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## Per Capita Consumption

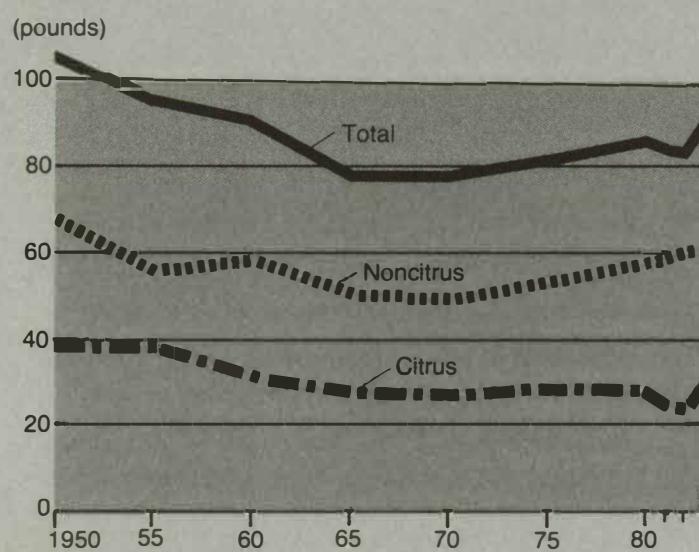
In 1950, the average American ate 146 pounds of fruit, on an annual basis. Fresh fruit made up nearly three-fourths of this, averaging 107 pounds per person.

By 1970, total per capita fruit consumption had declined to 133.2 pounds, with fresh fruits accounting for 59 percent or 78 pounds per person. At the same time, a record 43 pounds per person of canned and chilled fruits and juices were consumed.

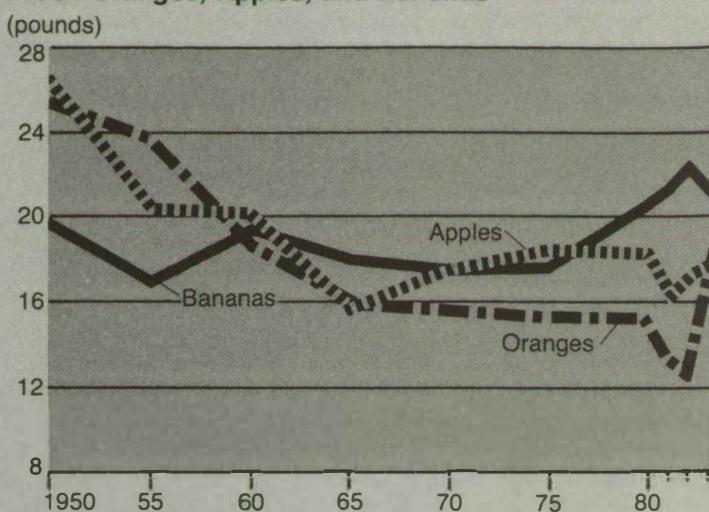
In 1983, per capita fruit use rose to 143.2 pounds as Americans increased their consumption of fresh fruit to 91.8 pounds per person, or 64 percent of the total.

And if you guessed that the favorite fruit of Americans is the apple, try again—it's the banana, by a wide margin. In 1983, consumers favored bananas over apples by 18 percent, eating an average of 21.2 pounds of bananas and 18 pounds of apples per person.

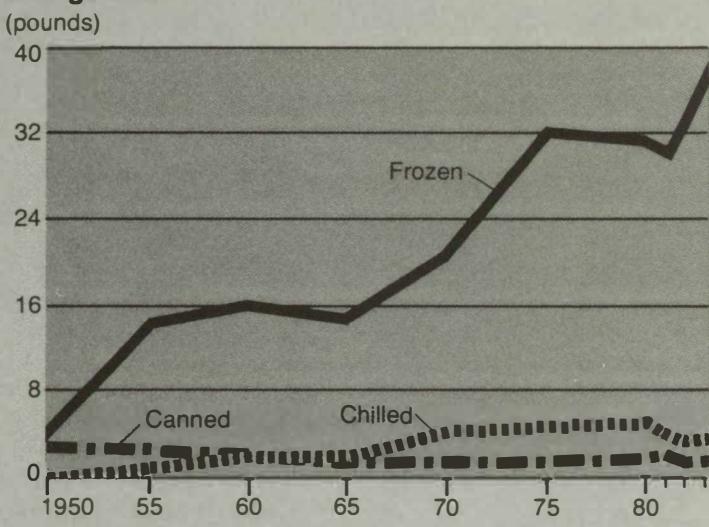
### Fresh Fruits



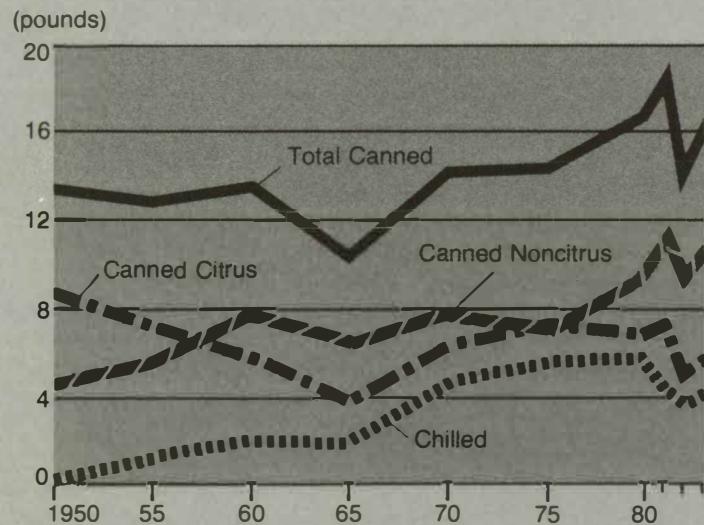
### Fresh Oranges, Apples, and Bananas



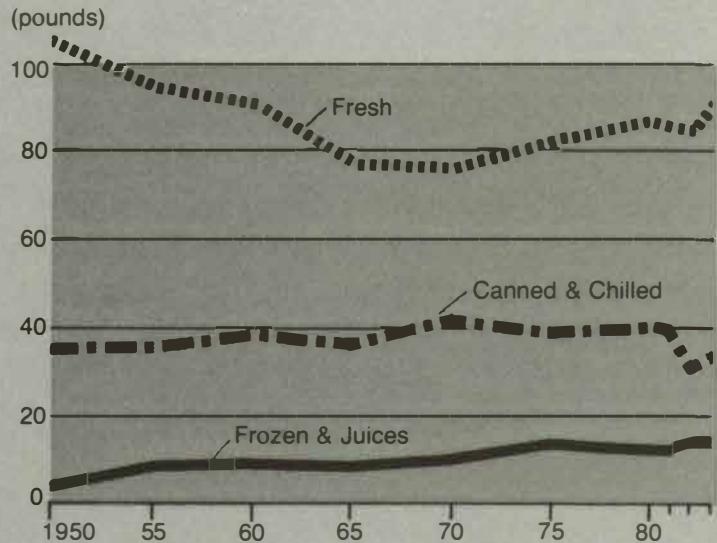
### Orange Juice



### Canned and Chilled Juices



### Fruit

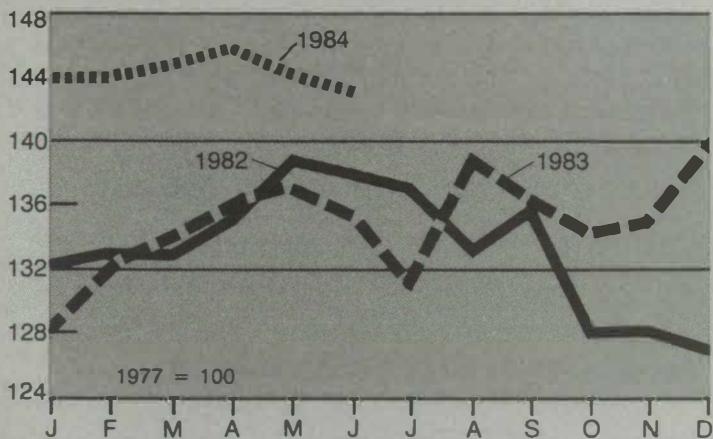


## Food Prices

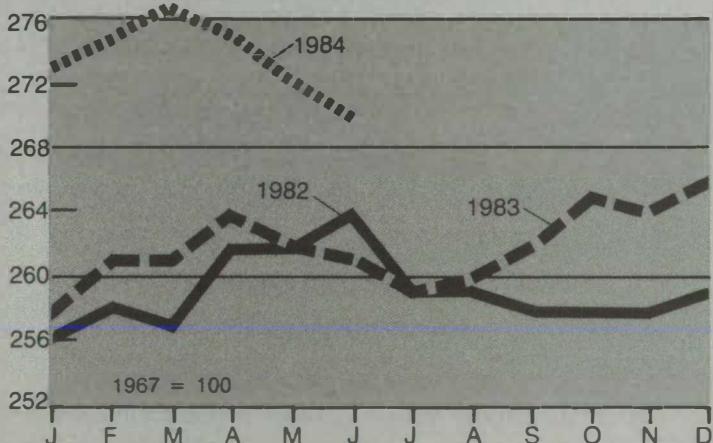
Prices declined modestly this spring, but are still above 1983. Farm prices in June were up 6.7 percent over a year ago; producer prices rose 3.5 percent; and consumer prices for all foods were 3.8 percent higher than in the same month in 1983.

Last year farmers got a slightly larger share of retail prices of milk, eggs, chicken, sugar, and potatoes compared with 1982. They received less, however, of the dollars going for beef, pork, oranges, and lettuce.

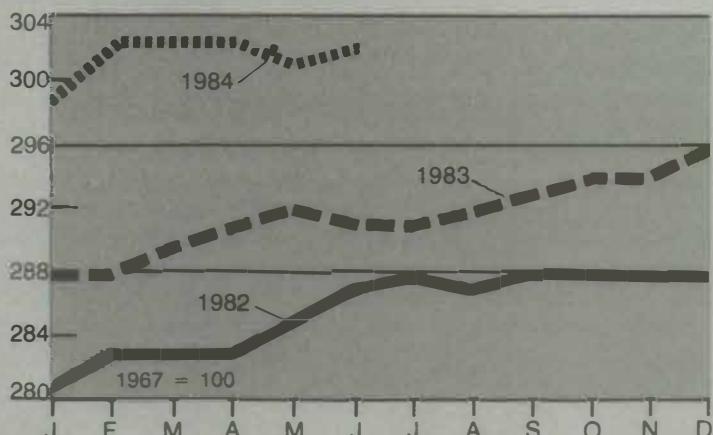
### Farm Prices



### Producer Prices of Consumer Food



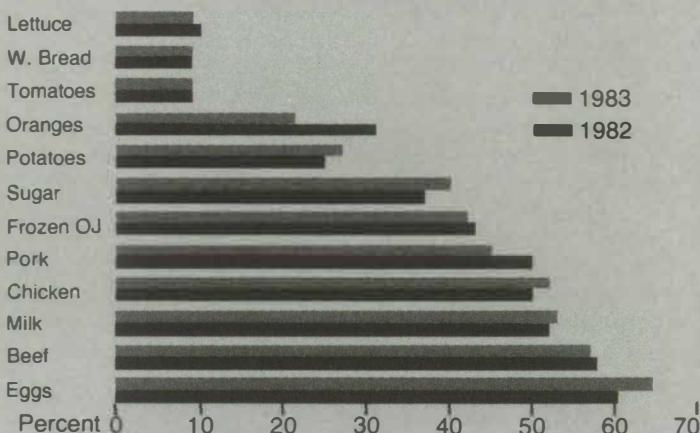
### Consumer Prices, All Food



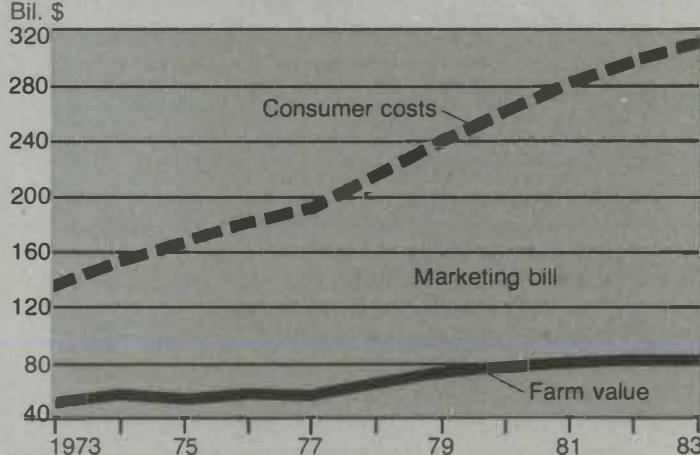
Food expenditures in 1983 totaled \$312 billion, compared with \$298 billion in 1982. The marketing bill—representing costs other than the farm value—rose 6.5 percent from 1982, while the farm value rose just 0.6 percent.

A steady growth in average income since 1967 helped bolster per capita food consumption 3.3 percent by 1983. Over the period, U.S. population increased nearly 19 percent, but food use jumped almost 23 percent.

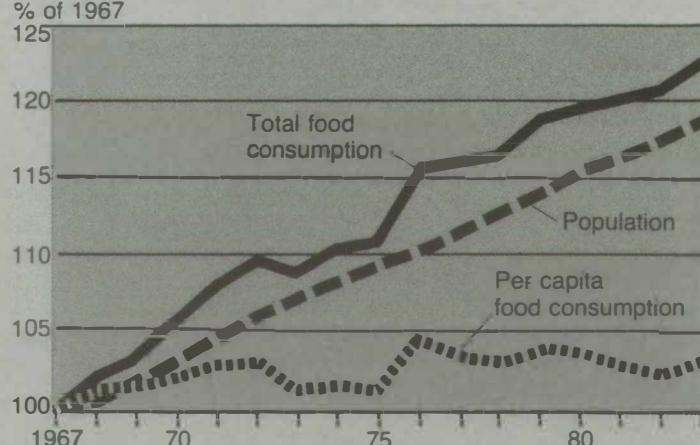
### Farm Share of Retail Food Prices



### Sharing the Food Dollar



### Population and Food Consumption



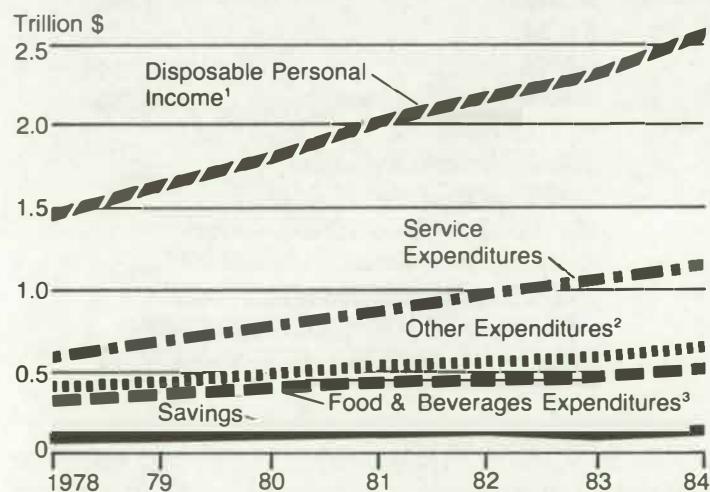
## Income and Expenditures

Based on the cost of USDA's moderate food plan in June 1984, a couple between the ages of 20 and 50 are likely to spend \$56 a week for food. If they have two children under age 6, weekly food costs rise to about \$80. But with two children, 6 to 11, the couple's weekly grocery bill increases to almost \$97. The weekly food bill for a teenage boy, 12 to 19, is higher than for a girl—\$27.30 compared with \$22.60. As we age, food expenditures decline—a couple aged 55 or

older may spend less than \$50 a week on food.

All households, on average, spend about 38 cents of a food dollar on meat and poultry, 20 cents on fruits and vegetables, 14 cents on dairy products, and 13 cents for bread and grain products. Low-income households spend their food dollar similarly except they allocate less for fruits and vegetables and more for miscellaneous products.

### Personal Income and Expenditures



<sup>1</sup>Consumer disposable income does not include interest paid by consumers and personal transfer payments to foreigners.

<sup>2</sup>Drugs, gas and oil, fuel, clothing, and durables.

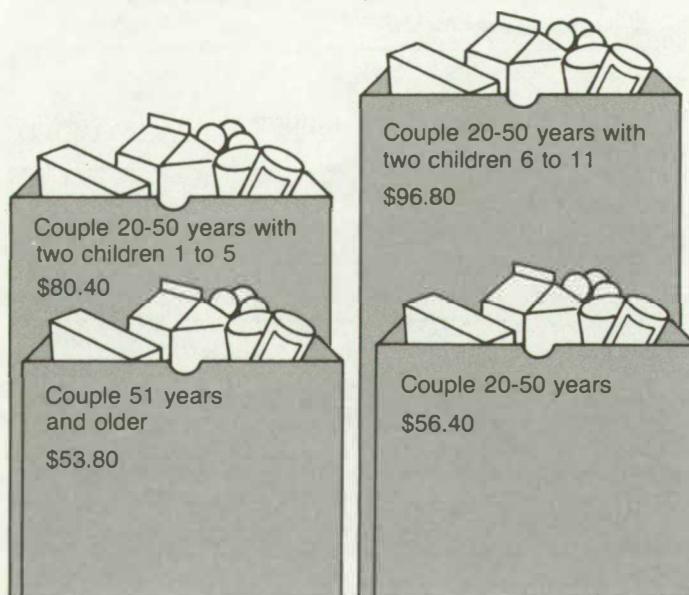
<sup>3</sup>Food, beverages, and other groceries.

\*Second quarter.

Source: U.S. Department of Commerce

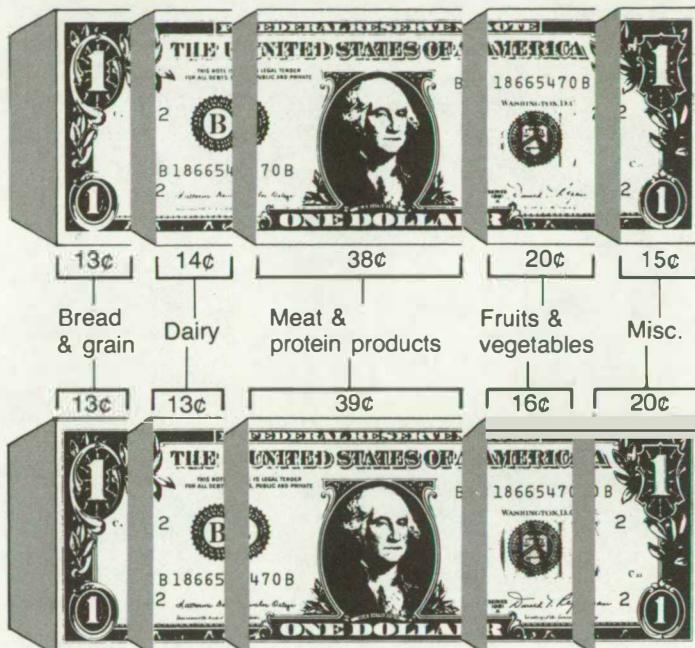
### Family's Weekly Food Cost

(USDA moderate cost food plan, June 1984.  
All meals at home or from home.)



### Allocating the Food Dollar

#### All Households



#### Low-Income Households

Source: USDA Survey of Food Consumption in Low-Income Households, 1979-80

### Per Capita Expenditures as a Share of Disposable Income

	1982	1983
	Percent	
Animal products	4.6	4.4
Beef, veal	1.3	1.3
Pork	1.2	1.2
Poultry	.4	.4
Eggs	.2	.2
Dairy products	1.3	1.2
Crop products	4.3	4.2
Fruits	.8	.7
Vegetables	1.7	1.5
Flour, cereal grain products	1.5	1.7

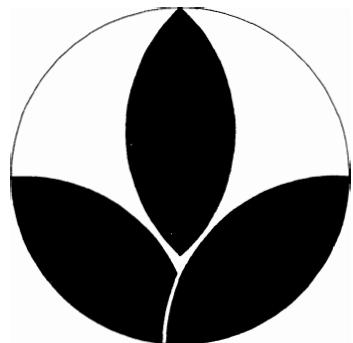
# Sound Off!

The editors of **National Food Review** are dedicated to improving this magazine, and always appreciate reader suggestions on ways to make it more useful and timely. If you would like to comment on any aspect of the publication—the charts, articles, or tables—send your suggestions to:

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Room 246, GHI Bldg.  
USDA, ERS, NED  
500 12th St., S.W.  
Washington, D.C. 20250**

Prospects for the 1985 farm bill will come under close scrutiny at **Outlook '85**, USDA's 61st annual agricultural outlook conference, which will be held in Washington, D.C., December 3-5, 1984. As is its tradition, the conference will lead off with the outlook for the economy, agriculture and trade, and international policy—major components of today's agricultural equation.

# OUTLOOK '85



Shorter and tighter than in recent years, the conference will provide policymakers with a complete overview of the agricultural situation in 3 days. Secretary of Agriculture John Block is scheduled to open the proceedings with an address at 10 a.m. Monday, December 3. Two special panels on the 1985 farm bill will follow, one focusing on the environment for the new legislation and the second including viewpoints from members of Congress, the Administration, and the farm and private sectors. Succeeding sessions will cover the major farm commodities, while sessions on family economics and nutrition are scheduled over the 3 days.

This year for the first time, listeners outside the Washington area will be able to call in questions to certain follow-up sessions for major commodities. Callers will use a regular long-distance business line at regular long-distance rates.

As last year, a 900-line service will allow listeners to hear all sessions. The service costs 50 cents for the first minute and 35 cents for each additional minute. Thus, you can hear an hour-long session for less than \$22, plus tax.

For a copy of the preliminary **Outlook '85** program, which contains time and location for each session, please write: **Outlook '85, USDA/WAOB, Room 5143-S, Washington, D.C. 20250.**