

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(JANUARY 1931)

No. 137

WASHINGTON, D.C.

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INFORMATION IN THIS REPORT REGARDING PRICES, STOCKS AND PRODUCTION IS FURNISHED BY EVAPORATED AND CONDENSED MILK FIRMS OPERATING 99% OF THE TOTAL CASE GOODS FACTORIES IN THE UNITED STATES.

PRICES PAID PRODUCERS FOR 3.5% MILK F. O. B. FACTORY FOR JANUARY 1931

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	-	\$ -	\$ -
MIDDLE ATLANTIC**	2	1.87-2.25	2.06
SOUTH ATLANTIC	2	1.40-1.55	1.48
E. NORTH CENTRAL	60	1.00-2.15	1.41
W. NORTH CENTRAL	7	1.30-1.45	1.36
SOUTH CENTRAL	8	1.36-1.49	1.42
NORTH WESTERN	2	1.35-1.38	1.37
SOUTH WESTERN	4	1.40-1.55	1.48
U.S. JANUARY 1931	85	1.00-2.25	1.42
U.S. DECEMBER 1930	87	1.05-2.60	1.56

**61 ADDITIONAL FACTORIES REPORTED PRICES TO BE BASED IN PART ON THE CURRENT MONTH'S WHOLESALE BUTTER QUOTATIONS, 23 OF THESE BEING LOCATED IN N.Y. AND PA. 19 FACTORIES REPORTED PRICES NOT DETERMINED AS YET AND 29 REPORTED PLANTS CLOSED. NO PRICE INFORMATION RECEIVED FROM REMAINING FIRMS. AVERAGE PRICES SHOWN FOR THE UNITED STATES DO NOT INCLUDE ANY OF THESE FACTORIES.

38 FACTORIES WHICH DID NOT ANNOUNCE PRICES IN ADVANCE REPORTED PRICES ACTUALLY PAID FOR DECEMBER AS FOLLOWS:

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES	RANGE	AVERAGE
MIDDLE ATLANTIC	6	\$ 1.56-2.25	\$ 1.80
EAST NORTH CENTRAL	22	1.38-2.46	1.55
SOUTH CENTRAL	1	1.53	1.53
NORTH WESTERN	6	1.33-1.43	1.38
SOUTH WESTERN	3	1.35-1.58	1.47

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - DECEMBER 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	\$ 3.25-3.88	\$3.69	\$ 5.20-6.40	\$5.98
NEW YORK CITY	3.35-4.05	3.72 7.15	5.20-6.70	6.04 14.38
PHILADELPHIA	3.40-3.85	3.69	6.20-6.70	6.27
CHICAGO	3.30-3.70	3.57	6.35	6.35
CLEVELAND	3.35-3.72	3.60	6.22	6.22
ST. LOUIS	3.35-3.73	3.61	-	-
KANSAS CITY	3.35-3.73	3.58	-	-
MINNEAPOLIS-ST. PAUL	3.35-3.84	3.59	-	-
ATLANTA	3.77-4.00	3.87	-	-
NEW ORLEANS	3.60-4.00	3.79	6.45-6.70	6.55
DENVER	3.60-4.00	3.74	-	-
SEATTLE	3.35-4.20	3.72	-	-
SAN FRANCISCO	3.40-4.20	3.65	-	-
LOS ANGELES	3.40-4.20	3.62	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - DECEMBER 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	\$3.59	\$5.89	\$8.30	\$4.57
MIDDLE ATLANTIC	3.57	5.98	8.77	4.53
SOUTH CENTRAL	3.62	6.44	8.86	5.14
E. N. CENTRAL	3.47	6.20	8.49	4.61
W. N. CENTRAL	3.53	-	8.54	5.19
SOUTH CENTRAL	3.66	6.54	8.90	5.10
NORTH WESTERN	3.66	-	8.90	5.33
SOUTH WESTERN	3.63	-	9.18	4.95
U. S. AVERAGE Dec., 1930	\$3.58	\$6.15	\$8.70	\$4.84
U. S. AVERAGE Nov., 1930	\$3.62	\$6.34	\$8.99	\$5.11
U. S. AVERAGE Dec., 1929	\$3.88	\$6.14	\$9.88	\$5.51

EVAPORATED MILK MARKETS ABOUT STEADY - BUYERS OPERATING HAND TO MOUTH IN
ANTICIPATION CHANGE IN STYLE CANS - STOCKS LIGHTER THAN YEAR AGO

THE CHANGE IN STYLE OF CANS FROM 16 oz. TINS TO 14 1/2 oz. TINS WHICH WILL TAKE PLACE THE LAST WEEK IN JANUARY, WAS THE SUBJECT OF POPULAR DISCUSSION IN EVAPORATED MILK CIRCLES DURING THE MONTH, REPORTS THE U. S. BUREAU OF AGRICULTURAL ECONOMICS. THERE WAS CONSIDERABLE SPECULATION AS TO WHAT THE PRICE OF THE NEW STYLE CAN WOULD BE, AND BUYERS PREPARED FOR THE CHANGE BY KEEPING STOCKS CLOSE TO ACTUAL REQUIREMENTS. THIS ATTITUDE ON THE PART OF BUYERS, OF COURSE, REDUCED TRADING ACTIVITY; A COURSE WHICH SOME MANUFACTURERS ENDEAVORED TO COUNTERACT BY OFFERING THE NEW STYLE CAN WITH A GUARANTEE AGAINST PRICE DECLINE. BECAUSE MOST BUYERS HAVE WORKED STOCKS DOWN TO THE BARE

FLOORS, CONSIDERABLY INCREASED ACTIVITY IS ANTICIPATED IN EVAPORATED MILK MARKETS AS SOON AS THE NEW PRICES ARE ANNOUNCED WHICH WILL BE WITHIN A WEEK FROM THIS WRITING. (JANUARY 23) THE TONE DURING JANUARY WAS ABOUT STEADY AT PRACTICALLY UNCHANGED PRICES.

OVER 18 PER CENT MORE EVAPORATED MILK WAS MANUFACTURED DURING DECEMBER, 1930, THAN DURING THE SAME MONTH IN 1929 DESPITE CONTINUED EFFORTS ON THE PART OF MANUFACTURERS TO CURTAIL THE MAKE, ACCORDING TO A SAME-FIRM COMPARISON MADE BY THE BUREAU. A SIMILAR COMPARISON OF PRODUCTION SHOWS A GAIN OF NEARLY 19 PER CENT FROM NOVEMBER TO DECEMBER, 1930, IN

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JANUARY 1931

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 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 99% 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 JAN. 1, 1931	202,069,867 Lbs	17,803,478 Lbs	19,520,458 Lbs
No. of FIRMS REPORTING*	34	9	32
COMPARISON FOR SAME FIRMS:			
JANUARY 1, 1931	202,069,867 Lbs	17,803,478 Lbs	19,515,376 Lbs
DECEMBER 1, 1930	211,684,122 "	20,656,662 "	20,885,082 "
% CHANGE DURING MONTH	- 4.55%	- 13.82%	- 6.56%
FIRMS IN COMPARISON	34	9	31
JANUARY 1, 1931	201,309,665 Lbs	17,803,478 Lbs	19,520,458 Lbs
JANUARY 1, 1930	211,929,943 "	25,461,948 "	23,410,918 "
% CHANGE FROM PREV. YEAR	- 5.02%	- 30.08%	- 16.62%
FIRMS IN COMPARISON*	31	9	32
<u>UNSOLD STOCKS</u>			
TOTAL UNSOLD STOCKS ON JAN. 1, 1931	163,478,304 Lbs	14,181,066 Lbs	8,296,803 Lbs
No. of FIRMS REPORTING*	25	7	21
COMPARISON FOR SAME FIRMS:			
JANUARY 1, 1931	163,478,304 Lbs	14,181,066 Lbs	8,296,803 Lbs
DECEMBER 1, 1930	174,147,578 "	16,677,858 "	7,841,940 "
% CHANGE DURING MONTH	- 6.13%	- 14.98%	+ 5.80%
FIRMS IN COMPARISON	25	7	21
JANUARY 1, 1931	162,887,038 Lbs	14,181,066 Lbs	8,296,803 Lbs
JANUARY 1, 1930	169,324,382 "	20,340,571 "	7,404,954 "
% CHANGE FROM PREV. YEAR	- 3.81%	- 30.29%	+ 12.04%
FIRMS IN COMPARISON*	21	7	21
<u>PRODUCTION</u>			
COMPARISON FOR SAME FIRMS:			
DECEMBER, 1930	98,689,998 Lbs	8,827,927 Lbs	10,383,819 Lbs
NOVEMBER, 1930	90,858,461 "	8,060,197 "	10,476,511 "
% CHANGE DURING MONTH	+ 18.62%	+ 9.52%	- 0.88%
FIRMS IN COMPARISON*	32	8	31
DECEMBER, 1930	97,440,959 Lbs	8,827,927 Lbs	10,411,173 Lbs
DECEMBER, 1929	82,528,879 "	9,120,247 "	9,859,291 "
% CHANGE FROM PREV. YEAR	+ 18.07%	- 3.21%	+ 5.6%
FIRMS IN COMPARISON*	29	8	32
FINAL REVISIONS FOR LAST MONTH:			
**TOTAL STOCKS ON DEC. 1, 1930	211,828,122 Lbs	20,656,662 Lbs	20,885,082 Lbs
**UNSOLD STOCKS ON DEC. 1, 1930	174,147,578 "	16,677,858 "	7,841,940 "
PRODUCTION ON NOV. 1930 (ALL FIRMS REPORTING)	90,858,461 "	8,060,197 "	10,476,511 "

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

** NO CHANGE FROM ORIGINAL FIGURES.

EXPORTS AND IMPORTS

	EVAPORATED	CONDENSED
TOTAL EXPORTS - DECEMBER, 1930	4,545,721 Lbs.	1,906,774 Lbs.
DECEMBER, 1929	5,339,148 "	3,100,045 "
JAN. - DEC. INC, 1930	60,810,993 "	29,648,190 "
JAN. - DEC. INC, 1929	68,942,613 "	41,242,812 "
TOTAL IMPORTS - DECEMBER, 1930	100 "	24,106 "
DECEMBER, 1929	95,017 "	14,098 "
JAN. - DEC. INC, 1930	210,544 "	1,400,551 "
JAN. - DEC. INC, 1929	2,013,634 "	620,423 "

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

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COMPARISON WITH 10 PER CENT IN 1929, AND 13 PER CENT IN 1928. SOME MILK WHICH NORMALLY FLOWS INTO EVAPORATED MILK CHANNELS, BUT WHICH HAD BEEN DIVERTED DURING RECENT MONTHS TO BUTTER AND CHEESE, WAS NO DOUBT DIRECTED BACK AGAIN DURING DECEMBER BECAUSE OF THE RATHER UNFAVORABLE BUTTER AND CHEESE PRICES. A SUMMARY OF EVAPORATED MILK PRODUCTION DURING 1930 SHOWS THAT THE MAKE FELL APPRECIABLY UNDER THAT OF 1929 UP TO OCTOBER, DURING WHICH MONTH PRODUCTION ACTUALLY EXCEEDED THAT OF A YEAR AGO BY OVER 16 PER CENT. DURING NOVEMBER THE MAKE EXCEEDED THAT OF THE SAME MONTH OF 1929 BY OVER 20 PER CENT, AND DURING DECEMBER BY 18 PER CENT. DURING THE YEAR 1930 THE MAKE OF EVAPORATED MILK FELL APPROXIMATELY 4.1 PER CENT SHORT OF THAT OF 1929.

DESPITE THE SHARP UPWARD TREND IN PRODUCTION DURING THE LAST THREE MONTHS OF 1930, STOCKS HAVE CONTINUED TO DECREASE DURING NOVEMBER AND DECEMBER AND, ON JANUARY 1, 1931 WERE STILL OVER 5 PER CENT BELOW THOSE OF EVEN DATE A YEAR EARLIER.

MANY IN THE TRADE BELIEVE THAT THE FAVORABLE STOCKS CLEARANCE WHICH THE EVAPORATED MILK INDUSTRY HAS ENJOYED DURING THE PAST FOUR MONTHS DESPITE THE RELATIVELY HEAVIER PRODUCTION WAS, IN NO SMALL MEASURE, DUE TO A SHIFT IN THE CONSUMPTIVE HABITS OF THE PEOPLE OF THE UNITED STATES FROM FLUID MILK AND CREAM TO EVAPORATED MILK, AND THAT THIS CHANGE WAS LARGELY THE RESULT OF THE CURRENT ECONOMIC CONDITIONS.

CONDENSED MILK MARKETS CONTINUED EASY DURING JANUARY AND IN BUYERS' FAVOR. AN UNDERTONE OF UNEASINESS CAUSED BUYERS TO OPERATE MORE CAUTIOUSLY THAN USUAL, AND THE TENDENCY WAS TO LIMIT PURCHASES TO PRESENT NEEDS. THAT MANUFACTURERS ARE SUCCESSFULLY CURTAILING PRODUCTION IS INDICATED BY THE 19 PER CENT LIGHTER PRODUCTION DURING DECEMBER THIS YEAR THAN LAST YEAR, AND AN INCREASE OF ONLY 6 PER CENT OVER NOVEMBER. COMPARED WITH THE SAME DATE A YEAR AGO JANUARY 1, 1931 STOCKS WERE NEARLY 24 PER CENT LIGHTER, WHILE JANUARY 1, 1930 STOCKS WERE 113 PER CENT HEAVIER THAN ON THE SAME DATE A YEAR EARLIER.