Estimated Fluid Milk Products Sales Report

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United States Department of Agriculture

Agricultural Marketing Service | **Dairy Programs** | **Market Information Branch**

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November 2024 Highlights

Total Fluid Products Sales 3.6 billion pounds of packaged fluid milk products were shipped by milk handlers in November 2024. This was 1.5 percent lower than a year earlier. Estimated sales of total conventional fluid milk products decreased 2.2 percent from November 2023 and estimated sales of total organic fluid milk products increased 7.7 percent from a year earlier.

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

Product Name	Sales [1]		Change from:	
	Month	Year to Date	Previous Year	Year to Date
	(million pounds)		*(percent)*	
Conventional Production Practice				
Whole Milk	1,284	13,912	-0.4	1.9
Flavored Whole Milk	64	682	-12.0	-1.0
Reduced Fat Milk (2%)	981	10,696	-4.2	-4.2
Low Fat Milk (1%)	358	4,081	-6.6	-0.9
Fat Free Milk (Skim)	150	1,707	-6.5	-10.4
Flavored Fat-Reduced Milk	260	2,945	-8.0	-0.3
Buttermilk	43	407	-0.5	-1.0
Other Fluid Milk Products	258	2,027	18.5	36.7
Total Fat Reduced Milk	1,750	19,429	-5.5	-3.5
Total Conventional Products Sold	3,398	36,457	-2.2	0.2
Organic Production Practice				
Whole Milk	131	1,450	10.4	12.7
Flavored Whole Milk	1	10	104.8	10.6
Reduced Fat Milk (2%)	82	887	10.4	5.6
Low Fat Milk (1%)	19	227	-7.6	-8.0
Fat Free Milk (Skim)	11	121	-4.3	-9.6
Flavored Fat-Reduced Milk	3	67	-34.1	-4.1
Other Fluid Milk Products	2	6	74.5	49.6
Total Fat Reduced Milk	115	1,303	3.5	0.9
Total Organic Milk Products	249	2,769	7.7	6.9
Total Fluid Milk Products	3,647	39,226	-1.5	0.7

[1] Data may not add due to rounding.

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

Marketing Area	Order Number	Sales [1]		Change from:	
		Month	Year to Date	Previous Year	Year to Date
		(million pounds)		*(percent)*	
Northeast	001	573	6,175	-2.8	0.1
Appalachian	005	267	2,919	-3.3	-0.6
Florida	006	218	2,388	2.8	1.9
Southeast	007	301	3,216	-1.2	-0.8
Upper Midwest	030	246	2,602	-2.9	-2.7
Central	032	312	3,367	-0.6	0.5
Mideast	033	465	4,777	4.1	4.0
California	051	400	4,366	-2.3	0.4
Pacific Northwest	124	140	1,478	-0.9	-0.6
Southwest	126	345	3,822	-8.3	1.7
Arizona	131	88	978	4.1	3.5
All Orders (Totals) [1]		3,355	36,088	-1.5	0.7

[1] Data may not add due to rounding.

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

Month	Conventional	Organic	Total [1]
	(million pounds)		
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			
Ann [1]	36,457	2,769	39,226

[1] Data may not add due to rounding.

Estimated Total U.S. Sales of Fluid Milk Products, 2023

Month	Conventional	Organic	Total [1]
	(million pounds)		
Jan	3,528	258	3,786
Feb	3,149	218	3,367
Mar	3,509	256	3,765
Apr	3,178	219	3,397
May	3,345	238	3,583
Jun	3,064	224	3,288
Jul	3,020	230	3,249
Aug	3,318	247	3,565
Sep	3,319	228	3,547
Oct	3,473	242	3,715
Nov	3,473	231	3,705
Dec	3,415	245	3,661
Ann [1]	39,790	2,836	42,626

[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]
	(million pounds)									
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										
Ann [1]	13,912	682	10,696	4,081	1,707	2,945	407	2,027	19,429	36,457

[1] Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2023

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]
	(million pounds)									
Jan	1,294	56	1,097	401	193	328	38	120	2,019	3,528
Feb	1,158	48	971	360	173	301	34	103	1,806	3,149
Mar	1,289	64	1,081	407	192	316	40	120	1,996	3,509
Apr	1,176	57	975	366	173	286	35	111	1,800	3,178
May	1,240	72	1,022	393	184	284	38	112	1,883	3,345
Jun	1,226	60	994	329	164	140	37	114	1,627	3,064
Jul	1,225	62	981	319	160	119	36	117	1,580	3,020
Aug	1,275	71	1,026	375	168	238	39	126	1,807	3,318
Sep	1,219	63	984	384	167	317	34	150	1,853	3,319
Oct	1,259	64	1,006	401	171	342	37	192	1,920	3,473
Nov	1,289	73	1,024	384	161	283	43	218	1,852	3,473
Dec	1,318	63	1,049	368	167	240	39	172	1,824	3,415
Ann [1]	14,967	752	12,213	4,486	2,073	3,194	450	1,655	21,967	39,790

[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]
	(million pounds)								
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									
Ann [1]	1,450	10	887	227	121	67	6	1,303	2,769

[1] Data may not add due to rounding.

Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2023

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]
	(million pounds)								
Jan	125	1	85	27	13	7	0	132	258
Feb	106	1	70	22	13	6	0	111	218
Mar	122	1	83	26	15	8	0	132	256
Apr	110	1	69	20	13	6	0	108	219
May	115	1	80	24	12	7	0	122	238
Jun	112	1	72	22	11	5	1	111	224
Jul	116	1	77	18	12	6	0	112	230
Aug	124	1	79	25	12	7	0	122	247
Sep	113	1	77	21	10	6	0	114	228
Oct	124	1	75	22	12	7	0	116	242
Nov	119	1	74	20	11	5	1	111	231
Dec	125	1	81	21	11	6	1	119	245
Ann [1]	1,412	10	921	268	145	76	5	1,410	2,836

[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)
	(million pounds)					
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						
Ann [1]	6,175	2,919	2,388	3,216	2,602	3,367

[1] Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2023

Month	Federal Milk Marketing Order Area and Order Number					
	Northeast (FO1)	Appalachian (FO5)	Florida (FO6)	Southeast (FO7)	Upper Midwest (FO30)	Central (FO32)
	(million pounds)					
Jan	591	285	235	319	249	327
Feb	527	250	209	276	234	288
Mar	604	283	231	308	262	320
Apr	532	254	211	277	239	292
May	578	271	213	291	249	304
Jun	537	253	196	275	228	281
Jul	518	252	194	275	225	280
Aug	550	273	212	307	240	313
Sep	562	265	210	296	242	306
Oct	583	276	220	311	254	323
Nov	590	276	212	304	253	314
Dec	590	268	219	305	247	321
Ann [1]	6,760	3,206	2,561	3,546	2,923	3,669

[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]
	(million pounds)					
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						
Ann [1]	4,777	4,366	1,478	3,822	978	36,088

[1] Data may not add due to rounding.

Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2023 (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]
	(million pounds)					
Jan	458	423	143	362	91	3,483
Feb	405	375	126	325	83	3,097
Mar	447	420	142	353	94	3,464
Apr	410	374	127	327	83	3,125
May	430	400	137	339	84	3,296
Jun	368	372	127	308	79	3,025
Jul	368	364	125	303	84	2,989
Aug	403	405	136	356	86	3,279
Sep	416	391	137	349	90	3,264
Oct	443	413	143	362	89	3,417
Nov	446	410	141	377	84	3,408
Dec	423	410	137	354	93	3,368
Ann [1]	5,017	4,757	1,623	4,114	1,038	39,216

[1] Data may not add due to rounding.

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.

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.

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