

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(JULY 1932)

No. 155

WASHINGTON, D. C.

JULY 22, 1932

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 JULY 1932

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	1	\$ -	\$ -
MIDDLE ATLANTIC**	2	1.00-1.12	1.06
SOUTH ATLANTIC	2	.80-0.84	.82
E. NORTH CENTRAL	53	.70-0.93	.78
W. NORTH CENTRAL	7	.67-0.85	.76
SOUTH CENTRAL	8	.74-0.83	.78
NORTH WESTERN	4	.65-0.74	.70
SOUTH WESTERN	7	.55-0.75	.69
U. S. JULY 1932	83	.55-1.12	.77
U. S. JUNE 1932	86	.57-1.12	.81
U. S. JULY 1931	80	.70-1.37	1.02

**56 ADDITIONAL FACTORIES REPORTED PRICES TO BE BASED IN PART ON THE CURRENT MONTH'S WHOLESALE BUTTER QUOTATION, 19 OF THESE BEING LOCATED IN N.Y. AND PA. 10 FACTORIES REPORTED PRICES NOT DETERMINED AS YET AND 32 REPORTED PLANTS CLOSED. NO PRICE INFORMATION RECEIVED FROM REMAINING FIRMS. AVERAGE PRICES SHOWN FOR THE UNITED STATES DO NOT INCLUDE ANY OF THESE FACTORIES.

35 FACTORIES WHICH DID NOT ANNOUNCE PRICES IN ADVANCE REPORTED PRICES ACTUALLY PAID FOR JUNE AS FOLLOWS:

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	RANGE	AVERAGE
MIDDLE ATLANTIC	2	\$.92-0.95	\$.94
E. NORTH CENTRAL	23	.72-0.90	.81
SOUTH CENTRAL	1	.70	.70
NORTH WESTERN	3	.66-0.73	.71
SOUTH WESTERN	6	.69-0.81	.76

NET WHOLESALE SELLING PRICES IN CARLOTS - F. O. B. DISTRIBUTING POINTS - JUNE 1932
(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 - 14½ OZ. CANS)		CONDENSED MILK (PER CASE OF 48 - 14 OZ. CANS)	
	RANGE	AVERAGE	RANGE	AVERAGE
BOSTON	\$2.25-2.50	\$2.39	\$4.00-4.90	\$4.65
NEW YORK CITY	2.20-2.50	2.40	4.00-4.90	4.65
PHILADELPHIA	2.25-2.50	2.39	4.10-4.90	4.68
CHICAGO	2.05-2.40	2.23	5.25	5.25
CLEVELAND	2.15-2.40	2.28	4.75	4.75
ST. LOUIS	2.15-2.40	2.26	-	-
KANSAS CITY	2.15-2.40	2.27	-	-
MINNEAPOLIS-ST. PAUL	2.15-2.40	2.26	-	-
ATLANTA	2.25-2.60	2.43	-	-
NEW ORLEANS	2.25-2.50	2.41	4.90-5.35	5.08
DENVER	2.25-2.40	2.35	-	-
SEATTLE	2.00-2.35	2.25	-	-
SAN FRANCISCO	1.98-2.35	2.16	-	-
LOS ANGELES	1.98-2.35	2.18	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - JUNE 1932

GEOGRAPHIC SECTIONS	UNSWEETENED EVAPORATED (PER CASE OF 48 - 14½ OZ. CANS)	SWEETENED CONDENSED (PER CASE OF 48 - 14 OZ. CANS)	SWEETENED CONDENSED (BULK PER CWT.)	
			UNSKIMMED	SKIMMED
NEW ENGLAND	\$2.37	\$4.59	\$6.75	\$4.00
MIDDLE ATLANTIC	2.31	4.59	7.64	3.84
SOUTH ATLANTIC	3.34	4.64	7.33	4.33
E. N. CENTRAL	2.27	5.25	6.63	3.96
W. N. CENTRAL	2.23	-	6.91	4.13
SOUTH CENTRAL	2.36	5.20	7.33	4.33
NORTH WESTERN	2.26	-	7.33	4.25
SOUTH WESTERN	2.28	-	7.33	4.33
U. S. AVERAGE JUNE 1932	\$2.30	\$4.76	\$7.13	\$4.08
U. S. AVERAGE MAY 1932	\$2.34	\$4.89	\$7.21	\$4.16
U. S. AVERAGE JUNE 1931	\$3.00	\$5.73	\$7.91	\$4.51

JULY EVAPORATED MILK MARKETS FIRM FOLLOWING DECLINE IN PRICE EARLY IN MONTH

JULY EVAPORATED MILK MARKETS RULED FIRM FOLLOWING THE DECLINE EARLY IN THE MONTH OF 25 CENTS PER CASE, ACCORDING TO THE U. S. BUREAU OF AGRICULTURAL ECONOMICS. THIS PRICE REDUCTION CAME MORE OR LESS UNEXPECTEDLY AND WAS SAID TO HAVE BEEN THE RESULT, NOT SO MUCH OF ANY INHERENT WEAKNESS IN THE MARKET SITUATION, AS OF THE DESIRE OF MANUFACTURERS TO STIMULATE CONSUMPTION IN ORDER TO AVOID ACCUMULATIONS OF STOCKS. THE STRONGER TONE WHICH DEVELOPED ALMOST IMMEDIATELY FOLLOWING THE DECLINE IN PRICES WAS THE RESULT NOT ONLY OF THE INCREASED BUYING DEMAND, BUT ADVANCING BUTTER AND CHEESE

PRICES, AS WELL AS THE DECREASED MILK FLOW ALSO CAUSED DEALERS TO HOLD STOCKS MORE CLOSELY. THE LARGER BUYERS, ESPECIALLY, WERE DISPOSED TO ANTICIPATE NEEDS, BUT MANY MANUFACTURERS WERE NOT BOOKING ANY ORDERS AHEAD, NOR WERE THEY INCLINED TO TAKE ON NEW CUSTOMERS IN ANTICIPATION OF A POSSIBLE UPTURN IN THE MARKET.

RETAIL PRICES OF EVAPORATED MILK CONTINUED LOW IN EASTERN CHAIN STORES, SELLING IN SOME INSTANCES AS LOW AS FOUR CENTS FOR 19 CENTS. THE AVERAGE PRICE TO PRODUCERS DURING JULY, 1932 FOR 3.5 PER CENT MILK AT CONDENSERIES THROUGHOUT THE

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JULY 1932

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.

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)
TOTAL STOCKS			
TOTAL STOCKS ON JULY 1, 1932	212,430,726 LBS.	19,986,111 LBS.	13,799,688 LBS.
NO. OF FIRMS REPORTING*	33	7	25
COMPARISON FOR SAME FIRMS:			
JULY 1, 1932	212,430,726 LBS.	19,986,111 LBS.	13,304,678 LBS.
JUNE 1, 1932	164,420,738 LBS.	15,245,986 LBS.	8,817,811 LBS.
% CHANGE DURING MONTH	+29.19%	+31.09%	+50.88%
FIRMS IN COMPARISON	33	7	24
JULY 1, 1932	212,430,726 LBS.	19,986,111 LBS.	13,304,678 LBS.
JULY 1, 1931	273,981,507 LBS.	23,997,553 LBS.	18,690,117 LBS.
% CHANGE FROM PREV. YEAR	-22.47%	-16.72%	-28.82%
FIRMS IN COMPARISON*	33	7	24
PRODUCTION			
COMPARISON FOR SAME FIRMS:			
JUNE, 1932	173,171,660 LBS.	5,091,990 LBS.	11,455,351 LBS.
MAY, 1932	175,217,875 LBS.	6,061,406 LBS.	9,332,282 LBS.
% CHANGE DURING MONTH	-1.17%	-15.99%	+22.75%
FIRMS IN COMPARISON*	32	7	23
JUNE, 1932	171,830,112 LBS.	5,091,990 LBS.	11,455,351 LBS.
JUNE, 1931	165,669,633 LBS.	6,807,370 LBS.	13,001,595 LBS.
% CHANGE FROM PREV. YEAR	+3.72%	-25.20%	-11.89%
FIRMS IN COMPARISON*	31	7	24
FINAL REVISIONS FOR LAST MONTH:			
**TOTAL STOCKS ON JUNE 1, 1932	164,420,738 LBS.	15,245,986 LBS.	8,865,435 LBS.
ESTIMATED PRODUCTION JUNE 1932	184,017,597 LBS.	5,168,243 LBS.	17,333,045 LBS.

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

** NO CHANGE FROM ORIGINAL FIGURES.

AVERAGE DAILY PURCHASES PER PRODUCER*

	JUNE		MAY	
	1932	1931	1932	1931
TOTAL PURCHASES	363,115,441 LBS	376,037,283 LBS	361,781,903 LBS	384,818,582 LBS
NUMBER OF PRODUCERS	81,095	82,728	78,849	82,785
AVERAGE DAILY PURCHASES PER PRODUCER	149.26 LBS	151.52 LBS	148.01 LBS	149.95 LBS
PERCENTAGE CHANGE IN 1932 COMPARED WITH 1931	- 1.49		- 1.29	

PERCENTAGE CHANGE IN JUNE, 1932 COMPARED WITH MAY 1932 - + 0.84
PERCENTAGE CHANGE IN JUNE 1931 COMPARED WITH MAY 1931 - + 1.05

* THESE FIGURES INCLUDE MILK PURCHASED PRIMARILY FOR THE MANUFACTURE OF EVAPORATED AND CONDENSED MILK.

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UNITED STATES WAS 77 CENTS PER CWT. THIS FIGURE REPRESENTS A DECLINE FROM THE JUNE PRICE OF 4 CENTS PER CWT., AND A DIFFERENTIAL UNDER JULY, 1931 OF 25 CENTS. IN JUNE THIS DIFFERENTIAL AMOUNTED TO 23 CENTS.

EVAPORATED MILK PRODUCTION DURING JUNE, THE LATEST MONTH FOR WHICH DEFINITE COMPARATIVE FIGURES ARE AVAILABLE, WAS 3.7 PER CENT HEAVIER THAN DURING THE SAME MONTH IN 1931. THE OUTPUT OF EVAPORATED MILK, IN COMPARISON WITH A YEAR AGO HAS, THEREFORE, CONTINUED TO GAIN, INCREASING FROM A DEFICIT PRODUCTION OF 15.2 PER CENT IN DECEMBER UNDER A YEAR AGO TO THAT MENTIONED ABOVE. THE HEAVIER SEASONAL INCREASES IN PRODUCTION IN 1932 THAN IN 1931, WHICH ARE INDICATED BY THE ABOVE, WERE DUE MORE TO AN INCREASING NUMBER OF PRODUCERS DELIVERING MILK TO CONDENSERIES THAN TO A RELATIVELY HEAVIER MILK FLOW. THIS IS INDICATED BY THE FACT THAT AVERAGE DAILY MILK PURCHASES PER PRODUCER WHICH IN DECEMBER WERE 6.5 PER CENT HEAVIER THAN A YEAR EARLIER, WERE STEADILY DECREASED, IN COMPARISON WITH A YEAR AGO, UNTIL IN JUNE THEY WERE ACTUALLY 1.5 PER CENT LIGHTER. THE LIGHTER DELIVERIES PER PRODUCER ARE SAID TO BE DUE, NOT TO A SMALLER NUMBER OF COWS, BUT TO A LIGHTER PRODUCTION PER COW. COMPARED WITH THE PREVIOUS MONTH, THE MAKE OF EVAPORATED MILK DURING JUNE SHOWED A DECREASE OF 1.2 PER CENT, IN COMPARISON WITH A DECREASE OF 3.7 PER CENT IN 1931, BUT INCREASES OF 4.3 PER CENT IN 1930, 13.7 PER CENT IN 1929, AND 16.6 PER CENT IN 1928.

STOCKS OF EVAPORATED MILK IN MANUFACTURERS' HANDS ON JULY 1 WERE 22.5

PER CENT LIGHTER THAN ON THE SAME DATE IN 1931, AND 1.8 PER CENT LIGHTER THAN 5-YEAR AVERAGE SUPPLIES FOR THAT DATE. THE 29.2 PER CENT INCREASE IN STOCKS DURING JUNE COMPARED WITH AN INCREASE OF 19.3 PER CENT DURING THE SAME MONTH IN 1931, AND A 5-YEAR AVERAGE JUNE INCREASE OF 31.9 PER CENT. THESE FIGURES, THEN, ARE INDICATIVE OF A LIGHTER MOVEMENT OF EVAPORATED MILK INTO CONSUMPTION DURING JUNE THIS YEAR IN COMPARISON WITH OTHER RECENT YEARS.

CONDENSED MILK MARKETS RULED ABOUT STEADY. WHILE SUPPLIES WERE FULLY AMPLE AND THE DEMAND ONLY MODERATE, MOST DEALERS WERE SOMEWHAT MORE OPTIMISTIC THAN A MONTH AGO. THERE WAS AN INCREASED MOVEMENT OF BULK CONDENSED MILK INTO ICE CREAM AND OTHER CONFECTIONERY PRODUCTS BUT, ON ACCOUNT OF THE RELATIVELY COOLER WEATHER, CONSUMPTION IN THESE QUARTERS WAS NOT AS HEAVY AS A YEAR AGO. CONDENSED MILK PRODUCTION DURING JUNE FELL 16.5 PER CENT SHORT OF THAT DURING THE SAME MONTH A YEAR AGO. THE SEASONAL INCREASE IN PRODUCTION FROM MAY TO JUNE WHICH THIS YEAR AMOUNTED TO 7.5 PER CENT, COMPARED WITH A DECREASE OF 11.0 PER CENT A YEAR AGO, AND A DECREASE OF 3.9 PER CENT IN 1930. THE HEAVIER PRODUCTION WAS REFLECTED IN A 38.3 PER CENT INCREASE IN STOCKS DURING JUNE, BUT SUPPLIES ON JULY 1 WERE STILL 22.5 PER CENT LIGHTER THAN ON THE SAME DATE A YEAR AGO. ON JUNE 1, HOWEVER, THIS DEFICIT AMOUNTED TO 38.0 PER CENT, AND ON MAY 1 TO 41.0 PER CENT.