milk	284	862	-1.6	-4.6
Buttermilk	38	108	-0.8	-2.4
Other Fluid Milk Products	197	589	13.5	25.7
Total Fat Reduced Milk	1,731	5,282	-4.5	-5.3
Total Conventional Products Sold	3,297	10,010	-1.6	-1.7
Organic Production Practice				
Whole Milk	143	420	4.2	7.1
Flavored Whole Milk	1	2	-38.9	-25.8
Reduced Fat Milk (2%)	81	249	-0.3	4.4
Low Fat Milk (1%)	18	55	-15.0	-17.4
Fat Free Milk (Skim)	10	31	-13.0	-8.9
Flavored Fat-Reduced Milk	5	16	-12.5	2.8
Other Fluid Milk Products	0	1	94.1	-13.3
Total Fat Reduced Milk	113	351	-4.7	-1.0
Total Organic Milk Products	257	774	---	3.1
Total Fluid Milk Products	3,554	10,784	-1.5	-1.4

¹ Data may not add due to rounding.

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, March 2025

Marketing Area	Order Number	Sales ¹		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		<i>(million pounds)</i>		<i>(percent)</i>	
Northeast	001	567	1,685	-0.7	-1.9
Appalachian	005	255	785	-4.9	-4.1
Florida	006	217	657	-4.7	-3.3
Southeast	007	294	901	-0.3	-0.7
Upper Midwest	030	235	721	-0.7	-0.4
Central	032	298	918	-3.6	-3.1
Mideast	033	449	1,351	0.0	3.1
California	051	403	1,189	1.7	-1.0
Pacific Northwest	124	132	399	-2.4	-2.4
Southwest	126	338	1,059	-2.2	-1.2
Arizona	131	83	256	-6.5	-6.6
All Orders (Totals) ¹		3,270	9,921	-1.5	-1.4

¹ Data may not add due to rounding.

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Estimated Total U.S. Sales of Fluid Milk Products, 2025

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,580	276	3,856
Feb	3,133	241	3,374
Mar	3,297	257	3,554
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Ann ¹	10,010	774	10,784

¹ Data may not add due to rounding.

Estimated Total U.S. Sales of Fluid Milk Products, 2024

Month	Conventional	Organic	Total ¹
	<i>(million pounds)</i>		
Jan	3,618	259	3,876
Feb	3,214	235	3,449
Mar	3,352	257	3,609
Apr	3,345	251	3,596
May	3,330	263	3,593
Jun	2,959	234	3,192
Jul	3,132	257	3,388
Aug	3,360	261	3,621
Sep	3,242	249	3,492
Oct	3,507	256	3,763
Nov	3,398	249	3,647
Dec	3,485	270	3,755
Ann ¹	39,942	3,039	42,981

¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2025

Month	Conventional Production Practices									
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Butter-milk	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,380	61	1,046	391	161	302	37	203	1,899	3,580
Feb	1,197	61	893	339	143	276	33	189	1,652	3,133
Mar	1,266	65	932	365	151	284	38	197	1,731	3,297
Apr										
May										
Jun										
Jul										
Aug										
Sep										
Oct										
Nov										
Dec										
Ann ¹	3,844	188	2,871	1,095	455	862	108	589	5,282	10,010

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2024

Month	Conventional Production Practices									
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Butter-milk	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>									
Jan	1,361	62	1,084	413	170	312	37	177	1,980	3,618
Feb	1,213	60	943	389	153	302	36	118	1,788	3,214
Mar	1,267	62	982	384	158	288	38	173	1,812	3,352
Apr	1,243	60	961	398	159	336	36	153	1,853	3,345
May	1,262	63	967	386	159	294	38	162	1,806	3,330
Jun	1,196	55	910	306	141	141	33	178	1,497	2,959
Jul	1,283	64	965	322	146	124	36	192	1,557	3,132
Aug	1,295	63	990	363	160	258	36	195	1,771	3,360
Sep	1,204	64	921	369	150	304	34	197	1,743	3,242
Oct	1,305	65	992	394	161	326	40	224	1,873	3,507
Nov	1,284	64	981	358	150	260	43	258	1,750	3,398
Dec	1,356	70	1,013	355	153	239	40	257	1,761	3,485
Ann ¹	15,268	752	11,709	4,437	1,861	3,183	447	2,284	21,190	39,942

¹ Data may not add due to rounding.

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Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2025

Month	Organic Production Practices								
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>								
Jan	149	1	88	20	11	6	0	125	276
Feb	128	0	80	17	10	5	0	112	241
Mar	143	1	81	18	10	5	0	113	257
Apr									
May									
Jun									
Jul									
Aug									
Sep									
Oct									
Nov									
Dec									
Ann ¹	420	2	249	55	31	16	1	351	774

¹ Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2024

Month	Organic Production Practices								
	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Other Fluid Milk Products	Total Fat-Reduced ¹	Total Milk Products ¹
	<i>(million pounds)</i>								
Jan	135	1	81	24	12	5	0	122	259
Feb	120	1	76	21	11	5	1	113	235
Mar	137	1	81	21	11	5	0	119	257
Apr	130	1	78	19	11	10	0	119	251
May	139	1	84	21	11	7	0	123	263
Jun	117	1	78	20	10	7	0	115	234
Jul	136	1	81	20	12	6	0	120	257
Aug	137	1	85	20	11	6	0	122	261
Sep	131	1	80	21	10	6	1	117	249
Oct	137	1	82	20	10	5	1	117	256
Nov	131	1	82	19	11	3	2	115	249
Dec	147	1	87	20	10	4	1	121	270
Ann ¹	1,597	11	974	247	131	71	7	1,424	3,039

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2025

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (FO1)	Appalachian (FO5)	Florida (FO6)	Southeast (FO7)	Upper Midwest (FO30)	Central (FO32)
	<i>(million pounds)</i>					
Jan	593	288	235	327	258	330
Feb	525	242	205	281	227	290
Mar	567	255	217	294	235	298
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	1,685	785	657	901	721	918

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2024

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (FO1)	Appalachian (FO5)	Florida (FO6)	Southeast (FO7)	Upper Midwest (FO30)	Central (FO32)
	<i>(million pounds)</i>					
Jan	598	287	239	324	257	340
Feb	548	263	214	288	231	299
Mar	570	269	227	294	237	309
Apr	564	267	224	289	239	312
May	579	264	215	291	241	305
Jun	515	239	197	253	210	272
Jul	544	257	202	282	224	290
Aug	551	271	222	301	234	310
Sep	545	255	208	286	235	299
Oct	585	279	223	306	250	319
Nov	573	267	218	301	246	312
Dec	594	273	220	313	249	321
Ann ¹	6,769	3,192	2,608	3,529	2,851	3,687

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Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2025 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	477	415	142	392	90	3,547
Feb	426	371	125	330	83	3,104
Mar	449	403	132	338	83	3,270
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
Ann ¹	1,351	1,189	399	1,059	256	9,921

¹ Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2024 (Continued)

Month	Federal Milk Marketing Order Area and Order Number					
	Mideast (FO33)	California (FO51)	Pacific Northwest (FO124)	Southwest (FO126)	Arizona (FO131)	All Orders Combined ¹
	<i>(million pounds)</i>					
Jan	474	419	143	387	99	3,566
Feb	388	386	130	341	86	3,173
Mar	449	396	135	345	89	3,321
Apr	428	397	134	359	94	3,308
May	432	411	133	348	86	3,305
Jun	385	359	121	306	79	2,937
Jul	415	374	126	320	83	3,117
Aug	442	404	132	365	98	3,331
Sep	434	396	136	338	79	3,212
Oct	466	423	145	368	98	3,462
Nov	465	400	140	345	88	3,355
Dec	472	427	139	355	91	3,455
Ann ¹	5,249	4,793	1,617	4,177	1,069	39,543

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Methodology: Estimated Fluid Milk Products Sales

Definition: In-Area Sales are dispositions (deliveries) of fluid milk products in consumer type packages from milk processing (bottling) plants to outlets in Federal Order marketing areas that sell directly to consumers. These outlets include food stores, convenience stores, warehouse stores/wholesale clubs, non-food stores, schools, food service industry, and home delivery.

Data: The Estimated Fluid Milk Products Sales are established using Federal milk marketing order (FMMO) in-area sales (in pounds), and extrapolating fluid sales based on population density in remaining areas. The In-Area Sales data are collected by Federal Milk Marketing Orders and aggregated by Market Information Branch of the Agricultural Marketing Service (AMS).

Reliability: Federal order in-area sales are subject to revision for three years following the initial monthly report. The AMS audit staff periodically perform on-site audits on a company's sales records to ensure accurate reporting of pool information. For enforcement purposes, the information used in this report is subject to audit for up to three years after the month pooled.

Report Aggregation and Extrapolation

Estimated U.S. Sales of Fluid Milk Products

Estimated Sales figures are representative of the consumption of fluid milk products in Federal milk marketing order areas. The Federal Order In-Area Sales account for approximately 92 percent (based on population density) of total fluid milk sales in the United States. An estimate of total U.S. fluid milk sales is derived by extrapolating the remaining 8 percent of sales from the Federal Order data.

Sales of individual fluid milk products, subtotals for conventional and organic, total fluid milk products, and total fluid milk products are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. The following categories include multiple products:

- Total Conventional Milk Products include conventional whole, flavored whole, reduced fat, lowfat, fat-free, flavored fat-reduced, and buttermilk milk products.
- Organic Fat-Reduced Milk include organic reduced fat, lowfat, fat-free, and flavored fat-reduced.
- Total Organic Milk Products include organic whole, organic fat-reduced, and other miscellaneous milk products.
- Total Fluid Milk Products include total conventional, total organic, and other miscellaneous milk products (i.e. eggnog).

Package Sales of Total Fluid Milk Products in Federal Milk Orders

Package Sales figures are representative of the consumption of fluid milk products in Federal milk marketing areas.

Sales of total fluid milk products separated by Federal orders are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. All markets may not add to total due to rounding.

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Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Program, Market Information Branch to contact for additional information. E-mail inquiries may be sent to dpp@usda.gov.

Lorie Cashman
Economic Division Director
(202) 313-2702

Dairy Product Mandatory Reporting Program

Hripsime Tamrazyan
Dairy Products Marketing Specialist, Coordinator
(202) 260-8953

Bradley Vierra
Dairy Products Marketing Specialist
(817) 313-2131

Joshua McNeff
Dairy Products Marketing Specialist
(202) 937-4934

Federal Milk Order Information Program

Joshua McNeff
Dairy Products Marketing Specialist, Coordinator
(202) 937-4934

Hripsime Tamrazyan
Dairy Products Marketing Specialist
(202) 260-8953

For the most current release, visit AMS Dairy Program's [Dairy Product Mandatory Reporting Program's page](#) or [Milk Marketing Order Statistics page](#).

To receive e-mail notification for Dairy Product Mandatory Reporting Program (DPMRP) reports, please subscribe at this webpage (<https://content.govdelivery.com/accounts/USDAAMS/bulletins/3da2b33>).

To receive e-mail notification for Dairy Product Mandatory Reporting Program (DPMRP) or Federal Milk Marketing Order Statistics (FMMOS) reports, visit My Market News (<https://mymarketnews.ams.usda.gov/>).

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