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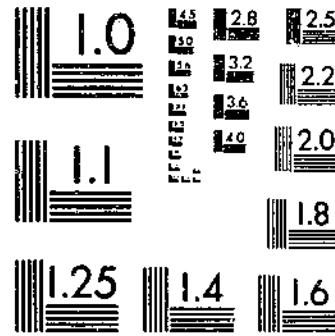
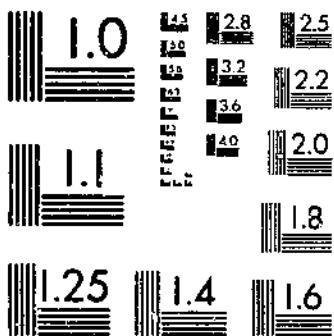
USDA-STATISTICAL BULLETINS

FLUID MILK AND CREAM CONSUMPTION IN SELECTED MARKETING AREAS, 1950-59

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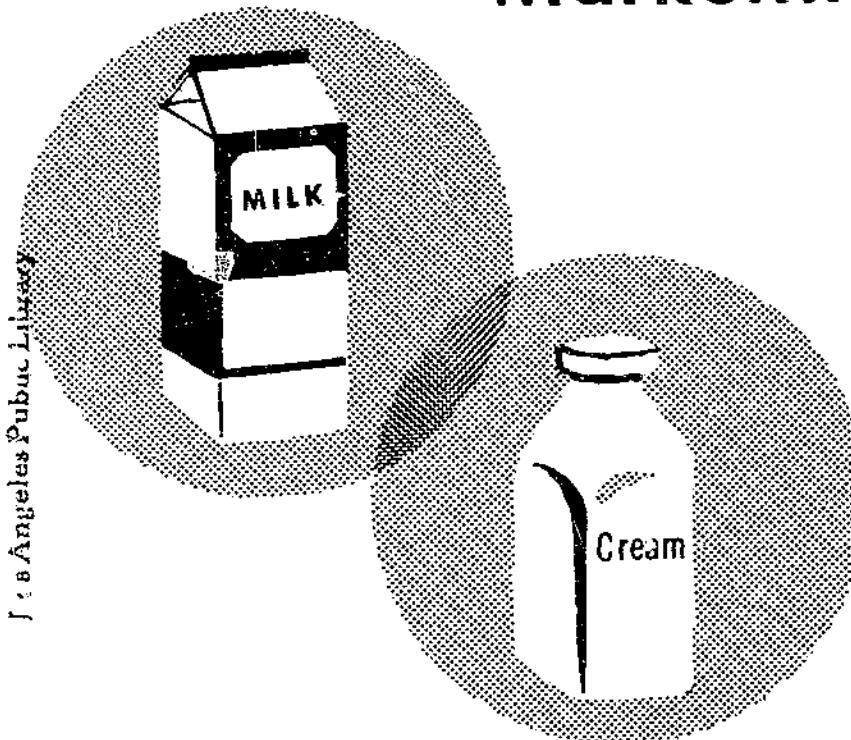
FLUID MILK and CREAM

Consumption

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in Selected
Marketing Areas

1950-59



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- Statistical Bulletin No. 312

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Crop Reporting Board

Washington, D.C.

MAY 1962

This bulletin revises and brings forward the consumption series first published under the title "Fluid Milk and Cream Consumption in Northeastern Marketing Areas" and more recently under the present title. Statistical Bulletin No. 168 carried data for the years 1940-54 for markets in Northeastern areas only. Statistical Bulletin No. 226 included additional products for the years 1950-56. The latest bulletin was published in June 1960 for the period 1956-58, showing sales data for 8 categories of products in 40 Federal Order, State, and other markets.

The current issue contains data from a total of 79 areas for various years for the period 1950-59, for 12 fluid items. For 1959, the 69 areas having data in that year cover about 60 percent of the nonfarm population of the United States (excluding Alaska and Hawaii.)

For 65 areas, the data have been supplied by the respective Federal Order Administrators. The following agencies have provided sales data for their respective areas: Rhode Island Milk Control Board; Office of the Milk Administrator, State of Connecticut; Division of Milk Control, New York Department of Agriculture and Markets; Office of Milk Industry, New Jersey, Department of Agricultural Economics, Pennsylvania State University (for Allegheny County); Baltimore City Health Department; Virginia State Milk Commission; North Carolina Milk Commission; South Carolina Dairy Commission; and the California Crop and Livestock Reporting Service. All data for the New York Metropolitan Area are from "Consumption of Milk and Cream in the New York City Market and Northern New Jersey", by Leland Spencer and Ida A. Parker, Cornell University, Bulletin No. 965, July 1961. Data for the entire State of Virginia were published in "Looking into the Fluid Milk and Ice Cream Industry in Virginia", Virginia Joint Agricultural Publication, No. 3, June 1960.

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For 1960 and 1961 data, these series will be continued as a supplement to this bulletin in the May 1962 issue of the monthly "Fluid Milk and Cream Report."

FLUID MILK AND CREAM CONSUMPTION
IN SELECTED MARKETING AREAS,
1950-59 1/

SUMMARY

Per capita consumption of fluid milk and cream (combined) advanced steadily from 1950 until about 1956 or 1957 in most markets included in this report. Although declining in a number of markets in 1958 and 1959, per person usage was significantly higher than 1950. Sales increased generally in every year of the decade, but population grew at a faster rate near the end.

Individual product consumption rates varied. Plain whole milk usage increased and then declined following the general pattern. However, consumption of seven other fluid products advanced during the period. Plain and fortified skim milks made substantial gains in per capita consumption. The use of flavored whole milk became more prevalent; yogurt sales in relation to population increased after introduction in a number of markets during the period. Mixtures of milk and cream, sour cream, and eggnog made important consumption advances. Flavored skim milk showed gains in some markets and losses in others. Buttermilk, a product popular in Southern areas, found less per person usage at the end of the decade. Rates of utilization of both light and heavy cream were down practically every year.

Expressed in milk equivalent terms (a milkfat concept), consumption exhibited mixed trends. The milk equivalent of all fluid products followed the general trend of higher and then lower consumption. However, the milk equivalent of fluid cream products declined in almost every market for the entire period.

1/ Prepared by L. W. Haynes and K. D. Ackers, Agricultural Statisticians, Agricultural Estimates Division, SRS, under the general direction of G. G. Butler, Head, Milk Section, and I. E. Wissinger, Chief, Dairy Statistics Branch. Acknowledgment is due various City, State, and Federal Agencies which furnished basic data for this report and helpful comments.

INTRODUCTION

Annual sales and estimated annual populations for each marketing area have been used to calculate annual per capita rates of consumption. For the earlier years, product groupings have not been separated as completely as in later years. Much effort during the decade has been made by both Federal and State agencies to separate data by products when statistically significant. In Federal Order markets, sales of flavored whole milk were separated from flavored skim milk beginning with the 1957 data. Likewise, plain skim milk and fortified skim milk (solids added) were reported together in the period 1950 to 1956. Yogurt and eggnog consumption are reported for the first time in this bulletin.

All sales and rates of consumption per capita are shown in pounds annually. Although the data are designed to show general trends of consumption only, they are not precise measures. There is considerable variation between the areas as to composition of the population, the areas and portions of areas covered, etc. Also, the separation of "in-area" sales from "out-of-area" sales in earlier years of the decade may have been somewhat less precise than later. Direct comparisons of per capita consumption rates between markets should be made with caution. For purposes of analysis, the trends of consumption for each individual market would be of more value.

POPULATION ESTIMATES

Estimates of population for this bulletin have followed previous procedures fairly closely. For those areas following State lines, the July 1 resident population estimates of the U. S. Bureau of the Census have been the basis for the estimate. For other areas, except as described below, the April 1, 1950 and 1960 Census enumerations were used as a base.

For those markets not covering entire States, April 1 populations for 1950 and 1960 were adjusted to July 1 by one-fourth the average annual change during the decade in most instances. Tentative annual estimates for each year between 1950 and 1960 were then prepared by straight line interpolation. Where there were indications that annual changes for the period did not follow a straight line pattern, modifications were made. Draft calls for the Korean War were important in early years of the period.

For those markets appearing in the 1960 edition of the bulletin, previous population estimates were used for 1956-58 where applicable. These estimates had been based on State agency estimates for counties and cities and were prepared prior to the Census enumeration. Although

the levels of these earlier State-based estimates may have been different from those established later by the Census, year-to-year changes were close to those now shown for most markets. Other indications (such as annual changes for the entire State as reported by the Census Bureau) were used, if applicable.

For the New York Metropolitan Area and the Virginia State estimates, the population data are from publications cited. Baltimore City population estimates were prepared by the Baltimore City Health Department.

In marketing areas having important segments of rural population, the annual estimates were also modified. An annual estimated number of persons using milk from their own farms was subtracted from marketing area populations. This was done by first taking the number of farms with milk cows from the 1950, 1954, and 1959 Census of Agriculture in each county or major portion of a county. This figure for each county was then multiplied by an estimated average number of persons per farm having milk cows. These estimates are based on the size of household for all farms as reported in the 1950 and 1960 Censuses of Population. For areas where applicable, some further adjustment was made in area population estimates for people living on farms with milk cows but using milk from commercial sources.

The reliability of area population estimates probably varies largely with the size of the area and because of the estimating methods used and assumed rates of change. However, it is believed the population estimates are sufficiently reliable to yield estimates of per capita consumption satisfactory for further analysis.

Of the 9 marketing areas which have comparable area populations for the 10-year period, all except Baltimore, Md., showed increases. In Baltimore, the 1959 population was 1 percent less than 1950. Area population advances ranged from 7 percent in Allegheny County, Pennsylvania to 46 percent in California.

PER CAPITA CONSUMPTION OF FLUID MILK AND CREAM PRODUCTS

Whole and skim milk products

Table 2 shows total sales of whole and skim milk products in each market as reported for the years 1950-59. These items are combined in this table since much of the available data by markets for earlier years of the period are on this basis. Of the markets in the table, there were 25 with whole and skim sales available beginning as early as 1954. Twenty-one of the 25 reported higher per capita whole and skim consumption in 1959 than in 1950 or the earliest year shown. Lower rates in 1959 than in the earliest year were reported in only 4 marketing areas: Philadelphia, Chicago, Kansas City and Wichita, Kansas. Of the 25 markets, 23 reported higher rates in the middle years of the period than in the earliest or latest year. Highest rates of consumption for

the period were reported in 1957 for 10 markets and in 1956 for 7 areas. Largest increases in per capita consumption between 1950 or the earliest year and the highest year were: Wichita, Kans., 49 pounds, Sioux City, Iowa, 43 pounds; and Worcester, Mass., Kansas City, Mo.-Kans., Omaha-Lincoln, Nebr.; Council Bluffs, Iowa, each 41 pounds. However, drops in consumption between the high year and 1959 were less than 15 pounds per person in 18 of the 25 markets. The six marketing areas carried in the former "Northeastern" report, for which data are not available for 1959, all exhibited similar trends to the others through 1956, with the exception of Rhode Island. In that area, the high year in the period from 1950 to 1956 was 1952. After decreases in 1953 and 1954, the 1955 and 1956 rates of consumption in this area were almost as high as those in 1952.

Average test of whole milk sold

The average test of whole milk sold in marketing areas where this is reported declined in almost every area during the 10-year period. Of the 19 areas with data for 1954 or earlier, only Oklahoma Metropolitan and California showed higher tests in the later years of the period. The drop in average test from 1950 to 1959 in Springfield, Mass. was 0.19 percent, and Omaha-Lincoln, Nebr.-Council Bluffs, Iowa, 0.16 percent. San Antonio, Tex. reported a 0.13 percent decline in test from 1951 to 1959. In 4 other markets of the group, the decrease in the fat percentage of whole milk sold was as much as 0.10 percent during the period.

Milk equivalent of fluid cream products

The milk equivalent of fluid cream products is the quantity of producer milk at average test required to supply the milkfat contained in the cream items sold. Twenty-six of the 79 markets shown in Table 3 have annual per capita rates of consumption for this concept calculated for 1954 or earlier. Of these markets, only Springfield, Mass., showed a higher rate in 1959 than for the earliest year. A decline of at least 10 pounds per person in the milk equivalent of cream used was reported for 9 markets. For the remainder of the areas, except Milwaukee and Louisville, the decrease in milk equivalent of cream was between 1 and 10 pounds per person. For Milwaukee, per person consumption of 45 pounds in 1954 rose to 47 in 1957, but was back to 45 pounds in 1959. The per capita rate for Louisville was about 23 pounds per person for all years from 1953 to 1959.

Milk equivalent of all fluid products

As for cream, the milk equivalent of all fluid products is computed on a milkfat basis. In table 4, there are 24 marketing areas which have series of annual per capita calculations of the milk equivalent of all products from at least 1954 to 1959. Of these 24 markets, all but 8 had higher rates of consumption in 1959 than 1954 or earlier. Two marketing areas, Louisville, Ky., and Oklahoma Metropolitan, showed generally increasing milk equivalents for the period. Chicago, Ill., sales were generally declining in milk equivalent terms. The remainder

of the markets were on a higher level in the middle years of the period than at either end. In 14 markets, there were increases of between 20 and 40 pounds in consumption from 1950 or the earliest year to a higher middle year. The year of highest consumption reported for these 24 markets was: 1957 for 9 markets; 1956 for 7 markets; and 1955 for 5 markets. Except for 4 marketing areas, declines in the milk equivalent of all fluid products from the highest middle year to 1959 were reported. In 11 marketing areas, this decline was from 15 to 30 pounds per capita.

SALES AND PER CAPITA CONSUMPTION FOR INDIVIDUAL MARKETS

New England

Per capita consumption of whole milk items in Boston, and Merrimack Valley, Mass., was fairly stable for the 1950-59 period with some increase in skim items, but a relatively small decrease in cream consumption. Springfield and Worcester, Mass., each reported some increases in plain whole and skim milk, with cream items fairly stable for the decade. Increases in usage of whole milk and light cream for Fall River, Mass. were reported. Whole and skim increases are noted for Rhode Island with little change in the milk equivalent of cream consumption. The utilization of most fluid products in Connecticut was fairly stable for the period.

Middle Atlantic

Declines in the consumption of both whole milk and cream products from 1950 to 1959 were reported in the New York Metropolitan area. Some increased usage of milk and milk drinks, with substantial declines in the milk equivalent of cream, was noted for both the Niagara Frontier and Rochester, N. Y., areas. Higher utilization of milk and milk drinks was also apparent in the Middle Hudson, Syracuse and Binghamton, N. Y. areas. New Jersey skim milk and mixture sales per person increased but other items were generally down. More whole milk was used per person in Allegheny Co., Pa., but slightly less of the cream items. In Philadelphia, Pa., increased usage of skim milk almost made up for the decline in whole milk but cream items were somewhat lower.

East North Central

The Akron-Stark Co., Cleveland and Northeastern Ohio areas, considering area mergers and changes, showed little change in consumption from 1955 to 1959. Declines in the utilization on a per person basis of whole milk and light and heavy cream were accompanied by an increase in fortified skim and sour cream in Columbus, Ohio. Decreases in consumption for all items except plain and fortified skim eggnog and sour cream were reported for Chicago, Ill. Yogurt came into the picture somewhat in recent years in Detroit, Mich. Whole milk, cream mixtures and sour cream usage in this market was up while that for light cream was down. Milwaukee, Wis., consumption increased since 1954 for whole milk, mixtures, eggnog, and sour cream. Most other item usage was down.

West North Central

In Minneapolis, Minn., the major change from 1953 to 1959 in fluid sales per person was an increase in whole milk but buttermilk and light and heavy cream were down. Whole milk, skim items and cream mixtures were increasingly important in Sioux City, Iowa, but usage declined for buttermilk. Kansas City, Mo.-Kans., sales of whole milk, buttermilk, and light cream per person decreased but cream mixtures and sour cream increased for the period. In St. Louis, Mo., advances in whole milk, plain skim, eggnog, and sour cream consumption were accompanied by a downward usage of light and heavy cream. Whole milk, plain skim milk, eggnog, and sour cream sales per capita were higher in Sioux Falls-Mitchell, S. D., while light and heavy cream were lower for the period 1953-59. For the Omaha-Lincoln-Council Bluffs, Nebr.-Ia., area, higher per person usage of whole milk, plain and fortified skim, mixtures, eggnog, and sour cream were reported. Light and heavy cream consumption was lower. Consumer utilization of whole milk, buttermilk, and light and heavy cream were lower at the end of the decade in Wichita, Kans.; plain skim and cream mixtures were higher.

South Atlantic

In Wilmington, Del., consumption from 1957 to 1959 was fairly stable but with some increases in plain skim, cream mixtures, and heavy cream and a reduction in flavored skim. An expansion in consumption of whole milk and chocolate milk in Baltimore, Md., was accompanied by a lowering in the milk equivalent of cream used. Whole milk utilization per person in Richmond, Va., advanced from 1950 to 1959 but cream usage diminished somewhat. Whole milk consumption declined from 1957 to 1959 in South Carolina, while other fluid usage was steady or higher. Southeastern Florida utilization per person increased from 1958 to 1959 for yogurt, plain skim, cream mixtures, eggnog, and sour cream.

East South Central

There was some decline in the consumption of buttermilk in Louisville, Ky., since 1953. The four Tennessee markets for which data are available consumed sizable quantities of buttermilk. Whole milk consumption in Chattanooga was down from 1957 to 1959. Knoxville per capita consumption of all items has been fairly stable since 1956. Cream mixture sales per person in Memphis were higher but for light cream were lower for the period 1956-59. The Nashville whole and skim milk utilization per person was higher with some losses for other items from 1958 to 1959. Usage of whole milk, plain and fortified skim, cream mixtures, eggnog, and sour cream in Central Mississippi showed gains from 1957 to 1959.

West South Central

From 1958 to 1959, per capita consumption of all fluid items except light and heavy cream increased in Central Arkansas. For the same period, usage was down in New Orleans, La. for about half the items but higher for the others. Important changes in per capita utilization in the Oklahoma Metropolitan area since 1952 were increases in whole milk and cream mixtures and a decline in light cream. Consumption of most fluid items in Austin-Waco, Tex., was fairly stable from 1956 to 1959. From 1956 to the end of the period, whole milk and buttermilk consumption declined somewhat in the Corpus Christi and North Texas markets. Consumption of whole milk increased but buttermilk decreased from 1953 to 1959 in San Antonio, Tex., with other products adding little to total utilization. Texas Panhandle whole milk sales per person were lower from 1956 to 1959.

Mountain

For Central Arizona, 1957 to 1959 per person usage for all items was fairly stable.

Pacific

Changes in consumption for the Inland Empire, Wash.-Ida., market from 1957 to 1959 were small for most items except whole milk which was 15 pounds per capita lower. Puget Sound data indicate a fairly stable consumption of most fluid items from 1952 to 1959, except light cream. The per capita rate for this item for 1959 was about one-third that of the earliest year. For California, whole milk consumption was fairly stable for most of the decade. Plain skim items and sour cream increased, but most other item usage was lower.

Table 1.--Estimated annual average populations using purchased milk in selected marketing areas, 1950-59

Marketing area	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1959 as % of 1950 a
<u>NEW ENGLAND:</u>	Thous.	Pct.									
Boston, Mass.....	2,172	2,165	2,175	2,180	2,190	2,195	2,200	b2,270	b2,610	2,615	-
Merrimack Valley, Mass.....	267	b278	322	328	330	333	336	338	-	-	-
Springfield, Mass.....	393	392	398	406	415	425	430	440	445	450	115
Worcester, Mass.....	290	b285	282	283	284	285	286	287	288	289	-
Fall River, Mass.....	126	126	126	125	125	125	124	124	123	-	98
Rhode Island.....	771	770	791	809	813	821	841	-	-	-	109
Southeastern New Eng....	-	-	-	-	-	-	-	-	-	1,545	-
Connecticut.....	1,990	1,970	2,010	2,100	2,170	2,190	2,210	2,270	2,370	2,470	124
<u>MIDDLE ATLANTIC:</u>											
New York Metropolitan.....	9,399	9,572	9,657	9,792	9,969	10,104	10,180	10,259	10,314	10,369	110
Niagara Frontier, N.Y.....	1,060	1,080	1,110	1,120	1,110	1,160	1,180	1,200	1,220	1,250	118
Rochester, N. Y.....	470	480	490	500	510	520	530	540	545	555	118
Middle Hudson, N. Y....	380	390	400	415	425	435	445	-	-	-	117
Syracuse, N. Y.....	318	322	328	336	344	354	363	-	-	-	114
Binghamton, N. Y.....	169	172	174	176	179	181	184	-	-	-	109
New Jersey.....	4,800	4,920	5,000	5,090	5,200	5,320	5,480	5,580	5,740	5,930	124
Allegheny Co.(Pitt.)Pa.....	1,515	1,525	1,535	1,545	1,555	1,570	1,570	1,580	1,590	1,620	107
Philadelphia, Pa.....	2,600	2,590	2,610	2,630	2,660	2,670	2,680	2,700	b2,910	2,930	-
<u>EAST NORTH CENTRAL:</u>											
Akron-Stark Co., Ohio.....	-	-	-	-	-	810	830	850	870	-	107
Cleveland, Ohio.....	-	-	-	-	-	-	-	1,900	1,950	-	103
Northeastern Ohio.....	-	-	-	-	-	-	-	-	-	2,880	-
Cincinnati, Ohio.....	-	-	-	-	-	-	-	825	840	b1,185	-
Columbus, Ohio.....	-	-	-	-	-	-	-	530	540	b 800	-
Dayton-Springfield, Ohio	-	-	-	-	-	-	-	-	585	600	103
Toledo, Ohio.....	-	-	-	-	-	-	-	-	620	630	102
Ft. Wayne, Ind.....	-	-	-	-	-	-	-	154	157	160	104
South Bend-LaPorte-Elkhart, Ind	-	-	-	-	-	-	-	-	-	425	-
Chicago, Ill.....	-	5,380	5,480	5,570	5,680	5,790	5,970	6,060	6,270	6,380	119
Detroit, Mich.....	-	-	3,240	3,320	3,390	3,470	3,540	3,650	3,720	3,800	117
Michigan Upper Peninsula	-	-	-	-	-	-	-	-	-	280	-
Northeastern Wisconsin	-	-	-	-	-	-	-	-	-	860	-
Milwaukee, Wis.....	-	-	-	-	1,010	1,040	1,060	1,075	1,090	1,105	109
<u>WEST NORTH CENTRAL:</u>											
Minneapolis-St.Paul,Minn	-	-	-	1,085	1,115	1,150	1,180	1,195	1,210	1,230	113
Des Moines, Iowa.....	-	-	-	-	-	-	-	-	-	615	-
Quad Cities, Ill.-Ia...	-	-	-	-	-	-	-	268	272	276	103
Sioux City, Iowa.....	-	96	97	97	98	99	100	101	102	103	107
Kansas City, Mo.-Kans..	825	840	860	880	900	920	940	-	b1,435	1,470	-
St. Louis, Mo.....	-	-	1,480	1,510	1,545	1,570	1,590	1,610	1,620	1,630	110
Ozarks, Mo.-Ark.....	-	-	-	-	-	-	-	-	-	355	-
Black Hills, S. D.....	-	-	-	-	-	-	-	-	-	98	-
Sioux Falls-Mitchell,S.D.	-	-	-	71	73	75	76	76	77	78	110
Omaha-Lin.-C.B.-Neb.-Ia	335	345	350	b465	475	490	495	500	515	540	-
Wichita, Kans.....	-	220	230	240	250	260	270	285	295	b460	-
<u>SOUTH ATLANTIC:</u>											
Wilmington, Del.....	-	-	-	-	-	-	-	270	278	288	107
Baltimore, Md.....	950	949	948	947	946	944	943	942	941	940	99
Richmond, Va.....	360	370	380	390	400	410	420	-	-	-	117
Virginia.....	-	-	-	-	-	-	-	3,442	3,503	-	102
Richmond, Va.	-	-	-	-	-	-	-	-	-	450	-
Appalachian,Va.-W.Va.-T	-	-	-	-	-	-	337	340	343	347	103
Bluefield, W. Va.....	-	-	-	-	-	-	-	190	185	185	97
Clarksburg, W. Va.....	-	-	-	-	-	-	-	236	235	234	99
Wheeling, W. Va.....	-	-	-	-	-	-	-	405	407	410	101
North Carolina.....	-	-	-	-	-	-	-	-	-	4,040	-
South Carolina.....	-	-	-	-	-	-	-	2,090	2,140	2,200	105
Southeastern Florida...	-	-	-	-	-	-	-	-	1,400	1,480	106
<u>EAST SOUTH CENTRAL:</u>											
Louisville, Ky.-Ind....	-	-	-	625	640	660	675	690	710	725	116
Paducah, Ky.....	-	-	-	-	-	-	-	-	120	125	104
Chattanooga, Tenn.....	-	-	-	-	-	-	-	280	287	294	105
Knoxville, Tenn.....	-	-	-	-	-	-	270	274	277	280	104
Memphis, Tenn.....	-	-	-	-	-	-	610	625	640	660	108

Table 1.--Estimated annual average populations using purchased milk in selected marketing areas, 1950-59--Continued

Marketing area	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1959 as % of 1950 ^a
	Thous.	Pct.									
<u>EAST SOUTH CEN.: (Cont.)</u>											
Nashville, Tenn.....	-	-	-	-	-	-	-	435	445	102	
Central Mississippi.....	-	-	-	-	-	-	730	740	755	103	
Mississippi Delta.....	-	-	-	-	-	-	-	-	550	-	
Mississippi Gulf Coast.....	-	-	-	-	-	-	-	-	228	-	
<u>WEST SOUTH CENTRAL:</u>											
Central Arkansas.....	-	-	-	-	-	-	-	555	565	102	
New Orleans, La.....	-	-	-	-	-	-	-	990	1,010	102	
Northern Louisiana.....	-	-	-	-	-	-	-	-	535	-	
Oklahoma Metropolitan.....	-	-	760	780	800	840	880	b930	950	980	-
Red River Val., Okla.-Tex.....	-	-	-	-	-	-	590	600	620	635	108
Austin-Waco, Tex.....	-	-	-	-	-	-	-	-	-	455	-
Central West Texas.....	-	-	-	-	-	-	310	315	b665	680	-
Corpus Christi, Tex.....	-	-	-	-	-	-	1,690	1,750	1,800	1,860	110
North Texas.....	-	-	-	560	575	595	605	620	640	670	120
San Antonio, Tex.....	-	-	-	-	-	-	265	275	285	b340	-
Texas Panhandle.....	-	-	-	-	-	-	-	-	-	-	
<u>MOUNTAIN:</u>											
Colo. Springs-Pueblo, Colo.....	-	-	-	-	-	-	-	-	-	260	-
Western Colorado.....	-	-	-	-	-	-	-	-	-	78	-
Central Arizona.....	-	-	-	-	-	-	-	970	1,020	1,070	110
<u>PACIFIC:</u>											
Inland Empire, Wash.-Ida.....	-	-	-	-	-	-	-	330	337	345	105
Puget Sound, Wash.....	-	-	1,350	1,375	1,415	1,470	1,510	1,540	1,570	1,610	119
California.....	10,450	10,950	11,600	12,100	12,600	13,000	13,600	14,100	14,650	15,250	146

a. Where all years are not shown in the table, the calculated percentages are for the latest year shown as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

b. The sales data for this year are for a different marketing area than for the previous year.

Table 2.--Whole and skim milk products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59^a

Marketing area	Per capita consumption										1959 as % of 1950 ^b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
<u>NEW ENGLAND:</u>	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Boston, Mass.....	322	322	326	326	328	339	344	351	347	345	-	-
Merrimack Valley, Mass..	300	339	299	299	298	311	326	330	-	-	-	-
Springfield, Mass.....	346	354	358	358	354	365	379	383	372	370	107	115
Worcester, Mass.....	344	342	353	359	360	373	383	385	377	381	-	-
Fall River, Mass.....	334	336	337	343	338	346	356	358	354	-	106	98
Rhode Island.....	298	306	309	300	299	305	303	-	-	-	102	109
Southeastern New England	-	-	-	-	-	-	-	-	-	341	-	-
Connecticut.....	324	336	343	336	332	346	358	357	336	330	102	124
<u>MIDDLE ATLANTIC:</u>												
New York Metropolitan..	-	-	-	-	-	-	-	-	321	322	100	110
Niagara Frontier, N.Y....	287	293	295	301	302	315	321	317	306	314	109	118
Rochester, N. Y.	296	295	295	295	300	304	310	308	325	323	109	118
Middle Hudson, N.Y.....	292	291	294	300	299	301	298	-	-	-	102	117
Syracuse, N.Y.	304	317	323	325	321	330	332	-	-	-	109	114
Binghamton, N.Y.....	338	342	345	343	345	353	361	-	-	-	107	109
New Jersey.....	306	307	312	315	317	324	327	328	317	316	103	124
Philadelphia, Pa.....	282	285	284	284	284	288	287	286	279	280	-	-
<u>EAST NORTH CENTRAL:</u>												
Akron-Stark Co., Ohio...	-	-	-	-	-	350	357	359	346	-	99	107
Cleveland, Ohio.....	-	-	-	-	-	-	-	365	355	-	97	103
Northeastern Ohio.....	-	-	-	-	-	-	-	-	-	349	-	-
Cincinnati, Ohio.....	-	-	-	-	-	-	-	296	292	289	-	-
Columbus, Ohio.....	-	-	-	-	-	-	-	398	391	325	-	-
Dayton-Springfield, Ohio.	-	-	-	-	-	-	-	-	395	404	102	103
Toledo, Ohio.....	-	-	-	-	-	-	-	-	313	313	100	102
Ft. Wayne, Ind.....	-	-	-	-	-	-	-	321	316	315	98	104
South Bend, Ind.....	-	-	-	-	-	-	-	-	318	-	-	-
Chicago, Ill.....	-	321	322	313	321	328	332	331	318	317	99	119
Detroit, Mich.....	-	-	322	334	334	350	346	339	331	327	102	117
Michigan Upper Peninsula	-	-	-	-	-	-	-	-	-	341	-	-
Northwestern Wisconsin..	-	-	-	-	-	-	-	-	-	330	-	-
Milwaukee, Wis.....	-	-	-	-	302	313	322	326	322	325	108	109
<u>WEST NORTH CENTRAL:</u>												
Minneapolis-St. Paul, Minn.	-	-	-	357	366	376	379	380	382	390	109	113
Des Moines, Iowa.....	-	-	-	-	-	-	-	-	-	308	-	-
Quad Cities, Ill.-Iowa....	-	-	-	-	-	-	-	-	339	340	102	103
Sioux City, Iowa.....	-	291	297	306	317	334	333	321	323	328	113	107
Kansas City, Mo.-Kans..	275	276	282	295	311	312	316	-	273	271	-	-
St. Louis, Mo.....	-	-	251	256	258	271	276	280	279	277	110	110
Ozarks, Mo.-Ark.....	-	-	-	-	-	-	-	-	-	295	-	-
Black Hills, S.D.....	-	-	-	-	-	-	-	-	-	303	-	-
Sioux Falls-Mitchell, S.D.	-	-	-	306	322	351	357	360	366	378	124	110
Omaha-Lin.-C.B.-Neb.-Ia.	285	287	289	297	307	319	326	322	322	322	-	-
Wichita, Kans.....	-	311	330	341	351	360	352	342	326	278	-	-
<u>SOUTH ATLANTIC:</u>												
Wilmington, Del.....	-	-	-	-	-	-	-	322	322	321	100	107
Baltimore, Md.....	260	263	267	267	269	281	292	293	291	279	107	99
Richmond, Va.....	191	-	198	193	188	191	200	-	-	-	105	117
Virginia.....	-	-	-	-	-	-	-	217	214	-	99	102
Richmond, Va.....	-	-	-	-	-	-	-	-	-	195	-	-
Appalachian, Va.-W.Va.-T.	-	-	-	-	-	-	193	195	204	210	109	103
Bluefield, W. Va.....	-	-	-	-	-	-	-	160	162	162	101	97
Clarksburg, W. Va.....	-	-	-	-	-	-	-	248	255	270	109	99
Wheeling, W. Va.....	-	-	-	-	-	-	-	293	293	299	102	101
North Carolina.....	-	-	-	-	-	-	-	-	-	188	-	-
South Carolina.....	-	-	-	-	-	-	-	174	169	168	97	105
Southeastern Florida....	-	-	-	-	-	-	-	-	273	267	98	106
<u>EAST SOUTH CENTRAL:</u>												
Louisville, Ky.-Ind.....	-	-	-	306	313	328	337	336	326	333	109	116
Paducah, Ky.....	-	-	-	-	-	-	-	-	268	269	100	104
Chattanooga, Tenn.....	-	-	-	-	-	-	-	311	300	299	96	105
Knoxville, Tenn.....	-	-	-	-	-	328	316	313	322	98	-	104

Table 2--Whole and skim milk products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued ^a

Marketing area	Per capita consumption										1959 as % of 1950 ^b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
<u>EAST SOUTH CENTRAL:</u> (Cont.)	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Memphis, Tenn.....	-	-	-	-	-	-	248	235	225	229	92	108
Nashville, Tenn.....	-	-	-	-	-	-	-	-	278	284	102	102
Central Mississippi.....	-	-	-	-	-	-	-	163	167	176	108	103
Mississippi Delta.....	-	-	-	-	-	-	-	-	-	134	-	-
Mississippi Gulf Coast.....	-	-	-	-	-	-	-	-	-	254	-	-
<u>WEST SOUTH CENTRAL:</u>												
Central Arkansas.....	-	-	-	-	-	-	-	-	211	221	105	102
New Orleans, La.....	-	-	-	-	-	-	-	-	228	227	100	102
Northern Louisiana.....	-	-	-	-	-	-	-	-	-	196	-	-
Oklahoma Metropolitan.....	-	-	273	276	283	287	294	293	308	306	-	-
Red River Val., Okla.-Tex.....	-	-	-	-	-	-	-	-	-	297	-	-
Austin-Waco, Tex.....	-	-	-	-	-	-	245	238	240	245	100	108
Central West Texas.....	-	-	-	-	-	-	248	250	204	204	-	-
Corpus Christi, Tex.....	-	-	-	-	-	-	274	277	270	264	96	110
North Texas.....	-	-	-	228	240	242	246	259	255	255	112	120
San Antonio, Tex.....	-	-	-	-	-	-	282	287	281	266	-	-
Texas Panhandle.....	-	-	-	-	-	-	-	-	-	-	-	-
<u>MOUNTAIN:</u>												
Colo. Springs-Pueblo, Colo.....	-	-	-	-	-	-	-	-	-	282	-	-
Western Colorado.....	-	-	-	-	-	-	-	-	-	263	-	-
Central Arizona.....	-	-	-	-	-	-	-	277	281	286	103	110
<u>PACIFIC:</u>												
Inland Empire, Wash.-Ida.....	-	-	-	-	-	-	-	293	285	280	96	105
Puget Sound, Wash.....	-	-	296	298	303	305	310	311	305	303	102	119
California.....	295	301	303	302	297	308	318	321	314	310	105	146

a. Product quantities include all grades of whole and skim products shown in table 5 sold within the market area.

b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percentage of the earliest year. No percentage appears where there has been a change in the marketing area.

Table 3.--Milk equivalent of fluid cream products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59 a

Marketing area	Per capita consumption										1959 as % of 1950 b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
<u>NEW ENGLAND:</u>	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Boston, Mass.....	92	89	86	86	83	85	85	84	78	78	-	-
Merrimack Valley, Mass.....	49	54	48	46	44	42	50	50	-	-	-	-
Springfield, Mass.....	57	55	54	53	55	55	59	60	62	62	109	115
Worcester, Mass.....	66	67	66	67	65	64	63	65	61	63	95	100
Fall River, Mass.....	53	52	49	50	47	48	52	52	54	-	102	98
Rhode Island.....	46	46	43	39	41	47	47	-	-	-	102	109
Connecticut.....	56	57	55	54	52	54	55	54	52	56	100	124
<u>MIDDLE ATLANTIC:</u>												
New York Metropolitan....	84	82	79	77	75	73	73	72	68	64	76	110
Niagara Frontier, N. Y....	40	40	39	39	37	37	37	35	32	28	70	118
Rochester, N. Y.....	36	35	33	33	32	32	32	32	31	30	83	118
Middle Hudson, N. Y.....	46	45	43	44	45	46	48	-	-	-	104	117
Syracuse, N. Y.....	52	53	56	56	53	54	54	-	-	-	104	114
Binghamton, N. Y.....	60	59	59	57	58	60	55	-	-	-	92	109
New Jersey.....	53	54	52	55	54	52	49	47	44	43	81	124
Philadelphia, Pa.....	40	39	39	39	37	37	37	36	33	33	-	-
<u>EAST NORTH CENTRAL:</u>												
Akron-Stark Co., Ohio....	-	-	-	-	-	34	34	34	32	-	94	107
Cleveland, Ohio.....	-	-	-	-	-	-	-	48	45	-	94	103
Northeastern Ohio.....	-	-	-	-	-	-	-	-	-	40	-	-
Cincinnati, Ohio.....	-	-	-	-	-	-	-	28	28	25	-	-
Columbus, Ohio.....	-	-	-	-	-	-	-	43	43	33	-	-
Dayton-Springfield, Ohio.	-	-	-	-	-	-	-	-	37	38	103	103
Toledo, Ohio.....	-	-	-	-	-	-	-	-	40	39	98	102
Ft. Wayne, Ind.....	-	-	-	-	-	-	-	36	34	34	94	104
South Bend-LaPorte-Elk., Ind.	-	-	-	-	-	-	-	-	-	-	-	-
Chicago, Ill.....	-	81	75	71	67	67	68	66	62	60	74	119
Detroit, Mich.....	-	-	58	58	54	54	52	49	45	44	76	117
Michigan Upper Peninsula.....	-	-	-	-	-	-	-	-	40	-	-	-
Northeastern Wisconsin.....	-	-	-	-	-	-	-	-	44	-	-	-
Milwaukee, Wis.....	-	-	-	-	45	46	46	47	46	45	100	109
<u>WEST NORTH CENTRAL:</u>												
Minneapolis-St. Paul, Minn.	-	-	-	89	84	81	78	74	72	70	79	113
Des Moines, Iowa.....	-	-	-	-	-	-	-	-	-	46	-	-
Quad Cities, Ill.-Ia.....	-	-	-	-	-	-	-	51	49	50	98	103
Sioux City, Iowa.....	-	73	69	66	62	59	55	51	50	47	64	107
Kansas City, Mo.-Kans....	43	39	37	35	33	33	34	-	28	29	-	-
St. Louis, Mo.....	-	-	33	32	31	31	30	29	28	29	88	110
Ozarks, Mo.-Ark.....	-	-	-	-	-	-	-	-	-	20	-	-
Black Hills, S. D.....	-	-	-	-	-	-	-	-	-	38	-	-
Sioux Falls-Mitchell, S.D.	-	-	-	67	66	67	65	64	63	60	90	110
Omaha-Lin.-C.B., Nebr.-Ia.	70	65	59	59	56	56	55	52	51	48	-	-
Wichita, Kans.....	-	56	55	51	45	44	42	39	34	28	-	-
<u>SOUTH ATLANTIC:</u>												
Wilmington, Del.....	-	-	-	-	-	-	-	30	31	30	100	107
Baltimore, Md.....	32	31	28	28	28	27	26	27	26	23	72	99
Richmond, Va.....	18	17	16	17	16	15	16	-	-	-	89	117
Virginia.....	-	-	-	-	-	-	-	11	14	-	127	102
Richmond, Va.....	-	-	-	-	-	-	-	-	-	14	-	-
Appalachian, Va.-W.Va.-T.	-	-	-	-	-	-	6	7	7	7	117	103
Bluefield, W. Va.....	-	-	-	-	-	-	-	4	4	5	125	97
Clarksburg, W. Va.....	-	-	-	-	-	-	-	13	13	13	100	99
Wheeling, W. Va.....	-	-	-	-	-	-	-	17	17	18	106	101
North Carolina.....	-	-	-	-	-	-	-	-	-	9	-	-
South Carolina.....	-	-	-	-	-	-	-	6	6	6	100	105
Southeastern Florida.....	-	-	-	-	-	-	-	-	46	45	98	106
<u>EAST SOUTH CENTRAL:</u>												
Louisville, Ky.-Ind.....	-	-	-	23	22	23	23	23	22	23	100	116
Paducah, Ky.....	-	-	-	-	-	-	-	-	11	12	109	104
Chattanooga, Tenn.....	-	-	-	-	-	-	-	15	14	14	93	105
Knoxville, Tenn.....	-	-	-	-	-	-	16	16	16	17	106	104
Memphis, Tenn.....	-	-	-	-	-	-	20	19	19	20	100	108

Table 3.--Milk equivalent of fluid cream products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued ^a

Marketing area	Per capita consumption										1959 as % of 1950 ^b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
EAST SOUTH CEN.: (Cont.)	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Nashville, Tenn.....	-	-	-	-	-	-	-	-	10	11	110	103
Central Mississippi.....	-	-	-	-	-	-	-	-	-	6	-	-
Mississippi Delta.....	-	-	-	-	-	-	-	-	-	16	-	-
Mississippi Gulf Coast..	-	-	-	-	-	-	-	-	-	-	-	-
WEST SOUTH CENTRAL:	-	-	-	-	-	-	-	-	15	16	107	102
Central Arkansas.....	-	-	-	-	-	-	-	-	15	15	100	102
New Orleans, La.....	-	-	-	-	-	-	-	-	-	11	-	-
Northern Louisiana.....	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma Metropolitan..	-	-	30	31	29	29	29	28	29	29	-	-
Red River Val., Okla.-Tex.	-	-	-	-	-	-	-	-	-	18	-	-
Austin-Waco, Tex.....	-	-	-	-	-	-	22	21	21	21	95	108
Central West Texas.....	-	-	-	-	-	-	19	18	13	13	-	-
Corpus Christi, Tex.....	-	-	-	-	-	-	28	28	28	28	100	110
North Texas.....	-	-	-	-	-	-	24	24	23	23	96	120
San Antonio, Tex.....	-	-	-	23	23	24	24	23	23	23	-	-
Texas Panhandle.....	-	-	-	-	-	-	25	23	23	21	-	-
MOUNTAIN:	-	-	-	-	-	-	-	-	-	34	-	-
Colo. Springs-Pueblo, Colo.	-	-	-	-	-	-	-	-	-	35	-	-
Western Colorado.....	-	-	-	-	-	-	-	-	-	26	104	110
Central Arizona.....	-	-	-	-	-	-	-	-	-	-	-	-
PACIFIC:	-	-	-	-	-	-	-	-	-	-	-	-
Inland Empire, Wash.-Ida.	-	-	-	-	-	-	-	46	42	41	89	105
Puget Sound, Wash.....	-	-	50	50	49	50	48	48	47	48	96	119
California.....	60	56	53	52	50	50	49	48	45	44	73	146

^a. The quantity of producer milk at average test required to supply the milkfat contained in all products shown in table 5.

^b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

Table 4.--Milk equivalent of all fluid products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59 a

Marketing area	Per capita consumption										1959 as % of 1950 b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
<u>NEW ENGLAND:</u>	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Boston, Mass.....	399	396	396	395	394	410	411	416	405	401	-	-
Merrimack Valley, Mass.....	340	384	339	338	335	346	367	369	-	-	-	-
Springfield, Mass.....	388	388	389	388	385	397	413	419	408	402	104	115
Worcester, Mass.....	405	405	413	419	414	426	432	437	423	424	-	-
Fall River, Mass.....	394	395	396	396	377	384	407	406	403	-	102	98
Rhode Island c.....	357	366	363	348	350	362	359	-	-	-	101	109
Connecticut.....	369	379	384	376	371	385	397	400	377	373	101	124
<u>MIDDLE ATLANTIC:</u>												
Niagara Frontier, N. Y. c.....	327	333	334	340	339	352	358	352	338	332	102	118
Rochester, N. Y. c.....	332	330	328	328	332	336	342	340	333	329	99	118
Middle Hudson, N. Y. c.....	338	336	337	344	344	347	346	-	-	-	102	117
Syracuse, N. Y. c.....	356	370	379	381	374	384	386	-	-	-	108	114
Binghamton, N. Y. c.....	398	401	404	400	403	413	416	-	-	-	105	109
New Jersey.....	351	352	356	358	362	361	366	365	351	348	99	124
Philadelphia, Pa.....	311	304	310	309	308	309	307	310	282	299	-	-
<u>EAST NORTH CENTRAL:</u>												
Akron-Stark Co., Ohio.....	-	-	-	-	-	360	366	369	352	-	98	107
Cleveland, Ohio.....	-	-	-	-	-	-	-	384	371	-	97	103
Northeastern Ohio.....	-	-	-	-	-	-	-	-	-	358	-	-
Cincinnati, Ohio.....	-	-	-	-	-	-	-	288	282	282	-	-
Columbus, Ohio.....	-	-	-	-	-	-	-	401	388	319	-	-
Dayton-Springfield, Ohio.....	-	-	-	-	-	-	-	-	387	395	102	103
Toledo, Ohio.....	-	-	-	-	-	-	-	-	328	327	100	102
Ft. Wayne, Ind.....	-	-	-	-	-	-	-	322	314	314	98	104
South Bend-LaPorte-Elk, Ind.....	-	-	-	-	-	-	-	-	-	316	-	-
Chicago, Ill.....	-	380	374	360	363	370	378	375	361	353	93	119
Detroit, Mich.....	-	-	362	374	370	382	375	366	356	353	98	117
Michigan Upper Peninsula.....	-	-	-	-	-	-	-	-	-	349	-	-
Northeastern Wisconsin.....	-	-	-	-	-	-	-	-	-	344	-	-
Milwaukee, Wis.....	-	-	-	-	323	336	344	343	341	337	104	109
<u>WEST NORTH CENTRAL:</u>												
Minneapolis-St. Paul, Minn.....	-	-	-	417	417	427	425	423	423	419	100	113
Des Moines, Iowa.....	-	-	-	-	-	-	-	-	-	324	-	-
Quad Cities, Ill.-Ia.....	-	-	-	-	-	-	-	339	337	339	100	103
Sioux City, Iowa.....	-	330	331	338	343	359	349	332	338	339	103	107
Kansas City, Mo.-Kans.....	280	277	283	291	304	310	316	-	273	273	-	-
St. Louis, Mo.....	-	-	247	248	250	261	266	268	264	262	106	110
Ozarks, Mo.-Ark.....	-	-	-	-	-	-	-	-	-	252	-	-
Black Hills, S. D.....	-	-	-	-	-	-	-	-	-	319	-	-
Sioux Falls-Mitchell, S.D.....	-	-	-	364	378	402	398	396	398	399	110	110
Omaha-Lin.-C.B., Nebr.-Ia.....	340	335	330	335	341	354	357	342	346	339	-	-
Wichita, Kans.....	-	329	347	358	363	368	357	342	324	275	-	-
<u>SOUTH ATLANTIC:</u>												
Wilmington, Del.....	-	-	-	-	-	-	-	331	331	330	100	107
Baltimore, Md.....	292	294	295	295	297	308	318	320	317	299	102	99
Richmond, Va.....	209	-	214	210	204	206	216	-	-	-	103	117
Virginia.....	-	-	-	-	-	-	-	215	215	-	100	102
Richmond, Va.....	-	-	-	-	-	-	-	-	-	190	-	-
Appalachian, Va.-W.Va.-T.....	-	-	-	-	-	-	171	174	180	187	109	103
Bluefield, W. Va.....	-	-	-	-	-	-	-	142	143	148	104	97
Clarksburg, W. Va.....	-	-	-	-	-	-	-	235	239	255	109	99
Wheeling, W. Va.....	-	-	-	-	-	-	-	278	278	285	103	101
North Carolina.....	-	-	-	-	-	-	-	-	-	170	-	-
South Carolina.....	-	-	-	-	-	-	-	152	149	149	98	105
Southeastern Florida.....	-	-	-	-	-	-	-	287	277	97	106	-
<u>EAST SOUTH CENTRAL:</u>												
Louisville, Ky.-Ind.....	-	-	-	297	304	316	326	327	319	328	110	116
Paducah, Ky.....	-	-	-	-	-	-	-	-	225	226	100	104
Chattanooga, Tenn.....	-	-	-	-	-	-	-	265	256	258	97	105
Knoxville, Tenn.....	-	-	-	-	-	-	288	280	279	287	100	104
Memphis, Tenn.....	-	-	-	-	-	-	216	207	203	206	95	108

Table 4.--Milk equivalent of all fluid products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued a

Marketing area	Per capita consumption										1959 as % of 1950b	
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	Sales	Population
EAST SOUTH CEN.: (Cont.)	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Pct.	Pct.
Nashville, Tenn.....	-	-	-	-	-	-	-	150	227	234	103	102
Central Mississippi.....	-	-	-	-	-	-	-	-	156	165	110	103
Mississippi Delta.....	-	-	-	-	-	-	-	-	-	115	-	-
Mississippi Gulf Coast..	-	-	-	-	-	-	-	-	-	233	-	-
WEST SOUTH CENTRAL:												
Central Arkansas.....	-	-	-	-	-	-	-	-	192	204	106	102
New Orleans, La.....	-	-	-	-	-	-	-	-	219	217	99	102
Northern Louisiana.....	-	-	-	-	-	-	-	-	-	178	-	-
Oklahoma Metropolitan..	-	-	261	275	285	286	296	300	310	311	-	-
Red River Val., Okla.-Tex.	-	-	-	-	-	-	236	232	232	237	100	108
Austin-Waco, Tex.....	-	-	-	-	-	-	-	-	-	332	-	-
Central West Texas.....	-	-	-	-	-	-	237	230	177	178	-	-
Corpus Christi, Tex.....	-	-	-	-	-	-	262	265	259	252	96	110
North Texas.....	-	-	-	221	236	240	247	254	251	250	113	120
San Antonio, Tex.....	-	-	-	-	-	-	279	282	276	263	-	-
Texas Panhandle.....	-	-	-	-	-	-	-	-	-	-	-	-
MOUNTAIN:												
Colo. Springs-Pueblo, Colo.	-	-	-	-	-	-	-	-	-	286	-	-
Western Colorado.....	-	-	-	-	-	-	-	-	-	275	-	-
Central Arizona.....	-	-	-	-	-	-	-	278	285	291	105	110
PACIFIC:												
Inland Empire, Wash.-Ida.	-	-	-	-	-	-	-	300	288	277	92	105
Puget Sound, Wash.....	-	-	283	287	291	296	302	302	299	295	104	119
California.....	315	312	311	310	306	314	327	337	327	323	103	116

a. The quantity of producer milk at average test required to supply the milkfat contained in all products shown in table 5.

b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

c. The quantity of milk and milk drinks plus the milk equivalent of cream produced are shown for these markets except Niagara Frontier for 1959 and Rochester for 1958 and 1959. Calculations for those markets for those years were the same as the remainder of the table.

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a														
	Whole milk							Skim milk							
	Plain		Yogurt b		Flavored c			Plain d		Fortified d		Flavored c		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Pct.	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
	1,000 lbs.		1,000 lbs.		1,000 lbs.			1,000 lbs.		1,000 lbs.		1,000 lbs.		1,000 lbs.	
NEW ENGLAND:															
Boston, Mass.															
1950	361,326	3.88	-	-	-	-		3,344	-	-	-	11,116	2.08	2,715	1.41
1951	677,883	3.87	-	-	-	-		5,037	-	-	-	12,468	2.08	2,810	1.48
1952	688,643	3.86	-	-	-	-		6,151	-	-	-	11,892	2.06	3,097	1.38
1953	690,710	3.85	-	-	-	-		6,867	-	-	-	10,935	2.05	3,042	1.31
1954	697,105	3.86	-	-	-	-		8,539	-	-	-	10,529	2.06	2,777	1.36
1955	720,025	3.86	-	-	-	-		9,129	-	-	-	11,918	2.05	3,044	1.34
1956	730,569	3.84	-	-	-	-		12,541	-	-	-	11,305	2.04	2,734	1.35
1957	766,633	3.82	379	3.67	-	-		14,837	-	-	-	10,876	2.09	2,949	1.31
1958	715,671	3.79	317	3.71	429	3.74		16,307	-	-	-	10,051	2.08	2,828	1.09
1959	721,045	3.77	585	3.61	187	3.61		18,192	-	-	-	10,427	2.08	2,785	1.13
Merrimack Valley, Mass. g															
1950	76,593	3.77	-	-	-	-		227	-	-	-	1,169	2.60	225	-
1951	91,828	3.78	-	-	-	-		371	-	-	-	1,638	2.49	306	-
1952	93,793	3.76	-	-	-	-		441	-	-	-	1,770	2.73	321	.53
1953	95,317	3.77	-	-	-	-		512	-	-	-	1,813	2.65	320	.18
1954	95,881	3.79	-	-	-	-		631	-	-	-	1,679	2.62	298	.20
1955	100,553	3.79	-	-	-	-		691	-	-	-	1,915	2.51	306	.32
1956	106,094	3.78	-	-	-	-		922	-	-	-	2,103	2.52	333	.20
1957	108,118	3.77	-	-	647	3.72		1,116	-	-	-	1,370	1.95	353	.17
Springfield, Mass.															
1950	131,421	3.82	-	-	-	-		1,665	-	-	-	2,360	1.98	684	1.36
1951	133,043	3.78	-	-	-	-		2,099	-	-	-	2,899	1.99	754	1.40
1952	136,314	3.75	-	-	-	-		2,609	-	-	-	2,951	1.98	799	1.12
1953	138,424	3.76	-	-	-	-		3,104	-	-	-	2,799	1.98	845	.55
1954	140,119	3.75	-	-	-	-		3,531	-	-	-	2,567	1.96	777	.49
1955	148,454	3.72	-	-	-	-		3,572	-	-	-	2,455	1.88	818	.28
1956	156,060	3.69	-	-	-	-		3,835	-	-	-	2,326	1.91	753	.33
1957	161,777	3.68	-	-	-	-		3,825	-	-	-	2,160	1.91	802	.30
1958	159,683	3.66	-	-	-	-		4,397	-	-	-	1,930	1.89	735	.24
1959	159,078	3.63	-	-	-	-		4,787	-	-	-	2,059	1.90	732	.18
Worcester, Mass.															
1950	97,086	3.78	-	-	-	-		755	-	-	-	1,542	2.85	416	.97
1951	94,474	3.78	-	-	-	-		570	-	-	-	1,941	2.86	491	1.02
1952	96,360	3.72	-	-	-	-		711	-	-	-	1,975	2.82	493	.90
1953	98,295	3.78	-	-	-	-		853	-	-	-	2,074	2.65	454	.25
1954	99,017	3.76	-	-	-	-		1,014	-	-	-	1,735	2.50	436	.16
1955	102,588	3.75	-	-	-	-		1,153	-	-	-	1,973	2.48	456	.11
1956	105,815	3.72	-	-	-	-		1,410	-	-	-	2,045	2.53	389	.05
1957	106,743	3.71	-	-	-	-		1,608	-	-	-	1,827	2.56	380	.05
1958	104,966	3.71	-	-	-	-		1,625	-	-	-	1,579	2.42	329	.05
1959	106,299	3.68	-	-	-	-		1,902	-	-	-	1,545	2.27	340	.02
Fall River, Mass.															
1950	40,242	3.72	-	-	-	-		116	-	-	-	1,615	2.84	83	1.63
1951	40,264	3.71	-	-	-	-		135	-	-	-	1,816	2.92	80	1.59
1952	40,410	3.74	-	-	-	-		169	-	-	-	1,783	2.90	89	1.57
1953	40,971	3.73	-	-	-	-		195	-	-	-	1,676	2.70	86	1.65
1954	40,447	3.73	-	-	-	-		209	-	-	-	1,521	2.61	76	1.53
1955	41,271	3.73	-	-	-	-		228	-	-	-	1,611	2.59	87	1.48
1956	42,243	3.73	-	-	-	-		285	-	-	-	1,538	2.66	81	1.42
1957	42,438	3.70	-	-	614	3.62		419	-	-	-	764	2.31	87	1.45
1958	41,750	3.70	-	-	564	3.64		466	-	-	-	698	2.40	73	1.69
Rhode Island h															
1950	229,626	-	-	-	-	-		-	-	-	-	-	-	-	-
1951	253,408	-	-	-	-	-		-	-	-	-	-	-	-	-
1952	244,556	-	-	-	-	-		-	-	-	-	-	-	-	-
1953	242,350	-	-	-	-	-		-	-	-	-	-	-	-	-
1954	242,774	-	-	-	-	-		-	-	-	-	-	-	-	-
1955	250,236	-	-	-	-	-		-	-	-	-	-	-	-	-
1956	254,920	-	-	-	-	-		-	-	-	-	-	-	-	-

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimated popula- tion	Annual per capita cons.			
	Cream											Whole and skim milk	Milk equivalent e	All fluid items f	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream	Pounds	Pounds	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Thous.	Pounds	Pounds	
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.					
NEW ENGLAND:															
Boston, Mass.															
1950	-	-	204	13.50	29,098	18.32	2,082	17.91	6,265	37.11	2,172	322	92	399	
1951	-	-	217	12.94	28,105	18.23	1,974	17.90	5,927	36.94	2,165	322	99	396	
1952	-	-	272	13.65	27,273	18.26	1,864	18.15	5,525	37.20	2,175	326	86	396	
1953	-	-	316	13.48	27,476	18.28	1,694	18.02	5,447	37.36	2,180	326	86	395	
1954	-	-	429	13.12	26,464	18.27	1,900	18.00	5,403	37.15	2,190	326	83	394	
1955	-	-	547	13.75	26,820	18.27	2,051	18.07	5,478	37.00	2,195	339	85	410	
1956	-	-	565	13.60	26,698	18.10	2,034	18.06	5,854	36.26	2,200	344	85	411	
1957	71	11.96	620	13.12	26,763	18.12	2,028	18.26	6,001	35.97	2,270	351	84	416	
1958	444	11.72	703	12.82	27,913	18.02	2,077	18.30	6,893	35.64	2,610	347	78	405	
1959	456	11.63	559	12.95	27,741	18.11	2,248	18.61	6,780	35.42	2,615	345	78	401	
Herrimack Valley, Mass. E															
1950	-	-	10	13.96	843	19.89	13	18.51	839	38.57	267	300	49	340	
1951	4	7.04	1h	10.42	1,091	19.12	35	17.94	925	38.30	278	339	54	384	
1952	15	9.75	14	12.46	1,182	18.87	45	18.26	915	38.55	322	299	48	339	
1953	35	11.50	19	11.65	1,153	18.84	47	17.94	865	38.88	328	299	46	338	
1954	43	9.25	27	5.04	1,130	19.01	56	17.87	826	38.92	330	291	44	335	
1955	56	9.13	24	12.34	1,121	18.93	53	18.15	773	38.67	333	311	42	346	
1956	311	11.22	23	12.87	1,366	18.21	67	18.21	910	37.84	336	326	50	367	
1957	308	11.60	27	15.83	1,391	18.25	76	18.27	906	37.06	338	330	50	369	
Springfield, Mass.															
1950	-	-	31	13.68	1,618	18.84	137	17.81	1,417	38.35	393	346	57	388	
1951	38	7.50	23	17.10	1,628	18.77	161	17.69	1,319	37.83	392	354	55	388	
1952	46	7.09	54	13.15	1,634	18.51	143	18.22	1,292	37.69	398	358	54	389	
1953	69	6.64	23	13.53	1,655	18.42	144	17.71	1,316	37.42	406	356	53	388	
1954	54	6.03	54	11.26	1,652	18.39	141	17.80	1,467	36.81	415	354	55	385	
1955	58	8.37	68	12.76	1,565	18.15	183	18.02	1,572	36.59	425	365	55	397	
1956	54	9.99	68	10.17	1,617	18.09	145	18.07	1,779	35.89	430	379	59	413	
1957	130	11.71	29	13.84	1,617	17.84	252	18.25	1,832	35.14	440	383	60	419	
1958	397	11.73	206	12.38	1,549	17.80	287	18.07	1,883	34.88	445	372	62	408	
1959	452	11.90	155	13.95	1,597	17.86	317	18.15	1,859	34.53	450	370	62	402	
Worcester, Mass.															
1950	-	-	3	19.25	1,289	19.44	91	18.13	1,202	37.69	290	344	66	405	
1951	87	10.79	10	8.78	1,304	18.77	127	17.88	1,182	37.25	285	342	67	405	
1952	99	11.99	16	9.13	1,318	18.61	145	18.13	1,117	37.31	282	353	66	413	
1953	142	10.29	16	9.02	1,388	18.76	117	18.03	1,108	37.62	283	359	67	419	
1954	134	10.14	18	8.53	1,400	18.16	146	18.05	1,106	37.30	284	360	65	414	
1955	123	9.89	22	7.91	1,324	18.55	146	18.05	1,038	37.17	285	373	64	426	
1956	59	8.57	26	8.61	1,350	17.76	151	18.05	1,086	36.64	286	383	63	432	
1957	167	10.34	22	7.38	1,434	18.02	146	18.17	1,108	36.09	287	385	65	437	
1958	196	10.26	24	8.32	1,394	17.56	130	18.12	1,028	35.97	288	377	61	423	
1959	293	10.80	32	7.30	1,442	17.91	144	18.34	1,046	35.61	289	351	63	424	
Fall River, Mass.															
1950	-	-	6	11.48	573	18.78	37	18.38	328	38.53	126	334	53	394	
1951	-	-	7	9.47	591	18.90	36	18.22	298	39.01	126	336	52	395	
1952	-	-	6	6.52	573	19.04	37	18.15	274	34.82	126	337	49	396	
1953	-	-	9	6.05	606	18.91	37	18.18	266	38.87	125	363	50	396	
1954	-	-	18	7.34	606	18.85	36	18.16	255	38.67	125	33	47	377	
1955	-	-	23	7.21	639	18.82	32	18.23	257	37.22	125	366	46	384	
1956	-	-	21	8.37	682	18.41	30	18.21	240	37.18	124	356	52	407	
1957	-	-	28	9.44	650	18.76	29	18.24	241	36.79	124	35	52	406	
1958	-	-	19	7.30	677	18.39	28	18.22	296	36.94	123	354	54	403	
Rhode Island h															
1950	-	-	-	-	4,465	-	-	-	-	-	771	291	59	357	
1951	-	-	-	-	4,494	-	-	-	-	-	770	306	60	366	
1952	-	-	-	-	4,191	-	-	-	-	-	790	309	54	363	
1953	-	-	-	-	3,778	-	-	-	-	-	810	300	48	348	
1954	-	-	-	-	4,004	-	-	-	-	-	815	299	50	349	
1955	-	-	-	-	4,616	-	-	-	-	-	820	305	58	363	
1956	-	-	-	-	4,595	-	-	-	-	-	840	303	56	359	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption											
	Whole milk			Skim milk				Cream				
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
NEW ENGLAND												
Boston, Mass.												
1950	314	-	-	1.54	-	5.12	1.25	-	.09	13.40	.96	2.88
1951	313	-	-	2.33	-	5.76	1.30	-	.13	12.98	.91	2.74
1952	317	-	-	2.83	-	5.47	1.42	-	.13	12.54	.86	2.54
1953	317	-	-	3.15	-	5.02	1.40	-	.14	12.60	.87	2.50
1954	318	-	-	3.90	-	4.81	1.27	-	.20	12.08	.87	2.47
1955	328	-	-	4.16	-	5.43	1.39	-	.25	12.22	.95	2.50
1956	332	-	-	5.70	-	5.14	1.24	-	.26	12.14	.92	2.66
1957	338	.17	-	6.54	-	4.79	1.30	.03	.27	11.79	.89	2.64
1958	336	.12	.16	6.25	-	3.85	1.08	.17	.27	10.69	.80	2.64
1959	333	.22	.07	6.96	-	3.99	1.07	.17	.33	10.61	.86	2.59
Merrimack Valley, Mass. g												
1950	294	-	-	.85	-	4.38	.84	-	.04	3.31	.05	3.14
1951	330	-	-	1.33	-	5.89	1.10	.01	.05	3.92	.13	3.33
1952	291	-	-	1.37	-	5.50	1.00	.06	.04	3.67	.14	2.84
1953	291	-	-	1.56	-	5.53	.98	.11	.06	3.52	.14	2.64
1954	291	-	-	1.91	-	5.09	.90	.13	.08	3.42	.17	2.50
1955	302	-	-	2.08	-	5.75	.92	.17	.07	3.37	.16	2.32
1956	316	-	-	2.74	-	6.26	.99	.93	.07	4.07	.20	2.71
1957	320	-	-	3.30	-	4.05	1.04	.91	.08	4.12	.22	2.68
Springfield, Mass.												
1950	334	-	-	4.24	-	6.01	1.74	-	.08	4.12	.35	3.61
1951	339	-	-	5.35	-	7.40	1.92	.10	.06	4.15	.41	3.36
1952	342	-	-	6.56	-	7.41	2.01	.12	.14	4.12	.36	3.25
1953	341	-	-	7.65	-	6.89	2.08	.17	.06	4.08	.35	3.32
1954	338	-	-	8.51	-	6.19	1.87	.14	.13	3.98	.34	3.53
1955	349	-	-	8.40	-	5.78	1.92	.14	.16	3.68	.34	3.70
1956	363	-	-	8.92	-	5.41	1.75	.13	.16	3.76	.34	4.14
1957	368	-	-	8.69	-	4.91	1.82	.30	.07	3.68	.57	4.16
1958	357	-	-	9.88	-	4.34	1.65	.89	.46	3.48	.64	4.23
1959	354	-	-	10.64	-	4.58	1.63	1.00	.34	3.55	.70	4.13
Worcester, Mass.												
1950	335	-	-	2.60	-	5.32	1.43	-	.01	4.44	.31	4.14
1951	331	-	-	2.00	-	6.81	1.72	.31	.04	4.58	.45	4.15
1952	342	-	-	2.52	-	7.00	1.75	.35	.06	4.67	.51	3.96
1953	317	-	-	3.01	-	7.33	1.60	.50	.06	4.90	.52	3.92
1954	349	-	-	3.37	-	6.11	1.54	.49	.06	4.93	.51	3.89
1955	360	-	-	4.05	-	6.92	1.60	.43	.08	4.85	.51	3.64
1956	370	-	-	4.93	-	7.15	1.36	.31	.09	4.72	.53	3.80
1957	372	-	-	5.60	-	6.37	1.32	.58	.08	5.00	.51	3.86
1958	364	-	-	5.64	-	5.48	1.14	.68	.06	4.84	.45	3.57
1959	368	-	-	6.58	-	5.35	1.18	1.01	.11	4.99	.51	3.63
Fall River, Mass.												
1950	319	-	-	.92	-	12.82	.66	-	.06	4.55	.29	2.60
1951	320	-	-	1.07	-	14.41	.63	-	.06	4.75	.29	2.37
1952	321	-	-	1.34	-	14.15	.71	-	.06	4.55	.29	2.17
1953	328	-	-	1.56	-	13.41	.69	-	.07	4.85	.30	2.13
1954	324	-	-	1.67	-	12.17	.61	-	.14	4.85	.29	2.04
1955	330	-	-	1.82	-	12.89	.70	-	.18	5.11	.26	2.06
1956	341	-	-	2.30	-	12.40	.65	-	.17	5.50	.24	2.26
1957	342	-	5.19	3.38	-	6.16	.70	-	.23	5.24	.23	2.27
1958	339	-	4.59	3.79	-	5.67	.59	-	.40	5.50	.23	2.41
Rhode Island h												
1950	291	-	-	-	-	-	-	-	-	-	-	-
1951	306	-	-	-	-	-	-	-	-	-	-	-
1952	310	-	-	-	-	-	-	-	-	-	-	-
1953	299	-	-	-	-	-	-	-	-	-	-	-
1954	298	-	-	-	-	-	-	-	-	-	-	-
1955	305	-	-	-	-	-	-	-	-	-	-	-
1956	303	-	-	-	-	-	-	-	-	-	-	-

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk						Skim milk							
	Plain		Yogurt b		Flavored c		Plain d		Fortified d		Flavored e		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
1,000 lbs.			1,000 lbs.		1,000 lbs.		1,000 lbs.		1,000 lbs.		1,000 lbs.		1,000 lbs.	
1950	501,918	-	-	-	7,253	-	8,240	-	1,113	-	6,466	-	1,371	-
Connecticut i	622,689	-	-	-	-	-	6,502	-	-	-	13,682	-	2,880	-
1950	634,615	-	-	-	-	-	8,180	-	-	-	15,447	-	3,159	-
1951	660,496	-	-	-	-	-	9,941	-	-	-	15,924	-	3,681	-
1952	675,488	-	-	-	-	-	10,192	-	-	-	16,409	-	3,608	-
1953	689,302	-	-	-	-	-	11,336	-	-	-	15,448	-	3,520	-
1954	724,900	-	-	-	-	-	13,136	-	-	-	16,754	-	3,873	-
1955	754,477	-	-	-	-	-	15,556	-	-	-	16,742	-	3,657	-
1956	772,576	-	-	-	-	-	18,829	-	-	-	15,390	-	3,889	-
1957	759,188	-	-	-	-	-	20,501	-	-	-	13,449	-	3,600	-
1958	775,190	-	-	-	-	-	17,650	-	-	-	13,780	-	3,330	-
NEW ENGLAND: (Continued)														
Southeastern New England														
1959	501,918	-	-	-	7,253	-	8,240	-	1,113	-	6,466	-	1,371	-
Connecticut i	622,689	-	-	-	-	-	6,502	-	-	-	13,682	-	2,880	-
1950	634,615	-	-	-	-	-	8,180	-	-	-	15,447	-	3,159	-
1951	660,496	-	-	-	-	-	9,941	-	-	-	15,924	-	3,681	-
1952	675,488	-	-	-	-	-	10,192	-	-	-	16,409	-	3,608	-
1953	689,302	-	-	-	-	-	11,336	-	-	-	15,448	-	3,520	-
1954	724,900	-	-	-	-	-	13,136	-	-	-	16,754	-	3,873	-
1955	754,477	-	-	-	-	-	15,556	-	-	-	16,742	-	3,657	-
1956	772,576	-	-	-	-	-	18,829	-	-	-	15,390	-	3,889	-
1957	759,188	-	-	-	-	-	20,501	-	-	-	13,449	-	3,600	-
1958	775,190	-	-	-	-	-	17,650	-	-	-	13,780	-	3,330	-
MIDDLE ATLANTIC:														
New York Metropolitan, N. Y.														
1950	3,135,639	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	3,151,920	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	3,193,786	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	3,170,554	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	3,195,020	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	3,276,218	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	3,311,654	-	-	-	-	-	-	-	-	-	-	-	-	-
1957	3,297,605	-	-	-	-	-	-	-	-	-	-	-	-	-
1958	3,250,975	-	-	-	-	-	47,363	-	-	-	-	-	-	-
1959	3,282,132	-	-	-	-	-	56,268	-	-	-	-	-	-	-
Niagara Frontier, N. Y. h														
1950	304,071	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	316,806	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	327,530	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	337,390	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	343,872	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	365,384	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	379,289	-	-	-	-	-	-	-	-	-	-	-	-	-
1957	380,155	-	-	-	-	-	9,755	-	-	-	-	-	6,779	-
1958	373,256	3.62	-	-	-	-	8,996	-	-	-	-	-	-	-
1959	368,570	3.61	65	3.6	8,529	3.6	7,990	.50	1,220	.42	3,053	1.31	3,690	.46
Rochester, N. Y. h														
1950	139,273	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	141,721	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	144,342	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	147,383	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	152,991	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	158,287	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	164,512	-	-	-	-	-	-	-	-	-	-	-	-	-
1957	166,118	-	-	-	-	-	-	-	-	-	-	-	-	-
1958	160,222	3.63	14	-	1,992	3.64	8,728	.10	1,632	.43	3,628	1.60	1,016	.59
1959	161,843	3.63	24	-	2,048	3.64	9,318	.10	1,630	.43	3,397	1.58	1,002	.61
Middle Hudson, N. Y. h														
1950	111,063	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	113,656	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	117,743	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	124,427	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	126,896	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	130,937	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	132,708	-	-	-	-	-	-	-	-	-	-	-	-	-
Syracuse, N. Y. h														
1950	96,776	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	101,950	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	105,943	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	109,119	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	110,563	-	-	-	-	-	-	-	-	-	-	-	-	-

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimate d popula tion	Annual per capita cons. e			
	Cream											Whole milk and skim milk	Milk equivalent e	All fluid items f	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream	Pounds	Pounds	
Sales 1,000 lbs.	Fat Pct.	Sales 1,000 lbs.	Fat Pct.	Sales 1,000 lbs.	Fat Pct.	Sales 1,000 lbs.	Fat Pct.	Sales 1,000 lbs.	Fat Pct.	Thous.	Pounds	Pounds	Pounds		
1959 3,864	-	457	-	7,059	-	219	-	6,087	-	1,545	341	-	-		
<u>NEW ENGLAND: (Continued)</u>															
<u>Southeastern New England</u>															
1950 -	-	-	-	9,106	-	725	-	6,191	-	1,990	324	56	369		
1951 -	-	-	-	9,268	-	817	-	5,995	-	1,970	336	57	379		
1952 1,743	-	-	-	7,970	-	902	-	5,757	-	2,010	343	55	384		
1953 1,797	-	-	-	7,704	-	1,119	-	5,655	-	2,100	336	54	376		
1954 2,169	-	-	-	7,514	-	1,478	-	5,426	-	2,170	332	52	371		
1955 2,825	-	-	-	7,527	-	1,880	-	5,129	-	2,190	346	54	385		
1956 3,865	-	-	-	7,352	-	2,429	-	4,831	-	2,210	358	55	397		
1957 4,560	-	-	-	7,583	-	2,278	-	4,371	-	2,270	357	54	400		
1958 5,363	-	-	-	7,246	-	2,842	-	3,876	-	2,370	336	52	377		
1959 8,500	-	-	-	7,500	-	3,250	-	3,750	-	2,470	330	56	373		
<u>MIDDLE ATLANTIC:</u>															
<u>New York Metropolitan, N. Y.</u>															
1950 -	-	-	-	-	-	-	-	579,503	-	9,399	-	84	-		
1951 -	-	-	-	-	-	-	-	77,963	-	9,572	-	82	-		
1952 -	-	-	-	-	-	-	-	75,411	-	9,657	-	79	-		
1953 -	-	-	-	-	-	-	-	74,346	-	9,792	-	77	-		
1954 -	-	-	-	-	-	-	-	73,015	-	9,969	-	75	-		
1955 -	-	-	-	-	-	-	-	72,599	-	10,101	-	73	-		
1956 -	-	-	-	-	-	-	-	72,972	-	10,180	-	73	-		
1957 -	-	-	-	-	-	-	-	71,171	-	10,259	-	72	-		
1958 -	-	-	-	-	-	-	-	68,408	-	10,314	321	68	-		
1959 -	-	-	-	-	-	-	-	64,669	-	10,369	322	64	-		
<u>Niagara Frontier, N. Y. h</u>															
1950 -	-	-	-	-	-	-	-	42,031	-	1,060	287	40	327		
1951 -	-	-	-	-	-	-	-	43,734	-	1,080	293	40	333		
1952 -	-	-	-	-	-	-	-	43,526	-	1,110	295	39	334		
1953 -	-	-	-	-	-	-	-	43,583	-	1,120	301	39	340		
1954 -	-	-	-	-	-	-	-	41,634	-	1,140	302	37	339		
1955 -	-	-	-	-	-	-	-	42,923	-	1,160	315	37	352		
1956 -	-	-	-	-	-	-	-	43,316	-	1,180	321	37	358		
1957 -	-	-	-	-	-	-	-	42,478	-	1,200	317	35	352		
1958 -	-	-	-	-	-	-	-	39,344	-	1,220	306	32	338		
1959 3,182 10.1	-	-	-	-	-	-	-	3,763 24.1	-	1,250	314	28	332		
<u>Rochester, N. Y. h</u>															
1950 -	-	-	-	-	-	-	-	16,775	-	470	296	36	332		
1951 -	-	-	-	-	-	-	-	16,982	-	480	295	35	330		
1952 -	-	-	-	-	-	-	-	16,336	-	490	295	33	328		
1953 -	-	-	-	-	-	-	-	16,442	-	500	295	33	328		
1954 -	-	-	-	-	-	-	-	16,091	-	510	300	32	332		
1955 -	-	-	-	-	-	-	-	16,482	-	520	304	32	336		
1956 -	-	-	-	-	-	-	-	17,094	-	530	310	32	342		
1957 -	-	-	-	-	-	-	-	17,228	-	540	308	32	340		
1958 1,177 10.77 281	-	1,036 19.78	-	307	-	583 36.54	-	545 325	-	555 323	31	333	329		
1959 1,341 10.66 340	-	952 19.78	-	358 18.70	-	586 36.41	-	545 325	-	555 323	30	330	329		
<u>Middle Hudson, N. Y. h</u>															
1950 -	-	-	-	-	-	-	-	17,386	-	380	292	46	338		
1951 -	-	-	-	-	-	-	-	17,368	-	390	291	45	336		
1952 -	-	-	-	-	-	-	-	17,376	-	400	294	43	337		
1953 -	-	-	-	-	-	-	-	18,455	-	415	300	44	344		
1954 -	-	-	-	-	-	-	-	19,313	-	425	299	45	344		
1955 -	-	-	-	-	-	-	-	20,111	-	435	301	46	347		
1956 -	-	-	-	-	-	-	-	21,439	-	445	298	48	346		
<u>Syracuse, N. Y. h</u>															
1950 -	-	-	-	-	-	-	-	16,399	-	318	304	52	356		
1951 -	-	-	-	-	-	-	-	17,127	-	322	317	53	370		
1952 -	-	-	-	-	-	-	-	18,527	-	328	323	56	379		
1953 -	-	-	-	-	-	-	-	18,697	-	336	325	56	381		
1954 -	-	-	-	-	-	-	-	18,212	-	344	321	53	374		
1955 -	-	-	-	-	-	-	-	19,049	-	354	330	54	384		
1956 -	-	-	-	-	-	-	-	19,434	-	363	332	54	386		

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption												
	Whole milk			Skim milk				Cream					
	Plain	b	c	d	d	c	Butter-milk	Mixtures	Eggnog	Light	Sour	Heavy	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
NEW ENGLAND: (Continued)													
Southeastern New England													
1959	325	-	4.69	5.33	.72	4.19	.89	2.50	2.96	4.57	.14	3.94	
Connecticut i													
1950	313	-	-	3.27	-	6.68	1.45	-	-	4.58	.36	3.11	
1951	322	-	-	4.15	-	7.84	1.60	-	-	4.70	.41	3.04	
1952	329	-	-	4.95	-	7.92	1.83	.87	-	3.97	.45	2.66	
1953	322	-	-	4.65	-	7.81	1.72	.86	-	3.67	.53	2.69	
1954	318	-	-	5.22	-	7.12	1.62	1.00	-	3.46	.68	2.50	
1955	331	-	-	6.00	-	7.65	1.77	1.29	-	3.44	.86	2.31	
1956	341	-	-	7.04	-	7.58	1.65	1.75	-	3.33	1.10	2.18	
1957	340	-	-	8.29	-	6.78	1.71	2.01	-	3.31	1.00	1.93	
1958	320	-	-	8.65	-	5.67	1.52	2.26	-	3.06	1.20	1.64	
1959	314	-	-	7.15	-	5.58	1.35	3.44	-	3.04	1.32	1.52	
MIDDLE ATLANTIC:													
New York Metropolitan, N.Y.													
1950	331	-	-	-	-	-	-	-	-	-	-	3.86	
1951	329	-	-	-	-	-	-	-	-	-	-	3.14	
1952	331	-	-	-	-	-	-	-	-	-	-	7.01	
1953	324	-	-	-	-	-	-	-	-	-	-	7.50	
1954	320	-	-	-	-	-	-	-	-	-	-	7.33	
1955	324	-	-	-	-	-	-	-	-	-	-	7.19	
1956	325	-	-	-	-	-	-	-	-	-	-	7.17	
1957	321	-	-	-	-	-	-	-	-	-	-	6.94	
1958	316	-	-	4.59	-	-	-	-	-	-	-	6.63	
1959	317	-	-	5.43	-	-	-	-	-	-	-	6.24	
Niagara Frontier, N. Y. h													39.65
1950	287	-	-	-	-	-	-	-	-	-	-	40.49	
1951	293	-	-	-	-	-	-	-	-	-	-	39.21	
1952	295	-	-	-	-	-	-	-	-	-	-	38.91	
1953	301	-	-	-	-	-	-	-	-	-	-	36.52	
1954	302	-	-	-	-	-	-	-	-	-	-	37.00	
1955	315	-	-	-	-	-	-	-	-	-	-	36.71	
1956	321	-	-	-	-	-	-	-	-	-	-	35.40	
1957	317	-	-	8.13	-	-	5.65	-	-	-	-	32.25	
1958	306	-	-	7.37	-	-	-	-	-	-	-	3.01	
1959	295	.05	6.82	6.39	.98	2.44	2.95	2.55	-	-	-	-	35.69
Rochester, N. Y. h													35.38
1950	296	-	-	-	-	-	-	-	-	-	-	33.34	
1951	295	-	-	-	-	-	-	-	-	-	-	32.88	
1952	295	-	-	-	-	-	-	-	-	-	-	31.55	
1953	295	-	-	-	-	-	-	-	-	-	-	31.70	
1954	300	-	-	-	-	-	-	-	-	-	-	32.25	
1955	304	-	-	-	-	-	-	-	-	-	-	31.90	
1956	310	-	-	-	-	-	-	-	-	-	-	-	
1957	308	-	-	-	-	-	-	-	-	-	-	-	
1958	294	.03	3.66	16.01	2.99	6.66	1.86	2.16	.52	1.90	.56	1.07	
1959	292	.04	3.69	16.79	2.94	6.12	1.81	2.42	.61	1.72	.65	1.06	
Middle Hudson, N. Y. h													
1950	-	-	-	-	-	-	-	-	-	-	-	-	
1951	-	-	-	-	-	-	-	-	-	-	-	-	
1952	-	-	-	-	-	-	-	-	-	-	-	-	
1953	-	-	-	-	-	-	-	-	-	-	-	-	
1954	-	-	-	-	-	-	-	-	-	-	-	-	
1955	-	-	-	-	-	-	-	-	-	-	-	-	
1956	-	-	-	-	-	-	-	-	-	-	-	-	
Syracuse, N. Y. h													
1950	-	-	-	-	-	-	-	-	-	-	-	-	
1951	-	-	-	-	-	-	-	-	-	-	-	-	
1952	-	-	-	-	-	-	-	-	-	-	-	-	
1953	-	-	-	-	-	-	-	-	-	-	-	-	
1954	-	-	-	-	-	-	-	-	-	-	-	-	
1955	-	-	-	-	-	-	-	-	-	-	-	-	
1956	-	-	-	-	-	-	-	-	-	-	-	-	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk						Skim milk							
	Plain		Yogurt b		Flavored c		Plain d		Fortified d		Flavored e		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
MIDDLE ATLANTIC: (Continued)														
Binghamton, N. Y. h														
1950	57,200	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	58,800	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	60,000	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	60,400	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	61,700	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	63,816	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	66,513	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey														
1950	1,430,428	-	-	-	-	-	-	-	-	-	19,628	-	12,417	-
1951	1,468,984	-	-	-	-	-	-	-	-	-	21,544	-	13,996	-
1952	1,517,048	-	-	-	-	-	-	-	-	-	22,262	-	15,945	-
1953	1,549,063	-	-	-	-	-	14,220	-	-	-	23,058	-	16,650	-
1954	1,583,819	-	-	-	-	-	31,049	-	-	-	20,293	-	15,535	-
1955	1,654,354	-	-	-	-	-	30,329	-	-	-	22,107	-	16,586	-
1956	1,713,174	-	-	-	-	-	35,615	-	-	-	20,868	-	15,745	-
1957	1,748,336	-	-	-	-	-	36,296	-	-	-	20,952	-	16,538	-
1958	1,735,532	-	-	-	-	-	45,576	-	-	-	17,148	-	14,084	-
1959	1,785,377	-	-	-	-	-	55,086	-	-	-	17,475	-	15,494	-
Allegheny County (Pittsburgh), Pa.														
1950	368,592	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	404,705	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	410,231	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	415,133	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	415,206	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	431,729	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	443,091	-	-	-	-	-	-	-	-	-	-	-	-	-
1957	455,247	-	-	-	-	-	-	-	-	-	-	-	-	-
1958	446,878	-	-	-	-	-	-	-	-	-	-	-	-	-
1959	452,100	-	-	-	-	-	-	-	-	-	-	-	-	-
Philadelphia, Pa.														
1950	699,012	3.82	-	-	-	-	8,744	.34	-	-	17,280	2.99	9,127	1.75
1951	698,738	3.80	-	-	-	-	10,458	.43	-	-	18,658	2.71	10,011	1.78
1952	699,477	3.79	-	-	-	-	12,534	.39	-	-	18,745	2.56	10,301	1.78
1953	704,104	3.79	-	-	-	-	13,862	.37	-	-	19,633	2.41	9,959	1.67
1954	711,623	3.79	-	-	-	-	15,701	.39	-	-	18,694	2.40	9,362	1.62
1955	720,476	3.78	-	-	-	-	19,074	.38	-	-	18,767	2.36	9,504	1.64
1956	722,634	3.76	-	-	-	-	19,985	.38	-	-	17,352	2.36	8,740	1.65
1957	724,505	3.75	301	3.43	6,221	3.30	16,528	.32	6,285	.37	10,138	1.94	8,438	1.63
1958	763,024	3.74	356	3.54	7,882	3.40	18,542	.22	6,439	.40	7,848	2.00	7,724	1.57
1959	767,329	3.71	580	3.48	8,680	3.38	20,714	.13	7,428	.39	7,164	2.01	7,891	1.62
EAST NORTH CENTRAL:														
Akron-Stark County, Ohio														
1955	256,945	3.53	-	-	-	-	9,977	1.34	-	-	9,995	2.61	6,606	1.21
1956	267,617	3.52	-	-	-	-	11,669	1.39	-	-	10,629	2.73	6,228	1.29
1957	275,210	3.51	-	-	3,796	3.79	2,784	.09	10,965	1.76	6,460	2.20	6,351	1.32
1958	269,568	3.51	-	-	3,933	3.79	2,867	.10	14,182	1.81	6,863	2.19	5,790	1.39
Cleveland, Ohio														
1957	647,115	3.57	k	-	7,038	3.59	13,561	.06	-	-	11,654	2.09	13,097	1.45
1958	643,164	3.55	-	-	9,690	3.51	13,834	.04	4,844	1.14	7,717	2.10	11,753	1.30
Northeastern Ohio														
1959	913,020	3.53	k	-	17,783	3.55	16,216	.05	26,737	1.58	11,820	2.10	18,304	1.34
Cincinnati, Ohio														
1957	216,416	3.53	k	-	6,633	3.40	4,371	.14	4,117	1.78	5,829	1.76	6,901	1.38
1958	214,397	3.52	-	-	6,443	3.42	3,422	.15	9,228	1.70	4,907	1.72	6,589	1.53
1959	299,234	3.54	-	-	10,548	3.51	4,308	.29	12,994	1.67	5,933	1.94	9,229	1.83
Columbus, Ohio														
1957	191,731	3.58	-	-	3,379	3.44	816	.07	5,288	.44	5,106	2.02	4,407	.86
1958	191,620	3.52	-	-	4,047	3.63	691	.11	6,242	.44	4,313	2.06	4,164	.89
1959	234,307	3.51	1	3.55	7,122	3.65	783	.08	8,337	.47	4,649	2.06	4,853	1.02

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimated popula- tion	Annual per capita cons.		
	Cream											Milk equivalent e	All fluid items f	
	Milk		Eggnog		Light		Sour		Heavy			Cream		
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Pounds	Pounds	
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	Thous.			
MIDDLE ATLANTIC: (Continued)														
<i>Binghamton, N. Y. h</i>														
1950	-	-	-	-	10,100	-	-	-	-	-	169	338	60	398
1951	-	-	-	-	10,200	-	-	-	-	-	172	342	59	401
1952	-	-	-	-	10,300	-	-	-	-	-	174	345	59	404
1953	-	-	-	-	10,100	-	-	-	-	-	176	343	57	400
1954	-	-	-	-	10,400	-	-	-	-	-	179	345	56	403
1955	-	-	-	-	10,806	-	-	-	-	-	181	353	60	413
1956	-	-	-	-	10,136	-	-	-	-	-	184	361	55	416
<i>New Jersey</i>														
1950	629	10.33	-	-	10,791	19.37	9,460	18.62	14,202	39.50	4,800	306	53	351
1951	661	10.33	-	-	11,339	19.37	9,940	18.62	14,923	39.50	4,920	307	54	352
1952	651	10.33	-	-	11,171	19.37	9,793	18.62	14,701	39.50	5,000	312	52	356
1953	1,106	10.14	-	-	12,797	19.56	9,848	18.68	15,410	39.52	5,090	315	55	358
1954	1,108	10.14	-	-	12,820	19.56	9,865	18.68	15,437	39.52	5,200	317	54	362
1955	13,124	10.02	-	-	12,116	19.66	9,013	18.54	12,826	38.93	5,329	321	52	361
1956	12,784	10.02	-	-	11,802	19.66	8,780	18.54	12,053	39.51	5,480	327	49	366
1957	23,962	10.01	-	-	10,597	19.58	8,758	18.33	9,732	39.45	5,580	326	47	365
1958	22,765	10.01	-	-	10,068	19.58	8,321	18.33	9,246	39.45	5,740	317	44	351
1959	26,124	10.05	-	-	11,436	19.50	7,456	18.19	8,660	39.44	5,930	316	43	348
<i>Allegheny County (Pittsburgh), Pa.</i>														
1950	-	-	-	-	-	-	-	-	8,529	-	1,515	-	-	-
1951	-	-	-	-	-	-	-	-	8,353	-	1,525	-	-	-
1952	-	-	-	-	-	-	-	-	8,469	-	1,535	-	-	-
1953	-	-	-	-	-	-	-	-	7,613	-	1,545	-	-	-
1954	-	-	-	-	-	-	-	-	6,891	-	1,555	-	-	-
1955	-	-	-	-	-	-	-	-	6,863	-	1,570	-	-	-
1956	-	-	-	-	-	-	-	-	7,389	-	1,570	-	-	-
1957	-	-	-	-	-	-	-	-	7,887	-	1,580	-	-	-
1958	-	-	-	-	-	-	-	-	7,756	-	1,590	-	-	-
1959	-	-	-	-	-	-	-	-	7,646	-	1,620	-	-	-
<i>Philadelphia, Pa.</i>														
1950	660	8.09	644	8.45	13,958	20.63	1,474	18.86	1,952	38.86	2,600	282	60	311
1951	176	8.97	651	8.55	14,755	20.59	1,461	18.91	1,573	39.77	2,590	285	39	304
1952	166	9.37	729	8.29	14,441	20.60	1,481	18.90	1,495	39.33	2,610	284	39	310
1953	151	10.72	849	8.23	14,523	20.66	1,473	19.03	1,461	39.73	2,630	284	39	309
1954	330	11.71	900	8.18	13,894	20.60	1,428	19.19	1,408	39.69	2,660	284	37	308
1955	1,611	11.08	1,003	7.98	13,889	20.46	1,337	19.20	1,376	39.70	2,670	288	37	309
1956	1,025	11.34	1,198	7.84	13,827	20.30	1,286	19.08	1,441	39.74	2,680	287	37	307
1957	1,763	11.49	1,304	8.16	12,723	20.34	1,318	19.20	1,351	39.69	2,700	286	36	310
1958	2,894	11.14	1,183	8.46	12,086	20.38	1,295	19.14	1,398	40.54	2,910	279	33	282
1959	4,043	11.48	1,549	8.15	11,163	20.27	1,247	18.96	1,399	39.73	2,930	280	33	299
<i>EAST NORTH CENTRAL:</i>														
<i>Akron-Stark County, Ohio</i>														
1955	4,017	11.30	101	14.40	1,532	18.87	343	18.35	515	34.55	810	350	34	360
1956	4,458	11.26	172	11.60	1,405	18.84	360	18.32	510	34.88	830	357	34	366
1957	4,721	11.30	160	12.00	1,271	18.80	439	18.30	481	34.90	850	359	34	369
1958	4,734	11.25	174	9.59	1,108	18.74	524	18.32	406	34.91	870	346	32	352
<i>Cleveland, Ohio</i>														
1957	7,610	11.18	554	11.76	9,095	18.14	2,133	18.17	1,170	35.29	1,900	365	48	384
1958	7,777	11.33	700	12.14	8,232	18.07	2,325	18.12	977	35.78	1,950	355	45	371
<i>Northeastern Ohio</i>														
1959	11,073	11.47	815	11.93	8,271	18.14	3,391	17.71	1,355	34.22	2,880	349	40	358
<i>Cincinnati, Ohio</i>														
1957	2,330	10.88	457	8.56	2,269	19.23	183	18.53	341	32.51	825	296	28	288
1958	2,770	11.19	508	8.87	1,942	19.15	288	18.46	342	33.41	840	292	28	282
1959	3,948	11.27	591	8.92	2,021	19.13	410	18.67	422	33.09	1,185	289	25	282
<i>Columbus, Ohio</i>														
1957	3,188	11.33	233	7.39	2,023	18.26	117	18.16	290	32.91	530	398	43	401
1958	3,429	11.40	560	3.96	1,746	18.20	286	19.00	280	33.81	540	391	43	388
1959	4,227	11.39	331	5.81	1,631	18.17	469	18.84	349	33.42	800	325	33	319

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59 --Continued

Area and Year	Annual per capita consumption												
	Whole milk			Skim milk				Cream					
	b Plain	c Yogurt	b Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy	
Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
MIDDLE ATLANTIC: (Continued)													
<u>Binghamton, N. Y. h</u>													
1950	-	-	-	-	-	-	-	-	-	-	-	-	-
1951	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	-	-	-	-	-	-	-	-	-	-	-	-	-
1953	-	-	-	-	-	-	-	-	-	-	-	-	-
1954	-	-	-	-	-	-	-	-	-	-	-	-	-
1955	-	-	-	-	-	-	-	-	-	-	-	-	-
1956	-	-	-	-	-	-	-	-	-	-	-	-	-
<u>New Jersey</u>													
1950	296	-	-	-	-	4.09	2.59	.13	-	2.25	1.97	2.96	
1951	299	-	-	-	-	4.38	2.64	.13	-	2.30	2.02	3.03	
1952	303	-	-	-	-	4.45	3.19	.13	-	2.23	1.96	2.94	
1953	301	-	-	2.79	-	4.53	3.27	.22	-	2.51	1.93	3.03	
1954	305	-	-	5.97	-	3.90	2.99	.21	-	2.47	1.90	2.97	
1955	311	-	-	5.70	-	4.16	3.12	2.47	-	2.28	1.69	2.41	
1956	313	-	1.02	6.50	-	3.81	2.87	2.33	-	2.15	1.60	2.20	
1957	313	-	1.04	6.50	-	3.75	2.96	4.29	-	1.90	1.57	1.74	
1958	302	-	.88	7.91	-	2.99	2.15	3.97	-	1.75	1.45	1.61	
1959	301	-	-	9.29	-	2.95	2.61	4.41	-	1.93	1.26	1.46	
<u>Allegheny County (Pittsburgh), Pa.</u>													
1950	243	-	-	-	-	-	-	-	-	-	-	-	5.63
1951	265	-	-	-	-	-	-	-	-	-	-	-	5.48
1952	267	-	-	-	-	-	-	-	-	-	-	-	5.52
1953	269	-	-	-	-	-	-	-	-	-	-	-	4.93
1954	267	-	-	-	-	-	-	-	-	-	-	-	4.43
1955	275	-	-	-	-	-	-	-	-	-	-	-	4.37
1956	282	-	-	-	-	-	-	-	-	-	-	-	4.71
1957	288	-	-	-	-	-	-	-	-	-	-	-	4.99
1958	281	-	-	-	-	-	-	-	-	-	-	-	4.88
1959	279	-	-	-	-	-	-	-	-	-	-	-	4.72
<u>Philadelphia, Pa.</u>													
1950	269	-	-	3.36	-	6.65	3.51	.18	.25	5.37	.57	.75	
1951	270	-	-	4.04	-	7.20	3.87	.07	.25	5.70	.57	.61	
1952	268	-	-	4.80	-	7.18	3.95	.06	.28	5.53	.57	.57	
1953	268	-	-	5.27	-	7.47	3.79	.06	.32	5.52	.56	.56	
1954	268	-	-	5.90	-	7.03	3.52	.12	.34	5.22	.54	.53	
1955	270	-	-	7.14	-	7.03	3.56	.17	.38	5.20	.50	.52	
1956	270	-	-	7.46	-	6.47	3.26	.38	.45	5.16	.48	.54	
1957	268	.11	2.30	6.12	2.33	3.75	3.13	.65	.48	4.71	.49	.50	
1958	262	.12	2.71	6.37	2.21	2.70	2.65	.99	.41	4.15	.45	.48	
1959	262	.20	2.96	7.07	2.54	2.55	2.69	1.38	.53	3.81	.43	.48	
<u>EAST NORTH CENTRAL:</u>													
<u>Akron-Stark County, Ohio</u>													
1955	317	-	-	12.32	-	12.34	8.16	5.00	.12	1.89	.42	.64	
1956	322	-	-	14.06	-	12.81	7.50	5.37	.21	1.69	.43	.61	
1957	324	-	4.47	3.28	12.90	7.60	7.47	5.55	.19	1.50	.52	.57	
1958	310	-	4.52	3.30	16.30	5.59	6.66	5.44	.20	1.27	.60	.47	
<u>Cleveland, Ohio</u>													
1957	341	k	3.70	7.14	-	6.13	6.89	4.01	.29	4.79	1.12	.62	
1958	330	-	4.97	7.09	2.48	3.96	6.03	3.99	.36	4.22	1.19	.50	
<u>Northeastern Ohio</u>													
1959	317	k	6.17	5.63	9.28	4.10	6.36	4.89	.28	2.87	1.18	.47	
<u>Cincinnati, Ohio</u>													
1957	262	k	8.04	5.30	4.99	7.07	8.36	2.83	.55	2.75	.22	.41	
1958	255	-	7.67	4.07	10.99	5.84	7.84	3.30	.60	2.31	.34	.41	
1959	253	-	8.90	3.64	10.97	5.01	7.79	3.33	.50	1.71	.35	.36	
<u>Columbus, Ohio</u>													
1957	362	-	6.38	1.54	9.98	9.63	8.32	6.02	.44	3.82	.22	.55	
1958	355	-	7.49	1.28	11.56	7.99	7.71	6.35	1.04	3.23	.53	.52	
1959	293	-	8.90	.98	10.42	5.81	6.07	5.28	.41	2.10	.59	.44	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a														
	Whole milk							Skim milk							
	Plain		Yogurt b		Flavored c			Plain d		Fortified d		Flavored c		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Pct.	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
EAST NORTH CENTRAL: (Continued)															
Dayton-Springfield, Ohio															
1958 204,659	3.54	2.06	3.88	5,140	4.05			1,940	.73	10,655	1.34	2,977	2.34	5,801	1.58
1959 215,037	3.52	9.81	3.53	5,705	4.00			960	-	11,892	1.42	2,841	2.35	5,957	1.55
Toledo, Ohio															
1958 179,360	3.52	-	-	6,658	3.61			4,945	.22	638	1.91	-	-	2,651	1.06
1959 181,028	3.52	-	-	6,962	3.61			4,996	.09	1,629	2.01	5	2.04	2,672	1.15
Ft. Wayne, Ind.															
1957 45,095	3.56	-	-	33	3.28			743	.13	1,265	1.65	1,716	1.88	623	.85
1958 45,277	3.54	-	-	3	3.52			726	.22	1,340	1.66	1,600	1.92	599	.88
1959 45,419	3.54	-	-	69	3.50			960	1.41	1,708	1.24	1,659	2.05	638	.82
South Bend, Ind.															
1959 118,803	3.58	-	-	3,012	3.49			1,589	.24	8,094	2.00	2,044	2.05	1,508	1.02
Chicago, Ill.-Ind.															
1951 1,614,015	3.56	-	-	-	-			22,947	.57	-	-	49,416	2.14	41,509	1.52
1952 1,645,112	3.55	-	-	-	-			33,829	1.03	-	-	45,751	2.22	41,908	1.44
1953 1,619,180	3.54	-	-	-	-			37,811	1.01	-	-	43,650	2.15	44,180	1.55
1954 1,693,033	3.54	-	-	-	-			44,869	1.07	-	-	44,011	2.36	42,725	1.56
1955 1,755,034	3.54	-	-	-	-			51,896	1.12	-	-	47,263	2.52	43,947	1.55
1956 1,827,344	3.52	-	-	-	-			61,746	1.06	-	-	52,929	2.59	42,049	1.58
1957 1,830,464	3.52	k	-	40,977	3.36			15,063	.22	57,861	1.43	16,737	1.51	41,165	1.55
1958 1,818,347	3.51	-	-	43,073	3.39			16,913	.25	68,654	1.46	10,552	1.62	37,575	1.60
1959 1,826,975	3.50	-	-	47,647	3.44			23,303	.40	78,088	1.56	9,626	1.58	37,889	1.54
Detroit, Mich.															
1952 961,493	3.60	-	-	-	-			11,014	.34	-	-	39,342	3.36	31,338	1.25
1953 1,015,492	3.60	-	-	-	-			14,803	.34	-	-	44,092	3.33	34,342	1.28
1954 1,040,238	3.60	-	-	-	-			17,181	.30	-	-	40,387	3.34	32,997	1.32
1955 1,114,139	3.55	-	-	-	-			19,167	.29	-	-	45,306	3.36	34,678	1.32
1956 1,129,507	3.53	-	-	-	-			21,410	.28	-	-	41,751	3.45	31,180	1.35
1957 1,145,107	3.53	454	3.12	39,213	3.44			-	-	25,646	.29	-	-	28,516	1.34
1958 1,143,188	3.52	428	3.12	33,755	3.47			-	-	26,593	.30	-	-	24,608	1.33
1959 1,149,046	3.54	418	3.12	35,466	3.49			1,171	.11	32,113	.31	-	-	24,503	1.37
Michigan Upper Peninsula															
1959 88,013	3.56	-	-	3,100	3.52			1,819	.16	902	.40	-	-	1,624	1.02
Northeastern Wisconsin															
1959 250,031	3.53	-	-	14,521	3.55			7,238	.72	8,212	1.19	431	2.02	3,442	1.06
Milwaukee, Wis.															
1954 283,668	3.56	-	-	-	-			9,168	.56	-	-	7,424	2.68	5,229	.99
1955 300,064	3.55	-	-	-	-			10,966	.57	-	-	8,864	3.37	5,580	.96
1956 313,302	3.53	-	-	-	-			13,308	.72	-	-	9,534	3.41	4,863	.97
1957 319,424	3.50	29	3.19	8,537	3.45			7,196	.69	10,669	1.04	-	-	4,458	.91
1958 316,847	3.51	60	3.27	7,271	3.50			7,655	.76	14,552	1.22	-	-	4,260	.95
1959 319,667	3.52	32	3.33	7,960	3.52			8,058	.71	19,372	1.31	-	-	4,367	.86
WEST NORTH CENTRAL:															
Minneapolis-St. Paul, Minn.															
1953 359,879	3.55	-	-	-	-			12,984	.17	-	-	7,971	1.54	6,374	.29
1954 380,516	3.53	-	-	-	-			14,915	.21	-	-	6,986	1.60	5,971	.54
1955 402,745	3.53	-	-	-	-			15,942	.34	-	-	7,381	1.75	6,394	1.03
1956 415,818	3.52	-	-	-	-			18,839	.37	-	-	6,553	1.86	5,735	1.46
1957 422,765	3.51	4	3.52	781	3.70			4,659	.21	15,688	.47	5,046	1.39	5,449	1.48
1958 423,866	3.52	-	-	952	3.96			4,325	.17	24,162	.81	4,387	1.40	5,129	1.15
1959 429,856	3.50	11	3.51	2,232	3.61			5,273	.26	32,571	.79	4,453	1.24	5,408	1.14
Des Moines, Iowa															
1959 161,669	3.67	k	-	2,214	3.73			2,780	.42	18,410	1.20	2,702	1.87	1,705	.91
Quad Cities, Ill.-Ia.															
1957 76,221	3.45	1	3.44	65	3.27			1,461	.05	9,709	1.50	2,061	1.81	1,457	.73
1958 76,687	3.43	-	-	225	3.28			1,508	.04	10,952	1.57	2,054	2.53	1,112	1.10
1959 79,069	3.44	-	-	-	-			1,518	.02	11,680	1.54	1,919	2.69	929	1.11

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimate popula- tion	Annual per capita cons. e			
	Cream											Whole and skim milk	Milk equivalent	All fluid items	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream	f		
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Pounds	Pounds	Pounds	
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	Thous.				
EAST NORTH CENTRAL: (Continued)															
Dayton-Springfield, Ohio															
1958	3,512	11.81	249	6.75	1,149	19.28	216	18.89	379	34.58	585	395	37	387	
1959	3,710	11.86	377	7.45	1,055	19.25	289	18.79	384	34.83	600	404	38	395	
Toledo, Ohio															
1958	5,186	10.62	153	10.41	408	19.21	354	19.14	573	35.91	620	313	40	328	
1959	5,205	10.87	176	10.14	340	19.05	466	18.38	497	35.71	630	313	39	327	
Pt. Wayne, Ind.															
1957	895	12.09	50	9.02	252	20.01	53	18.88	93	36.19	154	321	36	322	
1958	912	12.29	53	8.43	197	20.54	73	18.88	81	36.12	157	316	34	314	
1959	979	12.12	65	5.98	163	20.29	102	18.65	82	36.09	160	315	34	314	
South Bend, Ind.															
1959	2,621	12.31	105	6.75	229	20.27	357	19.02	271	36.81	425	318	34	316	
Chicago, Ill.-Ind.															
1951	74,163	12.09	1,756	5.40	24,910	19.13	3,914	18.27	4,759	32.90	5,380	321	81	380	
1952	73,392	12.07	2,069	5.40	20,174	19.15	5,250	18.22	4,178	33.33	5,480	322	75	374	
1953	73,675	12.10	2,376	5.53	16,948	19.03	6,009	18.24	3,865	33.77	5,570	313	71	360	
1954	73,760	12.16	2,836	5.40	14,094	19.09	6,004	18.11	3,892	33.15	5,680	321	67	363	
1955	75,976	12.17	3,010	5.65	12,180	18.98	6,556	17.95	4,203	33.11	5,790	328	67	370	
1956	79,374	12.11	3,044	5.58	11,612	18.83	6,931	17.95	4,227	33.31	5,970	332	68	378	
1957	79,584	12.13	3,064	5.61	10,073	18.88	7,625	18.05	4,260	33.49	6,060	331	66	375	
1958	78,509	12.07	3,038	6.05	8,504	18.95	8,166	18.12	3,951	33.74	6,270	318	62	361	
1959	77,402	12.03	3,199	5.83	7,616	18.84	8,962	17.98	3,705	33.87	6,380	317	60	353	
Detroit, Mich.															
1952	7,392	11.12	445	11.79	27,031	18.81	2,309	18.48	1,504	35.11	3,240	322	58	362	
1953	11,168	11.00	557	12.26	25,125	18.75	2,316	18.40	1,638	35.24	3,320	334	58	374	
1954	13,624	10.86	652	13.80	21,818	18.73	2,402	18.26	1,770	35.10	3,390	334	54	370	
1955	16,981	10.72	781	12.16	20,197	18.69	2,498	18.27	1,883	34.63	3,470	350	54	382	
1956	20,089	10.60	748	13.71	18,512	18.60	2,539	18.24	1,889	34.35	3,540	346	52	375	
1957	22,837	10.59	639	12.77	15,749	18.53	2,684	18.18	1,764	34.43	3,650	339	49	366	
1958	23,806	10.59	577	13.26	13,176	18.42	2,794	18.19	1,485	34.58	3,720	331	45	356	
1959	25,681	10.58	720	10.70	11,599	18.40	3,149	18.15	1,449	34.59	3,800	327	44	353	
Michigan Upper Peninsula															
1959	1,852	11.91	51	6.40	178	19.91	74	19.15	457	33.52	280	341	40	349	
Northeastern Wisconsin															
1959	5,542	12.86	175	6.76	366	22.20	437	19.74	1,494	34.50	860	330	44	344	
Milwaukee, Wis.															
1954	3,504	12.52	320	7.50	2,533	19.17	590	18.97	1,926	31.78	1,010	302	45	323	
1955	4,073	12.56	392	7.57	2,390	19.52	689	19.00	1,888	31.68	1,040	313	46	336	
1956	4,667	12.52	370	7.66	2,084	19.40	770	18.94	1,941	32.60	1,060	322	46	344	
1957	5,388	12.54	419	7.76	1,789	19.09	887	18.96	1,997	32.38	1,075	326	47	343	
1958	5,703	12.55	489	7.75	1,463	18.94	970	18.96	1,881	32.47	1,090	322	46	341	
1959	6,182	12.50	534	7.31	1,187	19.11	1,212	18.86	1,786	32.49	1,105	325	45	337	
WEST NORTH CENTRAL:															
Minneapolis-St. Paul, Minn.															
1953	10,006	12.14	118	8.25	5,869	20.33	122	20.24	3,359	32.20	1,085	357	89	417	
1954	9,946	12.01	112	10.20	5,198	20.59	144	19.48	3,332	34.52	1,115	366	84	417	
1955	10,312	11.97	128	9.08	4,649	20.68	157	19.88	3,310	34.74	1,150	376	81	427	
1956	10,783	12.08	148	8.15	4,004	20.43	179	19.89	3,398	34.77	1,180	379	78	425	
1957	11,119	12.08	167	7.99	3,165	20.73	133	20.11	3,222	34.97	1,195	380	74	423	
1958	11,628	12.03	177	8.13	2,866	20.41	153	20.00	3,214	35.05	1,210	382	72	423	
1959	11,515	11.97	258	6.86	2,583	20.62	146	20.00	3,094	35.57	1,230	390	70	419	
Des Moines, Iowa															
1959	5,872	12.41	102	9.06	251	19.94	280	18.78	510	38.86	615	308	46	324	
Quad Cities, Ill.-Ia.															
1957	3,231	12.07	104	5.75	52	21.22	96	18.36	204	36.95	268	339	51	339	
1958	3,111	12.26	111	6.64	41	21.57	127	18.35	199	37.00	272	340	49	337	
1959	2,996	12.17	147	5.35	47	21.98	317	18.13	206	36.12	276	345	50	339	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption												
	Whole milk			Skim milk				Cream					
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
EAST NORTH CENTRAL: (Continued)													
Dayton-Springfield, Ohio													
1958	350	-	8.79	3.32	18.21	5.09	9.92	6.00	.43	1.96	.37	.65	
1959	356	.02	9.51	1.60	19.82	4.73	9.93	6.18	.63	1.76	.48	.64	
Toledo, Ohio													
1958	289	-	10.74	7.98	1.03	-	4.28	8.36	.25	.66	.57	.92	
1959	287	-	11.05	7.93	2.59	.01	4.24	8.26	.28	.54	.74	.79	
Ft. Wayne, Ind.													
1957	293	-	.21	4.82	8.21	11.14	4.05	5.81	.32	1.61	.34	.60	
1958	288	-	.02	4.62	8.54	10.19	3.82	5.81	.34	1.25	.46	.52	
1959	284	-	.43	6.00	10.68	10.37	3.99	6.12	.41	1.02	.64	.51	
South Bend, Ind.													
1959	200	-	7.09	3.74	19.05	4.81	3.55	6.17	.25	.54	.84	.64	
Chicago, Ill.-Ind.													
1951	300	-	-	4.27	-	9.19	7.72	13.84	.33	4.64	.73	.88	
1952	300	-	-	6.17	-	8.35	7.65	13.39	.38	3.68	.96	.76	
1953	291	-	-	6.79	-	7.84	7.93	13.23	.43	3.04	1.08	.69	
1954	298	-	-	7.90	-	7.75	7.52	12.99	.50	2.48	1.06	.69	
1955	303	-	-	8.96	-	8.16	7.59	13.12	.52	2.10	1.13	.73	
1956	306	-	-	10.34	-	8.86	7.04	13.30	.51	1.95	1.16	.71	
1957	302	k	6.76	2.49	9.55	2.76	6.79	13.13	.51	1.66	1.26	.70	
1958	290	-	6.87	2.70	10.95	1.68	5.99	12.52	.48	1.36	1.30	.63	
1959	286	-	7.47	3.65	12.24	1.51	5.94	12.13	.50	1.19	1.40	.58	
Detroit, Mich.													
1952	297	-	-	3.40	-	12.14	9.67	2.28	.14	8.34	.71	.46	
1953	306	-	-	4.46	-	13.28	10.34	3.36	.17	7.57	.70	.49	
1954	307	-	-	5.07	-	11.91	9.73	4.02	.19	6.44	.71	.52	
1955	321	-	-	5.53	-	13.06	9.99	4.89	.23	5.82	.72	.54	
1956	319	-	-	6.05	-	11.79	8.81	5.68	.21	5.23	.72	.53	
1957	314	.12	10.74	-	7.03	-	7.81	6.26	.18	4.32	.74	.48	
1958	307	.12	9.07	-	7.69	-	6.62	6.40	.16	3.54	.75	.40	
1959	302	.11	9.33	.31	8.45	-	6.45	6.76	.19	3.05	.83	.38	
Michigan Upper Peninsula													
1959	314	-	11.07	6.50	3.22	-	5.80	6.61	.18	.64	.26	1.63	
Northeastern Wisconsin													
1959	291	-	16.89	8.42	9.55	.50	4.00	6.45	.20	.43	.51	1.74	
Milwaukee, Wis.													
1954	281	-	-	9.08	-	7.35	5.18	3.47	.32	2.51	.56	1.91	
1955	289	-	-	10.54	-	8.52	5.37	3.92	.38	2.30	.66	1.82	
1956	296	-	-	12.55	-	8.99	4.59	4.40	.35	1.97	.73	1.83	
1957	297	.03	7.94	6.69	9.92	-	4.15	5.01	.39	1.66	.83	1.86	
1958	291	.06	6.67	7.02	13.35	-	3.91	5.23	.45	1.34	.89	1.73	
1959	289	.03	7.20	7.29	17.53	-	3.95	5.59	.48	1.07	1.10	1.62	
WEST NORTH CENTRAL:													
Minneapolis-St. Paul, Minn.													
1953	332	-	-	11.97	-	7.35	5.87	9.22	.11	5.41	.11	3.10	
1954	341	-	-	13.38	-	6.27	5.36	8.92	.10	4.66	.13	2.99	
1955	350	-	-	13.86	-	6.42	5.56	8.97	.11	4.04	.14	2.88	
1956	352	-	-	15.97	-	5.55	4.86	9.14	.13	3.39	.15	2.88	
1957	354	-	.65	3.90	13.13	4.22	4.56	9.30	.14	2.90	.11	2.70	
1958	350	-	.79	3.57	19.97	3.63	4.24	9.61	.15	2.37	.13	2.66	
1959	349	.01	1.81	4.29	26.48	3.62	4.40	9.36	.21	2.10	.38	2.52	
Des Moines, Iowa													
1959	263	k	3.60	4.52	29.93	4.39	2.77	9.55	.17	.41	.46	.83	
Quad Cities, Ill.-Ia.													
1957	284	-	.24	5.45	36.23	7.69	5.44	12.06	.39	.19	.36	.76	
1958	282	-	.83	5.54	40.26	7.55	4.09	11.44	.41	.15	.47	.73	
1959	286	-	-	5.50	42.32	6.95	3.37	10.86	.53	.17	1.15	.75	

Table 5--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk						Skim milk							
	Plain		Yogurt b		Flavored c		Plain d		Fortified d		Flavored c		Buttermilk	
Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales
lbs.	Pct.	lbs.	Pct.	lbs.	Pct.	lbs.	Pct.	lbs.	Pct.	lbs.	Pct.	lbs.	Pct.	lbs.
1951	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
WEST NORTH CENTRAL: (Continued)														
<u>Sioux City, Iowa</u>														
1951	25,518	3.47	-	-	-	-	1,468	-	-	-	567	1.11	365	1.04
1952	25,929	3.48	-	-	-	-	2,001	.08	-	-	493	1.08	365	1.05
1953	26,677	3.48	-	-	-	-	2,147	.12	-	-	555	1.08	327	1.04
1954	27,858	3.47	-	-	-	-	2,374	.20	-	-	505	1.08	327	1.02
1955	29,800	3.44	-	-	-	-	2,424	.26	-	-	473	1.14	373	1.00
1956	29,524	3.42	-	-	-	-	2,964	.65	-	-	498	1.74	337	.98
1957	28,156	3.42	-	-	374	3.46	1,657	.43	nl,874	1.41	-	-	302	.97
1958	28,447	3.42	-	-	521	3.45	1,667	.49	2,029	1.47	-	-	288	1.12
1959	29,174	3.42	k	-	563	3.46	1,306	.20	2,478	1.47	-	-	304	1.02
<u>Kansas City, Mo.-Kans.</u>														
1950	207,508	3.57	-	-	-	-	6,547	.04	-	-	4,459	1.53	8,446	.50
1951	211,672	3.56	-	-	-	-	8,127	.05	-	-	4,158	1.62	7,979	.52
1952	221,104	3.56	-	-	-	-	8,788	.06	-	-	4,564	1.64	8,007	.53
1953	237,406	3.52	-	-	-	-	9,674	.15	-	-	4,447	1.66	8,014	.50
1954	258,867	3.51	-	-	-	-	9,211	.16	-	-	4,488	2.18	7,358	.50
1955	266,506	3.52	-	-	-	-	8,450	.20	-	-	5,503	3.15	6,809	.62
1956	276,391	3.50	-	-	-	-	8,518	.23	-	-	5,657	3.26	6,605	.65
1957	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1958	361,968	3.47	-	-	5,495	3.41	7,663	.24	8,919	1.45	518	1.86	7,391	.93
1959	359,045	3.47	-	-	6,342	3.39	5,735	.24	19,463	1.54	327	1.57	7,971	1.13
<u>St. Louis, Mo.</u>														
1952	340,611	3.46	-	-	-	-	5,584	.23	-	-	10,555	1.58	14,118	.87
1953	352,248	3.43	-	-	-	-	8,984	.79	-	-	10,634	1.59	14,218	.89
1954	363,466	3.44	-	-	-	-	11,970	1.18	-	-	9,468	1.67	13,519	.87
1955	388,697	3.45	-	-	-	-	12,940	1.17	-	-	11,254	2.54	13,047	1.04
1956	397,708	3.43	-	-	-	-	15,524	1.29	-	-	12,750	3.18	12,120	1.23
1957	406,978	3.42	-	-	11,085	3.35	17,970	1.42	-	-	2,430	2.59	11,948	1.09
1958	403,132	3.39	-	-	11,659	3.39	24,885	1.64	53	.03	1,575	2.50	11,449	1.24
1959	397,012	3.37	-	-	23,688	3.41	28,710	1.75	257	1.59	545	2.00	11,393	1.14
<u>Ozarks, Mo.-Ark.</u>														
1959	91,306	3.49	-	-	3,627	3.79	3,399	1.81	1,504	.79	44	1.14	4,689	.83
<u>Black Hills, South Dakota</u>														
1959	27,566	3.41	-	-	809	3.36	-	-	mn,1,018	.82	-	-	325	1.42
<u>Sioux Falls-Mitchell, S. D.</u>														
1953	20,367	3.40	-	-	-	-	548	.59	-	-	546	1.86	237	1.29
1954	21,479	3.46	-	-	-	-	1,098	1.18	-	-	673	1.96	287	1.56
1955	23,592	3.46	-	-	-	-	1,614	1.51	-	-	736	2.08	346	1.50
1956	24,082	3.41	-	-	-	-	2,054	1.54	-	-	711	2.06	309	1.37
1957	23,853	3.41	-	-	61	3.26	1,994	1.72	536	1.33	610	2.09	289	1.27
1958	24,036	3.39	-	-	159	3.32	2,769	1.72	428	.91	525	2.28	278	1.40
1959	24,621	3.38	-	-	428	3.33	3,507	1.72	301	-	320	1.66	289	1.13
<u>Omaha-Lincoln-Council Bluffs, Neb.-Ia.</u>														
1950	88,383	3.70	-	-	-	-	3,078	-	-	-	2,562	1.58	1,543	.68
1951	90,681	3.69	-	-	-	-	4,200	-	-	-	2,477	2.02	1,517	.73
1952	91,611	3.68	-	-	-	-	5,719	.06	-	-	2,449	2.39	1,546	.81
1953	124,103	3.67	-	-	-	-	8,581	.13	-	-	3,436	2.32	2,017	.98
1954	130,995	3.68	-	-	-	-	9,590	.13	-	-	3,328	2.38	2,008	.91
1955	140,060	3.65	-	-	-	-	10,289	.15	-	-	3,946	2.90	2,110	.90
1956	144,487	3.62	-	-	-	-	10,940	.21	-	-	4,136	3.08	1,998	.86
1957	144,874	3.59	10	3.19	3,329	3.45	7,361	.02	5,769	1.18	667	1.52	1,796	.83
1958	145,879	3.57	17	3.35	3,985	3.44	7,424	.01	6,376	1.24	444	1.27	1,882	.82
1959	152,046	3.54	25	3.36	4,886	3.44	7,728	.01	7,203	1.17	74	.77	1,827	.84
<u>Wichita, Kansas</u>														
1951	62,222	3.11	-	-	-	-	1,985	.28	-	-	2,393	1.00	1,757	.68
1952	69,004	3.39	-	-	-	-	2,061	.21	-	-	2,765	.91	1,979	.69
1953	75,356	3.44	-	-	-	-	2,259	.21	-	-	2,433	.83	1,837	.67
1954	81,780	3.41	-	-	-	-	2,134	.23	-	-	2,174	.78	1,729	.74
1955	87,909	3.38	-	-	-	-	2,049	.25	-	-	2,079	.94	1,630	.70

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimated popula- tion	Annual per capita cons.			
	Cream											Whole and skim milk	Milk equivalent e	All fluid items f	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream	Pounds	Pounds	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Pounds	Pounds	Pounds	
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	Thous.	Pounds	Pounds	Pounds	
WEST NORTH CENTRAL:	(Continued)														
<u>Sioux City, Iowa</u>															
1951	1,305	11.46	7	6.58	360	18.46	14	18.50	102	35.05	96	291	73	330	
1952	1,341	11.50	10	7.21	273	18.43	14	18.51	94	35.06	97	297	69	331	
1953	1,372	11.51	14	6.06	196	18.40	14	18.50	87	35.13	97	306	66	338	
1954	1,375	11.51	17	5.88	127	18.33	8	18.57	86	35.15	98	317	62	343	
1955	1,410	11.52	19	6.10	31	18.26	15	18.55	91	35.16	99	334	59	359	
1956	1,334	11.51	17	5.76	24	18.31	19	19.17	90	35.15	100	333	55	349	
1957	1,247	11.51	18	5.74	25	18.31	24	18.97	86	35.11	101	321	51	332	
1958	1,254	11.78	22	5.81	-	-	-	-	83	35.70	102	323	50	338	
1959	1,186	11.30	23	5.81	-	-	40	18.71	82	37.00	103	328	47	339	
<u>Kansas City, Mo.-Kans.</u>															
1950	272	11.12	298	9.64	5,838	18.88	111	18.56	522	34.11	825	275	43	280	
1951	377	11.08	217	11.75	5,153	18.82	121	18.58	528	33.95	840	276	39	277	
1952	567	10.87	264	11.29	4,749	18.69	135	18.38	546	34.36	860	282	37	283	
1953	1,399	11.39	349	10.40	4,011	18.65	151	18.21	580	34.43	880	295	35	291	
1954	2,274	11.53	304	10.98	3,114	18.61	172	18.29	584	34.68	900	311	33	304	
1955	2,996	11.47	307	10.56	2,675	18.61	227	17.84	619	35.14	920	312	33	310	
1956	3,557	11.87	406	9.41	2,379	18.67	328	17.63	662	35.43	940	316	34	316	
1957	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1958	5,865	12.00	431	10.76	1,820	18.70	566	19.04	798	36.70	1,435	273	28	273	
1959	6,392	11.92	695	8.28	1,417	18.82	897	19.18	780	36.36	1,470	271	29	273	
<u>St. Louis, Mo.</u>															
1952	2,755	11.44	537	11.14	5,788	18.50	884	15.50	927	33.23	1,480	251	33	247	
1953	3,495	12.05	423	10.20	5,160	18.38	901	15.92	965	32.50	1,510	256	32	248	
1954	4,036	12.02	786	7.06	1,467	18.51	900	15.75	930	32.69	1,545	258	31	250	
1955	4,796	11.98	953	6.14	1,228	18.44	867	15.59	930	32.68	1,570	271	31	261	
1956	5,261	11.80	658	7.65	3,938	18.50	1,043	14.66	911	32.71	1,590	276	30	266	
1957	5,828	11.72	892	6.41	3,341	18.51	885	14.12	914	32.47	1,610	280	29	268	
1958	6,268	11.80	902	5.54	2,868	18.44	1,096	14.03	868	32.57	1,620	279	28	264	
1959	6,582	11.96	787	5.97	2,425	18.43	1,528	14.71	793	33.12	1,630	277	29	262	
<u>Ozarks, Mo.-Ark.</u>															
1959	1,839	11.63	73	3.56	27	21.59	54	21.01	174	35.94	355	295	20	252	
<u>Black Hills, South Dakota</u>															
1959	617	12.66	-	-	36	19.04	31	17.32	122	34.19	98	303	38	319	
<u>Sioux Falls-Mitchell, S. D.</u>															
1953	476	12.44	4	7.12	268	20.33	12	24.34	123	35.95	71	306	67	364	
1954	539	12.49	5	6.06	216	20.85	15	28.54	127	37.55	73	322	66	378	
1955	815	13.29	8	6.81	11	20.13	18	29.37	114	37.80	75	351	67	402	
1956	824	13.00	10	6.78	1	20.04	22	28.70	117	37.65	76	357	65	398	
1957	792	13.11	10	5.72	1	19.85	29	27.74	154	37.26	76	360	64	396	
1958	767	13.04	12	6.41	-	-	35	26.91	152	37.26	77	366	63	398	
1959	703	12.29	12	6.25	59	18.02	43	24.56	147	36.34	78	378	60	399	
<u>Omaha-Lincoln-Council Bluffs, Neb.-Ia.</u>															
1950	3,044	11.34	42	9.88	1,954	19.84	54	17.58	287	38.10	335	285	70	340	
1951	3,301	11.53	50	10.09	1,585	19.77	57	17.53	279	38.23	345	287	65	335	
1952	3,397	11.60	57	10.04	1,234	19.83	62	17.51	264	37.99	350	289	59	330	
1953	4,956	11.98	81	7.94	1,383	19.84	85	17.90	304	38.07	465	297	59	335	
1954	4,921	12.22	91	8.07	1,097	19.88	95	18.42	357	36.10	475	307	56	341	
1955	5,186	12.27	122	7.46	866	19.80	112	18.58	460	34.20	490	319	56	354	
1956	5,247	12.24	123	8.05	733	19.84	133	18.71	442	34.80	495	326	55	357	
1957	5,180	12.23	131	7.76	623	19.65	190	18.75	407	34.92	500	322	52	342	
1958	5,318	11.85	139	8.26	534	19.56	256	19.04	410	35.43	515	322	51	346	
1959	5,337	11.86	194	6.09	407	19.72	325	19.28	405	35.80	540	322	48	339	
<u>Wichita, Kansas</u>															
1951	890	11.66	59	7.98	1,502	18.22	-	-	170	37.71	220	311	56	329	
1952	1,316	11.25	79	8.26	1,250	18.22	-	-	176	37.76	230	330	55	347	
1953	1,496	11.31	73	7.91	1,031	18.31	-	-	177	38.09	240	341	51	358	
1954	1,567	11.72	51	16.34	796	18.56	-	-	171	38.11	250	351	45	363	
1955	1,673	11.65	51	14.85	721	18.63	-	-	194	38.49	260	360	44	368	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption												
	Whole milk			Skim milk				Cream					
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
WEST NORTH CENTRAL: (Continued)													
<u>Sioux City, Iowa</u>													
1951	266	-	-	15.29	-	5.91	3.80	13.59	.07	3.75	.15	1.06	
1952	267	-	-	20.63	-	5.08	3.76	13.82	.10	2.81	.14	.97	
1953	275	-	-	22.13	-	5.72	3.37	14.14	.14	2.02	.14	.90	
1954	284	-	-	24.22	-	5.15	3.34	14.03	.17	1.30	.08	.88	
1955	301	-	-	24.48	-	4.78	3.77	14.24	.19	.31	.15	.92	
1956	295	-	-	29.64	-	4.98	3.37	13.34	.17	.24	.19	.90	
1957	279	-	3.70	16.41	18.55	-	2.99	12.35	.18	.25	.24	.85	
1958	279	-	5.11	16.34	19.89	-	2.82	12.29	.22	-	-	.81	
1959	283	k	5.47	12.68	24.06	-	2.95	11.13	.22	-	.39	.80	
<u>Kansas City, Mo.-Kans.</u>													
1950	252	-	-	7.94	-	5.40	10.24	.33	.36	7.08	.13	.63	
1951	252	-	-	9.67	-	4.95	9.50	.45	.26	6.13	.14	.63	
1952	257	-	-	10.22	-	5.31	9.31	.66	.31	5.52	.16	.63	
1953	270	-	-	10.99	-	5.05	9.11	1.59	.40	4.56	.17	.66	
1954	288	-	-	10.23	-	4.99	8.18	2.53	.34	3.49	.19	.65	
1955	290	-	-	9.18	-	5.98	7.40	3.26	.33	2.91	.25	.67	
1956	294	-	-	9.06	-	6.02	7.03	3.78	.43	2.53	.35	.70	
1957	-	-	-	-	-	-	-	-	-	-	-	-	
1958	252	-	3.83	5.34	6.22	.36	5.15	4.09	.30	1.27	.39	.56	
1959	244	-	4.31	3.90	13.24	.22	5.42	4.35	.47	.96	.61	.53	
<u>St. Louis, Mo.</u>													
1952	230	-	-	3.77	-	7.13	9.54	1.86	.36	3.91	.60	.63	
1953	233	-	-	5.95	-	7.04	9.42	2.31	.28	3.42	.60	.64	
1954	235	-	-	7.75	-	6.13	8.75	2.61	.51	2.89	.58	.60	
1955	248	-	-	8.24	-	7.17	8.31	3.05	.61	2.69	.55	.59	
1956	250	-	-	9.76	-	8.02	7.62	3.31	.41	2.48	.66	.57	
1957	253	-	6.88	11.16	-	1.51	7.42	3.62	.55	2.08	.55	.59	
1958	249	-	7.20	15.36	.03	.97	7.07	3.87	.56	1.77	.68	.54	
1959	244	-	8.40	17.61	.16	.33	6.99	4.04	.48	1.49	.94	.49	
<u>Ozarks, Mo.-Ark.</u>													
1959	257	-	10.22	9.57	4.24	.12	13.21	5.18	.21	.08	.15	.49	
<u>Black Hills, South Dakota</u>													
1959	281	-	8.25	-	mn 10.39	-	3.32	6.30	-	.37	.32	1.24	
<u>Sioux Falls-Mitchell, S. D.</u>													
1953	287	-	-	7.72	-	7.69	3.34	6.70	.06	3.77	.17	1.73	
1954	294	-	-	15.04	-	9.22	3.93	7.38	.07	2.96	.21	1.74	
1955	315	-	-	21.52	-	9.81	4.61	10.87	.11	.15	.24	1.92	
1956	317	-	-	27.03	-	9.36	4.07	10.84	.13	.01	.29	1.93	
1957	314	-	.80	26.24	7.05	8.03	3.80	10.42	.13	.01	.38	2.03	
1958	312	-	2.06	35.96	5.56	6.82	3.61	9.96	.16	-	.45	1.97	
1959	316	-	5.49	14.96	3.86	4.10	3.71	9.01	.15	.76	.55	1.88	
<u>Omaha-Lincoln-Council Bluffs, Neb.-Ia.</u>													
1950	264	-	-	9.19	-	7.65	4.61	9.09	.13	5.83	.16	.86	
1951	263	-	-	12.17	-	7.18	4.40	9.57	.14	4.59	.17	.81	
1952	262	-	-	16.34	-	7.00	4.42	9.71	.16	3.53	.18	.75	
1953	267	-	-	18.46	-	7.39	4.34	10.66	.17	2.97	.18	.65	
1954	276	-	-	20.19	-	7.01	4.23	10.36	.19	2.31	.20	.75	
1955	286	-	-	21.00	-	8.05	4.31	10.58	.25	1.77	.23	.94	
1956	292	-	-	22.10	-	8.35	4.04	10.60	.25	1.48	.27	.89	
1957	284	.02	6.66	14.72	11.54	1.33	3.59	10.36	.26	1.25	.38	.81	
1958	283	.03	7.74	14.42	12.38	.86	3.65	10.33	.27	1.04	.50	.80	
1959	282	.05	9.05	14.31	13.34	.14	3.38	9.88	.36	.75	.60	.74	
<u>Wichita, Kansas</u>													
1951	283	-	-	9.02	-	10.88	7.99	4.05	.27	6.83	-	.77	
1952	300	-	-	8.96	-	12.02	8.60	5.72	.34	5.43	-	.77	
1953	314	-	-	9.11	-	10.14	7.65	6.23	.30	4.31	-	.74	
1954	327	-	-	8.54	-	8.70	6.92	6.27	.20	3.18	-	.68	
1955	338	-	-	7.88	-	8.00	6.27	6.43	.21	2.77	-	.75	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk						Skim milk							
	Plain		Yogurt b		Flavored c		Plain d		Fortified d		Flavored c		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.
WEST NORTH CENTRAL: (Continued)														
Wichita, Kansas (Continued)														
1956	89,058	3.33	-	-	-	-	2,282	.35	-	-	2,116	.99	1,596	.71
1957	91,570	3.32	k	-	211	3.67	866	.03	1,499	.67	1,895	.79	1,529	.55
1958	90,339	3.29	-	-	1,005	3.60	1,010	.03	1,531	.73	754	.63	1,440	.68
1959	119,362	3.31	-	-	2,330	3.47	1,653	.05	2,388	.86	40	2.02	2,024	.88
SOUTH ATLANTIC:														
Wilmington, Del.														
1957	81,182	3.68	k	-	1,271	3.69	2,084	.07	5	.26	1,555	2.19	684	1.51
1958	84,447	3.62	-	-	1,111	3.75	2,208	.07	3	.03	1,182	2.16	582	1.47
1959	86,925	3.60	-	-	1,390	3.72	2,439	.10	-	-	1,064	2.11	611	1.27
Baltimore, Md.														
1950	229,036	-	-	-	14,177	-	-	-	-	-	-	-	3,478	-
1951	231,376	-	-	-	14,530	-	-	-	-	-	-	-	3,488	-
1952	234,424	-	-	-	14,599	-	-	-	-	-	-	-	3,727	-
1953	234,982	-	-	-	14,613	-	-	-	-	-	-	-	3,436	-
1954	236,125	-	-	-	15,067	-	-	-	-	-	-	-	3,481	-
1955	245,514	-	-	-	16,144	-	-	-	-	-	-	-	3,566	-
1956	255,207	-	-	-	16,534	-	-	-	-	-	-	-	3,576	-
1957	255,395	-	-	-	16,662	-	-	-	-	-	-	-	3,550	-
1958	256,861	-	-	-	13,629	-	-	-	-	-	-	-	2,944	-
1959	246,901	-	-	-	12,478	-	-	-	-	-	-	-	2,772	-
Richmond, Va.														
1950	61,912	-	-	-	-	-	-	-	-	-	3,103	-	3,580	-
1951	63,278	-	-	-	-	-	-	-	-	-	-	-	-	-
1952	67,231	-	-	-	-	-	-	-	-	-	3,108	-	4,818	-
1953	67,038	-	-	-	-	-	-	-	-	-	3,046	-	5,260	-
1954	67,220	-	-	-	-	-	-	-	-	-	2,804	-	5,315	-
1955	69,961	-	-	-	-	-	-	-	-	-	3,004	-	5,500	-
1956	75,041	-	-	-	-	-	-	-	-	-	3,090	-	5,911	-
Virginia														
1957	674,018	3.78	-	-	24,390	3.40	13,519	1.00	-	-	6,816	1.40	29,132	1.00
1958	676,192	3.77	-	-	25,468	3.38	16,164	1.00	-	-	5,216	1.42	29,851	1.00
Richmond, Va.														
1959	79,061	3.71	-	-	900	3.39	-	-	-	-	1,727	1.33	5,917	.84
Appalachian, Va.-W.Va.-Tenn.														
1956	55,741	3.82	-	-	-	-	537	.35	-	-	1,963	2.17	6,892	.34
1957	57,356	3.74	-	-	29	4.16	717	.40	-	-	1,915	1.89	6,160	.40
1958	60,386	3.68	-	-	80	3.31	934	.36	-	-	1,923	1.67	6,535	.47
1959	62,668	3.64	-	-	-	-	1,157	.39	-	-	2,143	1.82	6,878	.53
Bluefield, W. Va.														
1957	26,794	3.75	-	-	485	3.84	206	.16	-	-	365	1.62	2,579	.30
1958	26,310	3.72	-	-	590	3.76	245	.24	-	-	299	1.79	2,445	.27
1959	26,289	3.71	-	-	825	3.65	287	.22	-	-	92	1.57	2,437	.57
Clarksburg, W. Va.														
1957	54,658	3.72	-	-	392	3.62	81	.06	618	1.06	1,115	1.32	1,598	.58
1958	56,446	3.69	-	-	491	3.69	88	.12	604	1.00	890	1.70	1,472	.66
1959	59,336	3.65	-	-	693	3.72	80	.13	692	.85	754	1.77	1,655	1.05
Wheeling, W. Va.														
1957	110,992	3.58	-	-	2,408	3.70	503	.02	558	1.01	1,176	1.91	2,998	.96
1958	112,231	3.58	-	-	2,959	3.72	547	.04	386	.87	695	2.06	2,636	.97
1959	114,500	3.56	-	-	3,481	3.62	534	.03	458	.70	705	1.93	2,814	.98
North Carolina														
1959	629,956	-	5,227	-	-	-	21,717	-	-	-	42,257	-	59,254	-
South Carolina														
1957	312,838	-	-	-	-	-	5,741	-	-	-	17,309	-	27,079	-
1958	309,521	-	-	-	-	-	6,119	-	-	-	18,255	-	27,973	-
1959	315,755	-	-	-	-	-	7,425	-	-	-	18,184	-	29,194	-
Southeastern Florida														
1958	344,084	3.82	88	2.71	2,645	3.08	3,774	.11	12,551	.88	6,220	.69	12,569	.74
1959	356,141	3.76	102	3.10	2,429	3.17	5,146	.10	12,505	.95	5,928	.67	12,217	.81

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimated popula- tion	Annual per capita cons.		
	Cream											Milk equivalent e	All fluid items f	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream		
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Thous.	Pounds	Pounds	Pounds
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.				
WEST NORTH CENTRAL:	(Continued)													
Wichita, Kansas	(Continued)													
1956	1,863	11.37	92	11.87	593	18.25	17	17.84	184	37.84	270	352	42	357
1957	2,025	11.56	72	12.98	448	18.29	39	18.02	164	38.14	285	342	39	342
1958	2,904	11.43	93	9.31	325	18.04	70	18.08	142	38.06	295	326	34	324
1959	2,668	11.51	111	9.80	262	18.06	152	17.98	177	38.24	460	278	28	275
SOUTH ATLANTIC:														
Wilmington, Del.														
1957	125	11.63	56	7.02	1,091	20.83	44	19.87	130	40.39	270	322	30	331
1958	233	11.66	57	6.70	1,076	20.68	54	18.96	156	39.87	278	322	31	331
1959	319	11.64	73	7.55	993	20.75	49	19.76	164	39.88	288	321	30	330
Baltimore, Md.														
1950	-	-	-	-	-	-	-	-	p30,010	-	950	260	32	292
1951	-	-	-	-	-	-	-	-	29,199	-	949	263	31	294
1952	-	-	-	-	-	-	-	-	26,525	-	948	267	28	295
1953	-	-	-	-	-	-	-	-	26,415	-	947	267	28	295
1954	-	-	-	-	-	-	-	-	26,722	-	946	269	28	297
1955	-	-	-	-	-	-	-	-	25,897	-	944	281	27	308
1956	-	-	-	-	-	-	-	-	24,860	-	943	292	26	318
1957	-	-	-	-	-	-	-	-	25,197	-	942	293	27	320
1958	-	-	-	-	-	-	-	-	24,007	-	941	291	26	317
1959	-	-	-	-	-	-	-	-	21,273	-	940	279	23	299
Richmond, Va.														
1950	-	-	-	-	p6,555	-	-	-	-	-	360	191	18	209
1951	-	-	-	-	6,274	-	-	-	-	-	370	-	17	-
1952	-	-	-	-	6,137	-	-	-	-	-	380	198	16	214
1953	-	-	-	-	6,654	-	-	-	-	-	390	193	17	210
1954	-	-	-	-	6,512	-	-	-	-	-	400	188	16	204
1955	-	-	-	-	6,246	-	-	-	-	-	410	191	15	206
1956	-	-	-	-	6,595	-	-	-	-	-	420	200	16	216
Virginia														
1957	2,809	11.99	-	-	4,023	19.24	-	-	1,001	36.61	3,442	217	11	215
1958	3,573	11.90	-	-	5,376	19.37	-	-	999	36.49	3,503	214	14	215
Richmond, Va.														
1959	608	11.72	-	-	614	18.93	-	-	153	36.72	450	195	14	190
Appalachian Va.-W.Va.-Tenn.														
1956	107	13.24	87	7.85	157	20.37	-	-	92	36.25	337	193	6	171
1957	140	13.79	31	19.50	164	20.84	2	19.47	79	36.32	340	195	7	174
1958	153	13.35	55	13.72	156	19.96	3	19.42	74	36.50	343	204	7	180
1959	169	12.81	76	12.91	150	19.80	8	19.22	72	36.08	347	210	7	187
Bluefield, W. Va.														
1957	30	12.11	5	9.55	42	21.18	6	19.94	45	36.07	190	160	4	142
1958	76	13.75	-	-	40	19.92	7	20.00	33	36.62	185	162	4	143
1959	119	6.17	-	-	37	19.65	9	19.76	30	36.69	185	162	5	148
Clarksburg, W. Va.														
1957	585	12.20	21	11.24	135	19.04	7	19.80	49	35.06	236	248	13	235
1958	666	11.99	30	10.05	105	19.08	11	18.30	52	37.20	235	255	13	239
1959	701	11.86	47	6.69	96	18.82	17	18.55	43	37.05	234	270	13	255
Wheeling, W. Va.														
1957	664	10.94	74	7.61	736	19.63	78	19.33	95	34.06	405	293	17	278
1958	819	11.21	99	8.71	647	19.71	95	19.33	81	34.19	407	293	17	278
1959	910	11.76	110	8.19	603	19.72	107	19.39	83	34.12	410	299	18	285
North Carolina														
1959	5,399	-	754	-	39	-	455	-	1,496	-	4,040	188	9	170
South Carolina														
1957	941	-	-	-	1,318	-	-	-	-	-	2,090	174	6	152
1958	880	-	-	-	1,382	-	-	-	-	-	2,140	169	6	149
1959	1,168	-	-	-	1,346	-	-	-	-	-	2,200	168	6	149
Southeastern Florida														
1958	7,061	9.62	1,321	6.41	6,489	17.02	795	15.52	1,430	39.43	1,400	273	46	287
1959	8,156	9.58	1,514	6.36	6,489	17.23	871	17.66	1,331	39.42	1,480	267	45	277

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption												
	Whole milk			Skim milk				Cream					
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
WEST NORTH CENTRAL: (Continued)													
Wichita, Kansas (Continued)													
1956	330	-	-	8.45	-	7.84	5.91	6.90	.34	2.20	.06	.68	
1957	321	k	.74	3.04	5.26	6.65	5.36	7.11	.25	1.57	.14	.58	
1958	306	-	3.41	3.42	5.19	2.56	4.88	6.79	.32	1.10	.24	.48	
1959	259	-	5.07	3.59	5.19	.09	4.40	5.80	.24	.57	.33	.38	
SOUTH ATLANTIC:													
Wilmington, Del.													
1957	301	k	4.71	7.72	.02	5.76	2.53	.46	.21	4.04	.16	.48	
1958	304	-	4.00	7.94	.01	4.25	2.09	.84	.21	3.87	.19	.56	
1959	302	-	4.83	8.47	-	3.69	2.12	1.11	.25	3.45	.17	.57	
Baltimore, Md.													
1950	241	-	15.24	-	-	-	3.66	-	-	-	-	-	p31.59
1951	244	-	15.31	-	-	-	3.68	-	-	-	-	-	30.77
1952	247	-	15.40	-	-	-	3.93	-	-	-	-	-	27.98
1953	248	-	15.46	-	-	-	3.63	-	-	-	-	-	27.89
1954	250	-	15.93	-	-	-	3.68	-	-	-	-	-	26.25
1955	260	-	17.10	-	-	-	3.78	-	-	-	-	-	27.43
1956	271	-	17.53	-	-	-	3.79	-	-	-	-	-	26.36
1957	271	-	17.69	-	-	-	3.77	-	-	-	-	-	26.75
1958	273	-	14.48	-	-	-	3.13	-	-	-	-	-	25.51
1959	263	-	13.27	-	-	-	2.95	-	-	-	-	-	22.63
Richmond, Va.													
1950	172	-	-	-	-	8.62	9.94	-	-	p18.21	-	-	
1951	171	-	-	-	-	-	-	-	-	16.96	-	-	
1952	177	-	-	-	-	8.18	12.68	-	-	16.15	-	-	
1953	172	-	-	-	-	7.81	13.49	-	-	17.06	-	-	
1954	168	-	-	-	-	7.01	13.29	-	-	16.28	-	-	
1955	171	-	-	-	-	7.33	13.41	-	-	15.23	-	-	
1956	179	-	-	-	-	7.36	14.07	-	-	15.70	-	-	
Virginia													
1957	196	-	7.09	3.93	-	1.98	8.16	.82	-	1.17	-	.29	
1958	192	-	7.27	4.61	-	1.49	8.52	1.02	-	1.53	-	.29	
Richmond, Va.													
1959	176	-	2.00	-	-	3.84	13.15	1.35	-	1.36	-	.34	
Appalachian, Va.-W.Va.-Tenn.													
1956	165	-	-	1.59	-	5.82	20.45	.32	.26	.47	-	.27	
1957	169	-	.09	2.11	-	5.63	18.12	.41	.09	.48	.01	.23	
1958	176	-	.23	2.72	-	5.61	19.05	.45	.16	.45	.01	.22	
1959	181	-	-	3.33	-	6.18	19.82	.49	.22	.43	.02	.21	
Bluefield, W. Va.													
1957	141	-	2.55	1.08	-	1.92	13.57	.16	.03	.22	.03	.24	
1958	142	-	3.19	1.32	-	1.62	13.22	.11	-	.22	.04	.18	
1959	142	-	4.46	1.55	-	.50	13.17	.64	-	.20	.05	.16	
Clarksburg, W. Va.													
1957	232	-	1.66	.35	2.62	4.72	6.77	2.48	.09	.57	.03	.21	
1958	240	-	2.09	.37	2.57	3.79	6.26	2.83	.13	.45	.05	.22	
1959	254	-	2.96	.34	2.96	3.22	7.07	3.00	.20	.41	.07	.18	
Wheeling, W. Va.													
1957	274	-	5.95	1.24	1.38	2.90	7.40	1.64	.18	1.82	.19	.24	
1958	276	-	7.27	1.34	.95	1.71	6.48	2.01	.24	1.59	.23	.20	
1959	279	-	8.49	1.30	1.12	1.72	6.86	2.22	.27	1.47	.26	.20	
North Carolina													
1959	156	1.29	-	5.38	-	10.16	14.67	1.34	.19	.01	.11	.37	
South Carolina													
1957	150	-	-	2.75	-	8.28	12.96	.45	-	.63	-	-	
1958	145	-	-	3.00	-	8.53	13.07	.41	-	.63	-	-	
1959	144	-	-	3.38	-	8.27	13.27	.53	-	.61	-	-	
Southeastern Florida													
1958	266	.06	1.89	2.70	8.96	4.44	8.98	5.04	.94	4.64	.57	1.02	
1959	211	.07	1.64	3.48	8.45	4.01	8.25	5.51	1.02	4.38	.59	.90	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk						Skim milk							
	Plain		Yogurt b		Flavored c		Plain d		Fortified d		Flavored c		Buttermilk	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.
EAST SOUTH CENTRAL:														
<u>Louisville, Ky.-Ind.</u>														
1953	174,808	3.73	-	-	-	-	2,490	.42	-	-	5,470	1.66	8,406	.65
1954	181,782	3.72	-	-	-	-	4,491	1.14	-	-	5,675	1.61	8,210	.63
1955	197,354	3.73	-	-	-	-	5,061	1.26	-	-	6,052	1.65	8,249	.71
1956	207,794	3.73	-	-	-	-	5,462	1.28	-	-	6,013	1.70	7,883	.78
1957	211,467	3.72	k	-	231	3.71	1,212	.46	5,688	1.56	5,026	1.57	8,002	.80
1958	209,779	3.71	-	-	1,592	3.44	1,754	.55	7,743	1.80	2,825	1.32	7,894	.77
1959	218,764	3.67	-	-	1,071	3.41	2,069	.59	8,799	1.86	3,271	1.25	7,550	.79
<u>Paducah, Ky.</u>														
1958	27,788	3.60	-	-	365	3.37	977	1.82	116	.82	322	1.94	2,587	.55
1959	28,489	3.66	-	-	489	3.44	1,595	1.87	162	.78	266	2.30	2,586	.60
<u>Chattanooga, Tenn.</u>														
1957	74,751	3.97	-	-	-	-	1,449	.46	-	-	1,774	2.29	9,198	.21
1958	73,379	3.97	-	-	-	-	1,879	.69	-	-	1,656	2.35	9,184	.31
1959	74,657	3.95	-	-	-	-	2,480	.88	-	-	1,762	2.37	8,952	.36
<u>Knoxville, Tenn.</u>														
1956	76,583	3.71	-	-	-	-	1,241	.18	-	-	2,919	1.71	7,880	.43
1957	74,109	3.73	-	-	-	-	1,660	.28	-	-	2,816	1.69	7,924	.47
1958	73,710	3.71	-	-	-	-	2,308	.34	-	-	2,673	1.65	8,018	.61
1959	76,547	3.68	-	-	-	-	2,842	.35	-	-	2,889	1.67	7,914	.66
<u>Memphis, Tenn.</u>														
1956	126,853	3.81	-	-	-	-	3,521	1.00	-	-	4,343	1.98	16,394	.45
1957	124,774	3.78	-	-	2,598	3.48	644	.40	2,302	.73	k	-	15,046	.47
1958	123,882	3.76	-	-	3,921	3.51	447	.48	2,058	.25	-	-	13,658	.56
1959	129,693	3.73	-	-	4,400	3.52	343	.34	2,243	.22	-	-	14,215	.71
<u>Nashville, Tenn.</u>														
1958	101,821	3.59	-	-	-	-	2,049	.14	-	-	3,091	1.90	14,101	.42
1959	107,355	3.58	-	-	-	-	2,492	.17	-	-	3,132	1.94	13,546	.44
<u>Central Mississippi</u>														
1957	100,750	4.01	-	-	6,181	3.64	1,162	.59	87	.15	k	-	10,526	1.01
1958	104,636	3.98	-	-	6,858	3.63	1,473	.60	77	.08	-	-	10,403	1.14
1959	111,039	3.95	-	-	8,484	3.60	1,751	.60	584	1.61	-	-	10,825	1.15
<u>Mississippi Delta</u>														
1959	58,398	3.92	-	-	7,170	3.88	426	.40	317	.66	-	-	7,523	.62
<u>Mississippi Gulf Coast</u>														
1959	49,664	3.82	-	-	4,359	3.78	1,095	.84	345	1.15	5	2.10	2,407	1.32
WEST SOUTH CENTRAL:														
<u>Central Arkansas</u>														
1958	100,111	3.72	-	-	2,344	3.59	2,445	1.63	1,961	2.06	267	2.09	9,934	1.01
1959	106,232	3.70	-	-	3,016	3.57	2,731	1.63	2,287	2.02	241	2.30	10,335	1.02
<u>New Orleans, La.</u>														
1958	209,508	3.93	-	-	4,629	3.91	4,148	.69	1,988	.16	1,792	1.70	3,521	1.70
1959	211,363	3.90	41	3.42	5,210	3.88	5,260	.77	1,704	.44	1,778	2.00	3,565	1.71
<u>Northern Louisiana</u>														
1959	93,551	3.84	-	-	625	4.21	1,580	.54	119	.63	1,284	2.26	7,752	1.01
<u>Oklahoma Metropolitan</u>														
1952	188,868	3.60	-	-	-	-	2,803	.01	-	-	2,395	1.59	13,066	.79
1953	196,965	3.61	-	-	-	-	3,057	.03	-	-	2,418	1.67	12,636	.78
1954	207,352	3.71	-	-	-	-	3,272	.04	-	-	2,562	2.24	12,959	1.02
1955	221,469	3.69	-	-	-	-	3,417	.04	-	-	3,148	2.77	12,856	1.15
1956	238,037	3.69	-	-	-	-	3,843	.06	-	-	3,235	3.45	13,604	1.26
1957	251,006	3.66	27	3.71	3,199	4.11	332	.44	3,856	.10	494	2.00	13,678	1.26
1958	269,138	3.66	40	3.66	4,523	4.11	695	.33	3,499	.22	274	1.76	14,448	1.21
1959	274,702	3.65	72	3.74	4,956	4.16	1,559	.24	3,109	.35	151	1.93	15,703	1.35
<u>Red River Valley, Okla.-Tex.</u>														
1959	111,146	3.51	6	3.33	3,029	3.91	449	.19	11,984	.44	-	-	7,364	.93
<u>Austin-Waco, Tex.</u>														
1956	129,230	3.68	-	-	-	-	2,938	.50	-	-	5,566	3.85	7,066	1.03
1957	128,036	.65	k	-	5,629	3.94	421	.14	2,520	.54	21	1.63	6,328	1.11
1958	133,152	3.60	-	-	6,060	3.80	311	.20	2,779	.64	23	2.13	6,489	1.04
1959	139,431	3.54	-	-	6,379	3.75	393	.53	3,296	.82	-	-	6,014	1.09

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estimated popula- tion	Annual per capita cons. e			
	Cream											Whole and skim milk	Milk equivalent	All fluid items	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream		f	
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Pounds	Pounds	Pounds	
	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.	Thous.	Pounds	Pounds	Pounds	
<u>EAST SOUTH CENTRAL:</u>															
Louisville, Ky., Ind.															
1953	1,127	11.86	322	10.33	1,514	21.60	33	18.91	139	38.07	625	306	23	297	
1954	1,312	11.94	364	10.16	1,304	22.08	39	19.27	156	37.61	640	313	22	304	
1955	1,517	12.05	445	9.92	1,249	22.46	31	20.08	184	37.37	660	328	23	316	
1956	1,806	12.16	576	6.53	1,212	22.37	40	18.02	195	38.01	675	337	23	326	
1957	2,001	12.07	575	6.18	1,110	22.28	70	17.93	206	35.14	690	336	23	327	
1958	2,146	12.02	485	7.28	939	21.91	114	17.90	253	33.13	710	326	22	319	
1959	2,279	12.04	538	7.05	903	21.03	149	18.23	272	33.55	725	333	23	328	
Paducah, Ky.															
1958	150	12.35	32	8.24	12	20.88	-	-	82	39.26	120	268	11	225	
1959	169	12.70	47	8.25	11	19.71	-	-	83	38.76	125	269	12	226	
Chattanooga, Tenn.															
1957	47	12.42	225	5.79	337	19.66	22	16.72	263	36.77	280	311	15	265	
1958	-	-	207	6.19	417	18.51	-	-	221	36.41	287	300	14	256	
1959	168	11.98	215	6.83	268	19.68	72	18.86	215	36.00	294	299	14	258	
Knoxville, Tenn.															
1956	318	12.34	167	6.72	262	19.71	-	-	184	37.74	270	328	16	288	
1957	406	12.29	140	7.38	215	19.39	6	18.80	187	37.86	274	316	16	280	
1958	450	12.29	184	8.06	177	19.59	-	-	197	37.62	277	313	16	279	
1959	459	12.28	201	8.59	137	19.87	28	18.18	198	37.08	280	322	17	287	
Memphis, Tenn.															
1956	760	11.54	386	7.47	1,375	17.93	-	-	450	35.89	610	248	20	216	
1957	765	11.74	375	6.58	1,282	18.01	39	17.82	406	35.89	625	235	19	207	
1958	879	11.97	414	6.90	1,195	18.04	74	16.70	378	35.99	640	225	19	203	
1959	1,042	12.03	609	7.45	1,146	18.13	123	15.91	388	36.14	660	229	20	206	
Nashville, Tenn.															
1958	1,228	12.10	186	14.15	55	20.76	27	18.55	318	35.31	435	278	17	227	
1959	1,216	12.20	256	12.31	33	22.09	45	18.21	302	35.20	445	284	17	234	
Central Mississippi															
1957	1,210	13.00	106	7.85	240	22.32	18	20.10	354	35.55	730	163	10	150	
1958	1,330	12.75	112	7.85	174	21.41	25	20.09	341	34.85	740	167	11	156	
1959	1,493	13.08	141	7.57	130	20.22	44	19.72	341	35.23	755	176	11	165	
Mississippi Delta															
1959	664	11.37	80	9.29	-	-	19	20.19	200	35.57	550	134	6	115	
Mississippi Gulf Coast															
1959	878	12.22	76	9.66	111	18.99	20	18.23	59	33.50	228	251	16	233	
<u>WEST SOUTH CENTRAL:</u>															
Central Arkansas															
1958	1,392	11.76	119	4.50	174	19.38	31	18.15	318	35.76	555	211	15	192	
1959	1,492	11.98	492	5.42	157	19.72	42	18.89	317	35.87	565	221	16	204	
New Orleans, La.															
1958	1,613	12.30	389	6.30	1,350	20.24	98	18.26	328	33.63	990	228	15	219	
1959	1,867	12.24	446	5.59	1,281	19.90	138	18.22	323	33.20	1,010	227	15	217	
Northern Louisiana															
1959	554	12.34	-	-	429	18.32	45	16.53	301	33.30	535	196	11	178	
Oklahoma Metropolitan															
1952	2,366	11.42	40	10.33	2,196	19.40	1	18.76	561	34.54	760	273	30	261	
1953	2,661	11.69	9	11.07	1,934	19.64	1	18.08	645	35.10	780	276	30	268	
1954	2,885	11.89	173	11.08	1,574	19.85	2	17.99	643	35.16	800	283	29	285	
1955	3,267	11.85	245	11.16	1,409	20.27	22	18.60	656	35.42	840	287	29	286	
1956	3,636	11.99	332	10.16	1,239	20.40	75	18.50	678	35.11	880	294	29	296	
1957	3,930	11.95	366	10.22	1,070	20.27	182	18.15	716	35.50	930	293	28	300	
1958	4,316	11.93	403	9.55	882	20.18	249	18.73	733	35.31	950	308	29	310	
1959	4,594	12.01	451	9.99	693	20.20	357	19.26	734	35.79	980	306	29	311	
Red River Valley, Okla.-Tex.															
1959	11,419	11.15	-	-	54	19.50	92	18.71	267	35.28	420	297	18	277	
Austin-Waco, Tex.															
1956	2,243	11.21	64	16.57	305	19.90	35	20.71	517	35.70	590	245	22	236	
1957	2,061	12.34	184	7.44	203	20.16	80	20.02	1,74	36.08	600	238	21	232	
1958	2,299	12.16	-	-	312	19.85	-	-	486	35.86	620	240	21	232	
1959	2,252	12.42	43	11.93	274	10.35	-	-	480	36.22	635	245	21	237	

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual per capita consumption													
	Whole milk			Skim milk				Cream						
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds		
EAST SOUTH CENTRAL:														
Louisville, Ky.-Ind.														
1953 280	-	-	-	3.98	-	8.75	13.45	1.80	.52	2.42	.05	.22		
1954 284	-	-	-	7.02	-	8.87	12.83	2.05	.57	2.04	.06	.24		
1955 299	-	-	-	7.67	-	9.17	12.50	2.30	.67	1.89	.05	.28		
1956 308	-	-	-	8.09	-	8.91	11.68	2.68	.85	1.80	.06	.29		
1957 306	k	.33	.33	1.76	8.21	7.28	11.60	2.90	.83	1.61	.10	.30		
1958 295	-	-	2.24	2.47	10.91	3.98	11.12	3.02	.68	1.32	.16	.36		
1959 302	-	-	1.48	2.85	12.14	4.51	10.41	3.14	.74	1.25	.21	.38		
Paducah, Ky.														
1958 232	-	-	3.04	8.14	.97	2.68	21.56	1.25	.27	.10	-	.68		
1959 228	-	-	3.91	12.76	1.30	2.13	20.69	1.35	.38	.09	-	.66		
Chattanooga, Tenn.														
1957 267	-	-	-	5.18	-	6.34	32.85	.17	.80	1.20	.08	.93		
1958 256	-	-	-	6.55	-	5.77	32.00	-	.72	1.45	-	.78		
1959 254	-	-	-	8.44	-	5.99	30.45	.57	.73	.91	.24	.73		
Knoxville, Tenn.														
1956 264	-	-	-	4.60	-	10.81	29.19	1.18	.62	.97	-	.68		
1957 270	-	-	-	6.06	-	10.28	28.92	1.48	.51	.78	.02	.68		
1958 266	-	-	-	8.33	-	9.65	28.95	1.62	.66	.64	-	.71		
1959 273	-	-	-	10.15	-	10.32	28.26	1.64	.72	.49	.10	.71		
Memphis, Tenn.														
1956 208	-	-	-	5.77	-	7.12	26.88	1.25	.63	2.25	-	.74		
1957 200	-	4.16	1.03	3.68	-	24.07	1.22	.60	2.05	.06	.65			
1958 194	-	6.13	.70	3.22	-	21.34	1.37	.65	1.87	.12	.59			
1959 197	-	6.67	.52	3.40	-	21.54	1.56	.92	1.74	.19	.59			
Nashville, Tenn.														
1958 234	-	-	-	4.71	-	7.11	32.42	2.82	.43	.13	.06	.73		
1959 241	-	-	-	5.60	-	7.04	30.44	2.73	.58	.07	.10	.68		
Central Mississippi														
1957 138	-	8.47	1.59	.12	k	14.42	1.66	.15	.33	.02	.48			
1958 181	-	9.27	1.99	.10	-	14.06	1.80	.15	.24	.03	.46			
1959 187	-	11.24	2.32	.77	-	14.34	1.98	.19	.17	.06	.45			
Mississippi Delta														
1959 106	-	13.04	.77	.58	-	13.68	.84	.15	-	.03	.36			
Mississippi Gulf Coast														
1959 218	-	19.12	4.80	1.51	.02	10.56	3.85	.33	.50	.09	.26			
WEST SOUTH CENTRAL:														
Central Arkansas														
1958 180	-	4.22	4.41	3.53	.48	17.90	2.51	.75	.31	.06	.57			
1959 188	-	5.34	4.83	4.05	.43	18.29	2.64	.87	.28	.08	.56			
New Orleans, La.														
1958 212	-	4.68	4.19	2.01	1.81	3.56	1.66	.39	1.36	.10	.33			
1959 209	0.04	5.16	5.21	1.69	1.76	3.53	1.85	.44	1.27	.14	.32			
Northern Louisiana														
1959 175	-	1.17	2.95	.22	2.40	14.49	1.04	-	.80	.08	.56			
Oklahoma Metropolitan														
1952 219	-	-	3.69	-	3.15	17.19	3.11	.05	2.89	-	.74			
1953 253	-	-	3.92	-	3.10	16.20	3.41	.01	2.18	-	.83			
1954 259	-	-	4.09	-	3.20	16.20	3.61	.22	1.97	-	.80			
1955 264	-	-	4.07	-	3.75	15.30	3.89	.29	1.68	.03	.78			
1956 270	-	-	4.37	-	3.60	15.16	4.13	.38	1.41	.09	.77			
1957 270	.03	3.44	.36	4.15	.53	14.71	4.23	.39	1.15	.20	.77			
1958 283	.01	4.76	.73	3.68	.29	15.21	4.54	.42	.93	.26	.77			
1959 260	.07	5.06	1.59	3.17	.15	16.02	4.69	.46	.71	.36	.75			
Red River Valley, Okla.-Tex.														
1959 265	.01	7.21	1.07	4.72	-	17.53	3.38	-	.13	.22	.61			
Austin-Waco, Tex.														
1956 219	k	-	4.98	-	9.43	11.98	3.80	.11	.52	.06	.88			
1957 213	-	9.38	.70	4.20	.04	10.55	3.44	.31	.34	.13	.79			
1958 215	-	9.77	.50	4.48	.04	10.47	3.71	-	.50	-	.78			
1959 220	-	10.05	.62	5.19	-	9.47	3.55	.07	.43	-	.76			

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

Area and Year	Annual sales for fluid use a													
	Whole milk							Skim milk						
	Plain		Yogurt b		Flavored c			Plain d		Fortified d		Flavored e		Buttermilk
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat
	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.	1,000 lbs.	Pct.
WEST SOUTH CENTRAL: (Continued)														
Central West Texas														
1959	141,038	3.53	3	2.44	6,838	3.67	649	.70	1,450	.74	6	3.25	9,185	1.10
Corpus Christi, Tex.														
1956	70,924	3.94	-	-	-	-	1,021	.63	-	-	1,846	3.67	3,064	1.65
1957	72,771	3.79	-	-	1,837	3.70	1,375	.98	-	-	-	-	2,673	1.66
1958	124,430	3.58	-	-	3,649	3.56	3,304	.91	-	-	-	-	3,960	1.60
1959	127,747	3.59	k	-	3,618	3.54	3,606	.77	-	-	-	-	3,786	1.69
North Texas														
1956	408,237	3.65	-	-	-	-	7,912	.50	-	-	15,398	3.75	31,973	1.08
1957	427,527	3.61	42	3.19	15,144	3.96	2,122	.30	6,226	.57	1,363	2.60	31,685	1.21
1958	431,242	3.60	22	2.83	15,982	3.81	2,145	.34	6,141	.65	896	2.07	29,025	1.13
1959	437,165	3.52	35	3.01	16,512	3.79	4,072	.87	4,953	.68	539	2.22	27,783	1.12
San Antonio, Tex.														
1953	117,606	3.58	-	-	-	-	2,926	.78	-	-	2,635	1.94	4,485	1.24
1954	127,353	3.58	-	-	-	-	3,831	.63	-	-	2,681	2.60	3,872	1.41
1955	132,657	3.55	-	-	-	-	3,435	.87	-	-	3,849	3.54	3,970	1.49
1956	136,436	3.58	-	-	-	-	4,071	1.12	-	-	4,525	3.75	3,803	1.48
1957	147,577	3.55	k	-	4,683	3.86	322	1.15	m4,395	1.28	-	-	3,575	1.44
1958	149,494	3.51	-	-	4,969	3.75	412	1.44	4,820	1.29	-	-	3,485	1.41
1959	156,356	3.45	-	-	5,876	3.78	397	1.48	5,078	1.24	-	-	3,413	1.36
Texas Panhandle														
1956	67,475	3.57	-	-	-	-	653	1.15	-	-	2,640	3.51	3,989	1.04
1957	71,280	3.57	-	-	2,513	3.50	226	.98	574	1.22	1	3.82	4,217	1.28
1958	72,025	3.52	-	-	2,786	3.52	433	1.22	594	1.27	-	-	4,319	1.37
1959	81,429	3.54	1	4.01	3,134	3.57	1,038	1.40	332	.90	7	1.65	4,546	1.35
MOUNTAIN:														
Colorado Springs-Pueblo, Colo.														
1959	66,311	3.43	-	-	1,612	3.37	2,190	.25	1,258	1.47	457	1.82	1,544	.57
Western Colorado														
1959	19,232	3.61	-	-	80	3.26	596	.29	2	.31	191	1.35	451	.97
Central Arizona														
1957	247,336	3.52	k	-	449	3.52	5,218	.29	3,861	.74	3,166	1.10	8,335	1.04
1958	260,798	3.54	-	-	2,373	3.13	8,864	.76	4,788	1.00	1,949	1.06	8,203	1.06
1959	275,606	3.54	-	-	4,548	3.18	11,126	.93	5,716	1.03	1,187	1.56	7,991	1.11
PACIFIC:														
Inland Empire, Wash.-Ida.														
1957	69,150	3.62	k	-	-	-	4,982	.31	204	.26	586	1.42	1,632	.57
1958	88,186	3.63	-	-	-	-	5,360	.36	237	.22	507	1.07	1,636	.64
1959	87,915	3.60	-	-	-	-	5,982	.41	313	.27	463	1.10	1,716	.85
Puget Sound, Wash.														
1952	367,917	3.56	-	-	-	-	16,222	.06	-	-	4,222	1.27	10,689	.53
1953	377,028	3.53	-	-	-	-	19,122	.15	-	-	3,996	1.38	10,031	.61
1954	394,923	3.53	-	-	-	-	19,881	.19	-	-	3,945	1.34	9,683	.82
1955	414,777	3.54	-	-	-	-	19,834	.17	-	-	4,155	1.53	9,757	.91
1956	434,322	3.54	-	-	-	-	20,314	.17	-	-	4,050	1.49	9,709	.94
1957	443,424	3.53	k	-	-	-	12,968	.14	8,285	.27	3,966	1.53	9,912	1.05
1958	437,958	3.53	-	-	-	-	13,197	.20	12,934	.77	3,821	1.51	10,492	1.06
1959	441,295	3.54	-	-	-	-	13,956	.20	18,487	1.11	3,609	1.58	10,012	1.10
California														
1950	2,846,373	3.55	-	-	-	-	63,956	-	-	-	53,976	-	118,704	-
1951	3,034,226	3.48	-	-	-	-	83,671	-	-	-	58,846	-	124,871	-
1952	3,229,850	3.42	-	-	-	-	96,102	-	-	-	63,595	-	131,073	-
1953	3,345,611	3.44	-	-	-	-	106,516	-	-	-	64,856	-	128,773	-
1954	3,423,393	3.48	-	-	-	-	120,737	-	-	-	62,496	-	132,008	-
1955	3,651,741	3.46	-	-	-	-	112,379	-	-	-	68,292	-	139,499	-
1956	3,911,776	3.51	-	-	-	-	172,014	.30	-	-	71,008	1.16	139,680	-
1957	4,107,902	3.61	-	-	-	-	201,657	.36	-	-	71,812	1.07	142,647	-
1958	4,173,348	3.61	-	-	-	-	217,245	.36	-	-	69,589	1.10	142,500	-
1959	4,270,038	3.59	-	-	-	-	247,693	.35	-	-	74,391	1.11	139,803	-

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

Area and Year	Annual sales for fluid use a										Estima- ted popu- lation	Annual per capita cons.		
	Cream											Milk equivalent	All fluid items f	
	Mixtures		Eggnog		Light		Sour		Heavy			Cream		
	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat	Sales	Fat		Pounds	Pounds	
1,000 lbs.		1,000 Pct.	1,000 lbs.		1,000 lbs.		1,000 lbs.		1,000 lbs.		Thous.			
WEST SOUTH CENTRAL: (Continued)														
Central West Texas														
1959	1,921	12.31	308	5.59	181	18.22	84	18.71	488	34.74	455	350	27	332
Corpus Christi, Tex.														
1956	1,357	11.97	-	-	192	18.73	30	23.42	142	33.02	310	248	19	237
1957	1,370	11.90	170	7.39	55	18.84	44	19.12	142	33.73	315	250	18	230
1958	2,205	12.25	268	6.74	-	-	76	19.52	216	34.26	665	204	13	177
1959	2,191	12.16	311	6.43	-	-	106	18.89	208	35.13	680	204	13	176
North Texas														
1956	6,587	12.21	630	7.79	2,232	19.71	156	19.08	1,676	35.73	1,690	274	28	262
1957	7,194	12.16	979	7.22	1,800	19.31	224	19.48	1,774	36.39	1,750	277	28	265
1958	7,470	12.06	1,193	6.27	1,500	19.27	289	21.97	1,740	36.82	1,800	270	28	259
1959	7,788	12.06	674	10.88	1,328	19.53	515	24.26	1,717	37.03	1,860	264	28	252
San Antonio, Tex.														
1953	2,900	11.97	86	25.70	180	18.91	3	23.12	303	34.48	560	228	23	221
1954	2,770	12.03	95	35.46	174	19.01	1	23.56	327	34.37	575	240	23	236
1955	2,926	12.11	345	11.50	151	18.88	15	20.55	327	35.21	595	242	24	240
1956	2,933	12.25	371	9.87	152	20.40	98	19.01	297	34.54	605	246	24	247
1957	2,834	12.25	347	10.19	121	19.15	127	18.13	328	34.39	620	259	23	254
1958	2,904	12.46	397	8.75	-	-	164	17.55	359	34.84	640	255	23	251
1959	2,921	11.88	384	7.59	-	-	257	15.66	309	35.06	670	255	22	250
Texas Panhandle														
1956	1,028	12.99	-	-	108	18.89	12	18.20	291	33.95	265	282	25	279
1957	1,081	12.91	-	-	64	18.59	37	17.63	249	34.05	275	287	23	282
1958	1,128	13.00	101	4.92	27	18.74	63	17.59	232	33.58	285	281	23	276
1959	1,234	12.85	-	-	22	17.70	97	18.02	243	33.82	340	266	21	263
MOUNTAIN:														
Colorado Springs-Pueblo, Colo.														
1959	1,612	11.14	234	4.02	224	20.81	140	18.42	152	37.24	260	282	34	286
Western Colorado														
1959	614	11.94	-	-	7	23.14	16	18.57	65	38.36	78	263	35	275
Central Arizona														
1957	4,638	11.61	439	6.77	285	19.57	485	17.59	442	35.89	970	277	25	276
1958	4,879	11.66	546	6.09	257	19.57	665	16.28	438	36.06	1,020	281	25	285
1959	5,242	11.78	633	5.85	199	20.02	869	16.12	447	36.19	1,070	286	26	291
PACIFIC:														
Inland Empire, Wash.-Ida.														
1957	2,122	12.12	k	-	544	21.1h	57	20.95	614	33.47	330	293	46	300
1956	2,050	12.24	-	-	442	21.11	81	20.75	562	33.83	337	285	42	288
1959	2,122	12.16	-	-	360	20.64	113	20.51	569	33.62	345	280	41	277
Puget Sound, Wash.														
1952	9,036	10.26	78	15.51	4,411	20.19	70	21.47	3,041	32.38	1,350	296	50	283
1953	9,866	10.27	87	13.43	3,873	20.32	101	21.41	3,071	32.37	1,375	298	50	287
1954	10,210	10.53	134	9.71	3,444	20.20	151	20.24	3,176	32.73	1,415	303	49	291
1955	10,906	11.05	137	12.51	3,020	20.42	273	20.85	3,346	32.74	1,470	305	50	296
1956	11,162	11.62	146	12.94	2,478	20.68	457	20.04	3,162	33.02	1,510	310	48	302
1957	11,599	11.63	229	11.54	1,986	20.78	697	19.81	3,226	33.28	1,540	311	48	302
1958	11,583	11.69	208	10.48	1,559	21.37	1,082	18.77	3,097	33.21	1,570	305	47	299
1959	12,024	11.76	271	10.05	1,405	20.89	1,842	18.83	3,133	33.40	1,610	303	48	295
California														
1950	130,716	-	5,217	-	11,262	-	4,314	-	9,462	-	10,450	295	60	315
1951	131,838	-	5,154	-	8,662	-	4,561	-	8,887	-	10,950	301	56	312
1952	134,475	-	5,194	-	6,943	-	5,158	-	8,990	-	11,600	303	53	311
1953	135,468	-	4,985	-	5,999	-	5,883	-	9,055	-	12,100	302	52	310
1954	133,918	-	4,770	-	5,006	-	6,241	-	9,626	-	12,600	297	50	306
1955	138,559	-	4,600	-	4,347	-	7,328	-	10,014	-	13,000	308	50	314
1956	141,401	-	4,055	-	3,725	-	9,026	-	10,486	-	13,600	318	49	327
1957	139,817	-	3,880	-	2,951	-	11,459	-	10,982	-	14,100	321	48	337
1958	134,226	-	3,555	-	2,574	-	13,207	-	10,444	-	14,650	314	45	327
1959	133,738	-	3,445	-	2,482	-	15,765	-	10,053	-	15,250	310	44	323

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59 --Continued

Area and Year	Annual per capita consumption											
	Whole milk			Skim milk				Cream				
	Plain	b Yogurt	c Flavored	d Plain	d Fortified	c Flavored	Butter- milk	Mixtures	Eggnog	Light	Sour	Heavy
Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
WEST SOUTH CENTRAL: (Continued)												
Central West Texas												
1959	310	.01	15.03	1.43	3.19	.01	20.19	4.22	.68	.40	.18	1.07
Corpus Christi, Tex.												
1956	229	-	-	3.29	-	5.95	9.88	4.38	-	.62	.10	.46
1957	231	-	5.83	4.37	-	-	8.49	4.35	.54	.27	.11	.45
1958	187	-	5.49	4.97	-	-	5.95	3.32	.40	-	.11	.32
1959	188	k	5.32	5.30	-	-	5.57	3.22	.46	-	.16	.31
North Texas												
1956	212	-	-	4.68	-	9.11	18.92	3.90	.37	1.32	.09	.99
1957	241	.02	8.65	1.21	3.56	.78	18.11	4.11	.56	1.03	.13	1.01
1958	240	.01	8.88	1.19	3.41	.50	16.12	4.15	.66	.83	.16	.97
1959	235	.02	8.89	2.19	2.66	.28	16.94	4.19	.36	.71	.28	.92
San Antonio, Tex.												
1953	210	-	-	5.22	-	4.71	8.01	5.18	.15	.32	.01	.54
1954	221	-	-	6.66	-	4.66	6.73	4.82	.17	.30	-	.57
1955	223	-	-	5.77	-	6.47	6.67	4.92	.58	.25	.03	.55
1956	226	-	-	6.73	-	7.48	6.29	4.85	.61	.25	.16	.49
1957	238	k	7.55	.52	n7.09	-	5.77	4.57	.56	.20	.20	.53
1958	234	-	7.76	.64	7.53	-	5.45	4.54	.62	-	.26	.56
1959	233	-	8.77	.59	7.58	-	5.09	4.36	.57	-	.38	.46
Texas Panhandle												
1956	255	-	-	2.46	-	9.96	15.05	3.88	-	.41	.05	1.10
1957	259	-	9.14	.82	2.09	-	15.33	3.93	-	.23	.13	.91
1958	253	-	9.78	1.52	2.08	-	15.15	3.96	.35	.09	.22	.81
1959	239	-	9.22	3.05	.98	.02	13.37	3.63	-	.06	.29	.71
MOUNTAIN:												
Colorado Springs-Pueblo, Colo.												
1959	255	-	6.20	8.42	4.84	1.76	5.98	6.20	.90	.86	.54	.58
Western Colorado												
1959	247	-	1.03	7.64	.03	2.45	5.78	7.87	-	.09	.21	.83
Central Arizona												
1957	255	k	.46	5.38	3.98	3.26	8.59	4.78	.45	.29	.50	.46
1958	256	-	2.33	8.69	4.69	1.91	8.04	4.78	.54	.25	.65	.43
1959	258	-	4.25	10.40	5.34	1.11	7.47	4.90	.59	.19	.81	.42
PACIFIC:												
Inland Empire, Wash.-Ida.												
1957	270	k	-	15.10	.62	1.78	4.95	6.43	.15	1.65	.17	1.86
1958	262	-	-	15.91	.70	1.50	4.85	6.08	.21	1.31	.24	1.67
1959	255	-	-	17.31	.91	1.34	5.06	6.15	.22	1.04	.33	1.65
Puget Sound, Wash.												
1952	273	-	-	12.02	-	3.13	7.92	6.69	.06	3.27	.05	2.25
1953	274	-	-	13.91	-	2.91	7.30	7.18	.06	2.82	.07	2.24
1954	279	-	-	14.05	-	2.79	6.81	7.22	.09	2.43	.11	2.24
1955	282	-	-	13.49	-	2.83	6.61	7.42	.09	2.05	.19	2.28
1956	288	-	-	13.45	-	2.68	6.13	7.39	.10	1.64	.30	2.09
1957	288	k	-	8.43	5.38	2.58	6.44	7.53	.15	1.29	.45	2.09
1958	279	-	-	8.41	8.21	2.14	6.68	7.38	.13	.99	.69	1.97
1959	274	-	-	8.67	11.48	2.24	6.22	7.46	.17	.87	1.14	1.95
California												
1950	272	-	-	6.12	-	5.17	11.36	12.51	.50	1.08	.41	.91
1951	277	-	-	7.64	-	5.37	11.40	12.04	.47	.79	.42	.81
1952	278	-	-	8.28	-	5.48	11.30	11.59	.45	.60	.44	.78
1953	277	-	-	8.80	-	5.36	10.64	11.20	.41	.50	.49	.75
1954	272	-	-	9.58	-	4.96	10.48	10.63	.38	.40	.50	.76
1955	281	-	-	10.95	-	5.25	10.73	10.66	.35	.33	.56	.77
1956	290	-	-	12.65	-	5.22	10.27	10.40	.30	.27	.66	.77
1957	291	-	-	14.30	-	5.09	10.12	9.92	.26	.21	.81	.78
1958	285	-	-	14.83	-	4.75	9.73	9.16	.24	.18	.90	.71
1959	280	-	-	16.24	-	4.88	9.17	8.77	.23	.16	1.03	.66

See footnotes on next page.



Footnotes to Table 5

- a. Product quantities shown are those sold within the marketing area or other geographic designation.
- b. Yogurt sales reported as plain whole milk prior to 1957 in Federal markets.
- c. Flavored whole milk reported with flavored skim milk in Federal markets prior to 1957.
- d. Fortified skim milk (solids added) reported with plain skim milk in Federal markets prior to 1957.
- e. Milk equivalent data represent the quantity of producer milk at average annual milkfat test required to provide the milkfat in the respective product groupings. Exceptions to this method are noted in footnote f.
- f. In markets and years where milkfat tests are not available, this is merely the sum of "whole and skim milk" and the "milk equivalent of cream".
- g. Merrimack Valley merged with Boston beginning with 1958 data.
- h. Milk and milk drinks shown in the "plain whole milk" column and the "milk equivalent of cream" shown in the "heavy cream" column for all years except as follows: Niagara Frontier for 1959 and Rochester for 1958 and 1959 which use the regular table headings.
- i. Data prior to October 1958 provided by the Office of the Milk Administrator, State of Connecticut. From October 1958 through March 1959, data estimated. For the remainder of 1959, reports of the Federal Administrator were used to estimate comparable products under the previous State program. The "plain skim" column includes both plain and fortified skim. "Flavored skim" includes both whole and skim products. "Extra light" cream shown in "Mixture" column and "Medium cream" in the "Sour cream" column of this table.
- j. Converted to 3.8 percent milkfat equivalent.
- k. Not reported to avoid disclosure of individual firm data.
- m. Includes plain and flavored skim milk to avoid disclosure of individual firm data.
- n. Includes flavored skim milk to avoid disclosure of individual firm data.
- p. Milk equivalent of cream.
- q. Includes fortified skim milk.
- r. Includes mixtures.

APPENDIX

Weights of milk and cream

The following table is presented primarily to aid in comparing data in this issue with previous editions, as the sales items for some markets were formerly carried in quarts. Calculated weights of fluid milk and cream are shown for common sizes of containers. The figures are for an average temperature of milk and cream at the time of bottling and do not allow for adherence to the sides of containers. They are, therefore, not usable for commercial calculation of yield.

Approximate Weights of Milk and Cream by Size of Container a

Item	Gallon	Half Gallon	Quart	Pint	Half pint
	Pounds	Pounds	Pounds	Pounds	Pounds
Skim milk.....	8.65	4.32	2.16	1.08	0.54
Whole milk.....	8.60	4.30	2.15	1.08	.54
Cream, fat content:					
10 percent.....	8.57	-	-	1.07	.54
15 percent.....	8.55	-	-	1.07	.54
20 percent.....	8.51	-	-	1.06	.53
25 percent.....	8.47	-	-	1.06	.53
30 percent.....	8.43	-	-	1.05	.52
35 percent.....	8.40	-	-	1.05	.52
40 percent.....	8.37	-	-	1.05	.52

a. Not for use in commercial calculations. Source: Approximate Weight per Gallon of Milk and Cream at Various Temperatures, U. S. Department of Agriculture, Agricultural Research Administration, EDIM 287.

Milk equivalent of milk and cream

Milk equivalent figures for milk and cream items have been used in a number of places in the bulletin. This figure is the quantity of producer milk required to provide the milkfat in the product or products shown.

For example: 300 pounds of 20 percent cream is equivalent to 1,500 pounds of producer milk containing 4 percent fat:

$$300 \times .20 = 60 \text{ pounds of milkfat}$$

$$\frac{60}{.04} = 1,500 \text{ pounds of milk equivalent}$$



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