

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
MARKET NEWS SERVICE

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(August 1930)

No. 132 WASHINGTON, D. C. August 27, 1930

INFORMATION IN THIS REPORT REGARDING PRICES, STOCKS AND PRODUCTION IS FURNISHED BY EVAPORATED AND CONDENSED MILK FIRMS OPERATING 98% OF THE TOTAL CASE GOODS FACTORIES IN THE UNITED STATES.

PRICES PAID PRODUCERS FOR 3.5% MILK F. O. B. FACTORY FOR AUGUST 1930

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	-	\$ -	\$ -
MIDDLE ATLANTIC**	2	.70-1.87	.79
SOUTH ATLANTIC	2	.58-1.75	.67
E. NORTH CENTRAL	59	.45-2.75	.63
W. NORTH CENTRAL	7	.40-1.62	.56
SOUTH CENTRAL	8	.47-1.62	.57
NORTH WESTERN	2	.40-1.46	.43
SOUTH WESTERN	4	.35-1.75	.49
UNITED STATES	84	1.35-2.75	1.61

**62 ADDITIONAL FACTORIES REPORTED PRICES TO BE BASED IN PART ON THE CURRENT MONTH'S WHOLESALE BUTTER QUOTATION, 24 OF THESE BEING LOCATED IN N. Y. AND PA. 19 FACTORIES REPORTED PRICES NOT DETERMINED AS YET AND 27 REPORTED PLANTS CLOSED. NO PRICE INFORMATION RECEIVED FROM REMAINING FIRMS. AVERAGE PRICES SHOWN FOR THE UNITED STATES DO NOT INCLUDE ANY OF THESE FACTORIES.

44 FACTORIES WHICH DID NOT ANNOUNCE PRICES IN ADVANCE REPORTED PRICES ACTUALLY PAID FOR JULY AS FOLLOWS:

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES	RANGE	AVERAGE
MIDDLE ATLANTIC	7	\$ 1.57-1.99	\$ 1.70
E. NORTH CENTRAL	24	1.40-1.75	.52
W. NORTH CENTRAL	1	1.40	.40
SOUTH CENTRAL	1	1.65	.65
NORTH WESTERN	6	1.44-1.53	1.50
SOUTH WESTERN	5	1.55-1.87	1.72

NET WHOLESALE SELLING PRICES IN CAR LOTS - F. O. B. DISTRIBUTING POINTS - JULY, 1930
(Case Goods)

THE WHOLESALE PRICES GIVEN BELOW ARE BASED ON THE REPORTS MADE BY MANUFACTURERS COVERING ACTUAL SALES DELIVERED AT MANUFACTURERS' DISTRIBUTING POINTS ON BASIS OF CASH OR SHORT TIME CREDIT.

F. O. B.	EVAPORATED MILK (PER CASE OF 48 - 16 OZ. CANS)		CONDENSED MILK (PER CASE OF 48 - 14 OZ. CANS)	
	RANGE	AVERAGE	RANGE	AVERAGE
BOSTON	\$ 3.37-4.00	\$ 3.68	\$ 5.20-6.40	\$ 5.98
NEW YORK CITY	3.30-4.15	3.62	5.20-6.70	5.96
PHILADELPHIA	3.30-4.00	3.66	5.20-6.70	5.02
CHICAGO	3.20-3.70	3.47	5.00-6.35	5.70
CLEVELAND	3.21-3.70	3.52	5.10-6.22	5.69
ST. LOUIS	3.20-3.70	3.53	5.00-5.10	5.05
KANSAS CITY	3.25-3.70	3.53	5.00-5.10	5.05
MINNEAPOLIS-ST. PAUL	3.35-3.70	3.55	5.00-5.10	5.05
ATLANTA	3.60-3.95	3.83	5.35-5.45	5.40
NEW ORLEANS	3.50-3.90	3.73	5.15-6.70	5.15
DENVER	3.60-3.83	3.69	5.10-5.20	5.15
SEATTLE	3.45-3.85	3.68	-	-
SAN FRANCISCO	3.40-3.85	3.66	-	-
LOS ANGELES	3.40-3.80	3.66	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - JULY 1930

GEOGRAPHIC SECTIONS	UNSWEETENED EVAPORATED (PER CASE OF 48 - 16 OZ. CANS)	SWEETENED CONDENSED (PER CASE OF 48 - 14 OZ. CANS)	SWEETENED CONDENSED (BULK PER CWT.)	
			UNSKIMMED	SKIMMED
NEW ENGLAND	\$ 3.63	\$ 5.89	\$ 8.95	\$ 5.12
MIDDLE ATLANTIC	3.59	5.96	9.32	4.84
SOUTH CENTRAL	3.64	6.08	9.09	5.05
E. N. CENTRAL	3.47	5.65	8.93	4.87
W. N. CENTRAL	3.52	5.10	8.47	5.07
SOUTH CENTRAL	3.69	6.14	8.95	5.07
NORTH WESTERN	3.69	-	8.95	5.43
SOUTH WESTERN	3.68	-	9.40	5.08
U. S. AVERAGE JULY, 1930	\$ 3.60	\$ 5.91	\$ 9.01	\$ 5.01
U. S. AVERAGE JUNE, 1930	\$ 3.60	\$ 6.09	\$ 8.88	\$ 4.98
U. S. AVERAGE JULY, 1929	\$ 4.10	\$ 6.18	\$ 10.02	\$ 5.61

EVAPORATED MILK MARKETS FIRM -- STOCKS LIGHT

THE FIRM TONE WHICH PREVAILED IN EVAPORATED MILK MARKETS DURING AUGUST WAS LARGELY THE RESULT OF THE PRODUCTION AND STOCKS SITUATION. WHILE PRODUCTION HAS BEEN BELOW THE LEVEL OF THE PREVIOUS YEAR FOR THE PAST ELEVEN MONTHS, THE CONTINUED HEAT AND DROUGHT, AND THE FACT THAT MUCH SURPLUS FLUID MILK, WHICH IS ORDINARILY CONVERTED INTO EVAPORATED MILK, WAS NEEDED TO SATISFY DEPLETED CITY MILK SUPPLIES, HAVE CUT DEEP INROADS INTO THE EVAPORATED MILK PRODUCTION TOTAL FOR AUGUST. ANOTHER FACTOR, WHICH HAD A DECIDED STRENGTHENING EFFECT, WAS THE LOW STOCKS SITUATION. MANUFACTURERS' STOCKS ARE EXTREMELY LOW, AND REPORTS FROM THE TRADE ARE TO THE

EFFECT THAT SOME OPERATORS ARE WILLING TO BOOK ORDERS ONLY ON THE "COST PLUS" PLAN. WHILE THERE WERE SOME PRICE ADVANCES IN RAW MATERIAL, QUOTATIONS ON THE FINISHED PRODUCT REMAINED PRACTICALLY UNCHANGED. IT SHOULD BE NOTED HOWEVER, THAT DEALERS HELD STOCKS MORE CLOSELY AS THE MONTH PROGRESSED IN ANTICIPATION OF HIGHER REPLACEMENT COSTS. TRADING WAS GOOD THROUGHOUT THE MONTH ALTHOUGH LIMITED, IN SOME INSTANCES, BY LIGHT SUPPLIES.

THE JULY PRODUCTION OF EVAPORATED CASE GOODS FOLLOWED THE TREND OF PREVIOUS MONTHS AND AGAIN FELL INCREASINGLY SHORT OF LAST YEAR. WHILE THE MAKE FOR THE

(CONTINUED ON NEXT PAGE)

AUGUST, 1930

STOCKS AND PRODUCTION OF EVAPORATED AND CONDENSED MILK

TOTAL STOCKS INCLUDE ALL STOCKS HELD BY MANUFACTURERS REPORTING, WHETHER THEIR OWN OR STOCKS OF OTHERS; WHETHER ON THEIR OWN PREMISES, IN STORAGE, OR IN TRANSIT (UNSOLD) FOR WAREHOUSE CONSIGNMENT; AND WHETHER SOLD OR CONTRACTED FOR AND NOT DELIVERED.

UNSOLD STOCKS INCLUDE ALL STOCKS HELD BY MANUFACTURERS WHICH WERE NOT SOLD OR UNDER CONTRACT FOR DELIVERY ON UNFILLED ORDERS.

PRODUCTION FIGURES FOR THE CURRENT MONTH INCLUDE REPORTS FROM FIRMS OPERATING APPROXIMATELY 98% OF THE TOTAL FACTORIES IN THE UNITED STATES.

	EVAPORATED MILK (CASE GOODS)	CONDENSED MILK (CASE GOODS)	CONDENSED MILK (BULK GOODS)
<u>TOTAL STOCKS</u>			
TOTAL STOCKS ON AUG. 1, 1930	258,835,848 Lbs	35,005,989 Lbs	29,525,276 Lbs
No. of FIRMS REPORTING*	38	7	32
COMPARISON FOR SAME FIRMS:			
AUGUST 1, 1930	258,835,848 Lbs	35,005,989 Lbs	29,525,276 Lbs
JULY 1, 1930	227,201,465 "	35,373,023 "	28,072,806 "
% CHANGE DURING MONTH	+ 13.9%	- 1.0%	+ 5.1%
FIRMS IN COMPARISON	38	7	32
AUGUST 1, 1930	257,049,492 Lbs	35,005,989 Lbs	29,520,356 Lbs
AUGUST 1, 1929	281,046,152 "	34,749,565 "	28,341,189 "
% CHANGE FROM PREV. YEAR	- 8.5%	+ 0.7%	+ 4.1%
FIRMS IN COMPARISON*	32	7	31
<u>UNSOLD STOCKS</u>			
TOTAL UNSOLD STOCKS AUG. 1, 1930	218,760,667 Lbs	30,865,510 Lbs	10,212,436 Lbs
No. of FIRMS REPORTING*	27	6	22
COMPARISON FOR SAME FIRMS:			
AUGUST 1, 1930	218,760,667 Lbs	30,865,510 Lbs	10,212,436 Lbs
JULY 1, 1930	176,438,938 "	31,221,825 "	8,176,381 "
% CHANGE DURING MONTH	+ 23.9%	- 1.1%	+ 24.9%
FIRMS IN COMPARISON	27	6	22
AUGUST 1, 1930	217,356,815 Lbs	30,855,510 Lbs	10,207,516 Lbs
AUGUST 1, 1929	215,786,608 "	28,883,493 "	9,150,722 "
% CHANGE FROM PREV. YEAR	+ 0.7%	+ 6.8%	+ 11.5%
FIRMS IN COMPARISON*	22	6	21
<u>PRODUCTION</u>			
COMPARISON FOR SAME FIRMS:			
JULY, 1930	150,022,509 Lbs	9,306,044 Lbs	13,803,757 Lbs
JUNE, 1930	179,552,197 "	9,798,387 "	18,129,080 "
% CHANGE DURING MONTH	- 16.4%	- 5.2%	- 23.8%
FIRMS IN COMPARISON*	36	7	32
JULY, 1930	145,997,357 Lbs	9,306,044 Lbs	13,786,207 Lbs
JULY, 1929	175,742,786 "	13,028,276 "	18,353,954 "
% CHANGE FROM PREV. YEAR	- 16.9%	- 28.5%	- 24.9%
FIRMS IN COMPARISON*	30	7	31
FINAL REVISIONS FOR LAST MONTH:			
**TOTAL STOCKS ON JULY 1, 1930	227,201,465 Lbs	35,373,023 Lbs	28,855,471 Lbs
**UNSOLD STOCKS ON JULY 1, 1930	176,438,938 "	31,221,825 "	8,176,381 "
PRODUCTION JUNE 1930 (ALL FIRMS REPORTING)	179,552,197 Lbs	9,798,387 Lbs	18,914,090 Lbs

* FIRMS, NOT FACTORIES. SOME FIRMS OPERATE MORE THAN ONE FACTORY.

** NO CHANGE FROM ORIGINAL FIGURES.

EXPORTS AND IMPORTS

	EVAPORATED	CONDENSED
TOTAL EXPORTS - JULY, 1930	4,719,619 Lbs	1,515,490 Lbs
JULY, 1929	5,922,879 "	3,865,052 "
JAN. - JULY INC., 1930	39,006,011 "	19,050,694 "
JAN. - JULY INC., 1929	45,351,219 "	24,871,152 "
TOTAL IMPORTS - JUNE, 1930	63,892 "	316,154 "
JUNE, 1929	86,665 "	76,214 "
JULY, 1930	29,026 "	15,298 "
JULY, 1929	76,901 "	23,371 "
JAN. - JULY INC., 1930	208,712 "	531,169 "
JAN. - JULY INC., 1929	1,288,122 "	372,675 "

(EXPORTS AND IMPORTS COMPILED FROM OFFICIAL RECORD OF DEPARTMENT OF COMMERCE)

(CONTINUED FROM FIRST PAGE)

FIRST SEVEN MONTHS OF 1930 WAS ONLY APPROXIMATELY 8.8 PER CENT SHORT OF THAT OF THE SAME PERIOD OF 1929. PRODUCTION DURING JULY WAS ACTUALLY 16.4 PER CENT BELOW THAT OF THE SAME MONTH A YEAR AGO. THE DECLINE OF 16.9 PER CENT FROM JUNE TO JULY WAS ALSO DECIDEDLY MORE DRASTIC THAN NORMAL.

STOCKS OF EVAPORATED CASE GOODS ON AUGUST 1, 1930, EXCEEDED THOSE OF JULY 1 BY APPROXIMATELY 14 PER CENT, BUT WERE NEARLY 9 PER CENT LIGHTER THAN ON THE SAME DATE A YEAR AGO. THIS WAS THE FIRST TIME SINCE DECEMBER 1, 1928 THAT EVAPORATED CASE STOCKS WERE LIGHTER THAN ON THE SAME DATE A YEAR EARLIER. STOCKS IN THE HANDS OF WHOLESALE GROCERS ON JUNE 30, THE DATE WHICH THE MOST RECENT QUARTERLY SURVEY COVERS, WERE 30 PER CENT LIGHTER THAN ON JUNE 30, 1929. IT IS OF INTEREST TO NOTE

IN THIS CONNECTION, THAT GROCERS' STOCKS ON JUNE 30, 1929 WERE 30 PER CENT HEAVIER THAN THE PREVIOUS YEAR.

THE CONDENSED MILK MARKET GAINED ADDITIONAL STRENGTH DURING AUGUST AND, AT THE CLOSE, WAS STEADY TO FIRM. BECAUSE OF THE CONTINUED HOT SPELL, DEMAND FOR CONDENSED MILK FROM ICE CREAM MANUFACTURERS WAS HEAVIER THAN NORMALLY AT THIS SEASON OF THE YEAR. PRODUCTION WAS SHARPLY LOWER IN JULY THAN JUNE AND STILL GREATER DECREASES ARE REPORTED IN TRADE CIRCLES FOR AUGUST. MANUFACTURERS' STOCKS ON AUGUST 1 WERE SLIGHTLY MORE THAN 2 PER CENT HEAVIER THIS YEAR THAN LAST YEAR, HOWEVER, IT SHOULD BE NOTED THAT ONLY FIVE MONTHS AGO THE DIFFERENCE AMOUNTED TO 216 PER CENT.

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STOCKS OF CONDENSED AND EVAPORATED MILK IN THE HANDS OF
WHOLESALE GROCERS IN 38 CITIES

OF THE ORIGINAL 1,106 FIRMS ADDRESSED WHEN THIS REPORT WAS INAUGURATED, 255 DO NOT CARRY STOCKS AND 126 ARE KNOWN TO BE OUT OF BUSINESS. NO REPLIES HAVE EVER BEEN RECEIVED FROM AN ADDITIONAL 210 FIRMS. THE INFORMATION FOR JUNE 30 WHICH IS SHOWN BELOW IS BASED UPON REPORTS FROM 375 FIRMS.

STOCKS REPORTED ON HAND, JUNE 30, 1930

GEOGRAPHIC SECTIONS	NO. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	45	145,443	1,915,518
MIDDLE ATLANTIC	119	478,754	3,988,389
SOUTH ATLANTIC	43	71,716	1,561,122
EAST NORTH CENTRAL	67	171,311	3,341,994
WEST NORTH CENTRAL	38	52,690	1,462,644
SOUTH CENTRAL	23	41,285	433,575
NORTHWESTERN	9	7,635	578,496
SOUTHWESTERN	29	27,835	1,568,514
TOTAL - 38 CITIES JUNE 30, 1930	375	996,669	14,850,252
			15,846,921 Lbs.
TOTAL REPORTED IN SAME CITIES MARCH 31, 1930	364	1,006,299	11,245,026
			12,251,325 Lbs.
TOTAL REPORTED IN SAME CITIES JUNE 30, 1929	406	1,104,924	21,934,071
			23,038,995 Lbs.
TOTAL REPORTED IN SAME CITIES MARCH 31, 1929	403	1,152,311	11,562,297
			12,714,608 Lbs.

COMPARISON OF TOTAL STOCKS ON HAND FOR SAME FIRMS

REPORTING
(38 CITIES)

FIRMS	PREVIOUS YEAR (POUNDS)		FIRMS	PREVIOUS QUARTER (POUNDS)	
	JUNE 30, 1930	JUNE 30, 1929		JUNE 30, 1930	MAR. 31, 1930
347	15,004,631	21,569,053	334	14,785,833	11,620,941
FIRMS* 348	JUNE 30, 1929 21,574,035	JUNE 30, 1928 15,628,152	FIRMS 363	JUNE 30, 1929 21,547,805	MAR. 31, 1929 11,934,522

* THESE COMPARISONS ARE THOSE WHICH APPEARED ON THE REPORT ISSUED A YEAR AGO.

CITIES INCLUDED IN EACH GEOGRAPHIC SECTION

NEW ENGLAND: BANGOR, PORTLAND, BOSTON, SPRINGFIELD, PROVIDENCE, HARTFORD, NEW HAVEN.
MIDDLE ATLANTIC: BROOKLYN, NEW YORK CITY, BUFFALO, PHILADELPHIA, PITTSBURGH.
SOUTH ATLANTIC: BALTIMORE, NORFOLK, ATLANTA, SAVANNAH, JACKSONVILLE, MIAMI, TAMPA.
EAST NORTH CENTRAL: CINCINNATI, CLEVELAND, TOLEDO, CHICAGO, DETROIT.
WEST NORTH CENTRAL: MINNEAPOLIS, ST. PAUL, KANSAS CITY, ST. LOUIS, OMAHA.
SOUTH CENTRAL: MEMPHIS, BIRMINGHAM, DALLAS, NEW ORLEANS.
NORTHWESTERN: SEATTLE, PORTLAND.
SOUTHWESTERN: DENVER, LOS ANGELES, SAN FRANCISCO.