

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

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT  
(DECEMBER 1932)

No. 160

WASHINGTON, D. C.

DECEMBER 23, 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 DECEMBER 1932

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	1	\$ -	\$ -
MIDDLE ATLANTIC**	2	1.00-1.17	1.09
SOUTH ATLANTIC	2	.90-0.95	0.98
E. NORTH CENTRAL	52	.77-1.10	0.93
W. NORTH CENTRAL	7	.83-1.00	0.91
SOUTH CENTRAL	3	.77-0.95	0.86
NORTH WESTERN	4	.85-1.02	0.95
SOUTH WESTERN	7	.87-0.98	0.91
U. S. DECEMBER 1932	82	.77-1.17	0.92
U. S. NOVEMBER 1932	82	.65-1.17	0.86
U. S. DECEMBER 1931	85	1.05-1.52	1.19

\*\*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. 11 FACTORIES REPORTED PRICES NOT DETERMINED AS YET AND 33 REPORTED PLANTS CLOSED. NO PRICE INFORMATION RECEIVED FROM REMAINING FIRMS. AVERAGE PRICES SHOWN FOR THE UNITED STATES DO NOT INCLUDE ANY OF THESE FACTORIES.

34 FACTORIES WHICH DID NOT ANNOUNCE PRICES IN ADVANCE REPORTED PRICES ACTUALLY PAID FOR NOVEMBER AS FOLLOWS:

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES	RANGE	AVERAGE
MIDDLE ATLANTIC	-	-	-
E. NORTH CENTRAL	24	.85-1.10	0.97
SOUTH CENTRAL	1	0.75	0.75
NORTH WESTERN	1	0.96	0.96
SOUTH WESTERN	8	1.04-1.07	0.99

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - NOVEMBER 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	\$2.15-2.35	\$2.22	\$4.75-4.85	\$4.82
NEW YORK CITY	2.15-2.65	2.26	4.75-4.85	4.82
PHILADELPHIA	2.00-2.35	2.20	4.75-4.85	4.82
CHICAGO	2.00-2.25	2.12	5.25	5.25
CLEVELAND	2.00-2.30	2.13	4.75	4.75
ST. LOUIS	2.00-2.60	2.18	-	-
KANSAS CITY	2.00-2.60	2.19	-	-
MINNEAPOLIS-ST. PAUL	2.00-2.25	2.12	-	-
ATLANTA	2.00-2.35	2.23	-	-
NEW ORLEANS	2.00-2.30	2.20	4.65-5.00	4.83
DENVER	2.00-2.35	2.19	-	-
SEATTLE	1.90-2.35	2.18	-	-
SAN FRANCISCO	1.90-2.25	2.08	-	-
LOS ANGELES	1.92-2.25	2.08	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - NOVEMBER 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	\$2.21	\$4.87	\$6.35	\$3.97
MIDDLE ATLANTIC	2.23	4.87	7.52	3.92
SOUTH ATLANTIC	2.20	4.83	6.79	4.38
E. N. CENTRAL	2.12	5.25	6.83	4.07
W. N. CENTRAL	2.13	-	6.40	4.08
SOUTH CENTRAL	2.19	5.00	6.79	4.38
NORTH WESTERN	2.14	-	6.79	4.66
SOUTH WESTERN	2.17	-	6.97	4.28
U. S. AVERAGE NOVEMBER 1932	\$2.17	\$4.93	\$6.84	\$4.15
U. S. AVERAGE OCTOBER 1932	\$2.16	\$4.93	\$6.91	\$4.08
U. S. AVERAGE NOVEMBER 1931	\$2.85	\$5.62	\$8.00	\$4.53

EVAPORATED MILK MARKETS STEADY TO FIRM - MAKE CONTINUES TO SHRINK

DECEMBER EVAPORATED MILK MARKETS RULED STEADY TO FIRM FOLLOWING AN ADVANCE OF 35 CENTS PER CASE EARLY IN THE MONTH, ACCORDING TO THE U. S. BUREAU OF AGRICULTURAL ECONOMICS. INASMUCH AS AN ADVANCE IN WHOLESALE PRICES HAD BEEN ANTICIPATED FOR SEVERAL MONTHS BUT HAD NOT MATERIALIZED, THE HIGHER QUOTATION CAME AS A SURPRISE TO MANY IN THE TRADE. AS A RESULT, AN UNSETTLED MARKET TREND DEVELOPED IMMEDIATELY FOLLOWING THE ADVANCE. LATER, HOWEVER, THE DECREASING PRODUCTION, AS WELL AS THE WELL MAINTAINED CONSUMPTION DEMAND MADE FOR AN INCREASINGLY STRONGER TONE IN NEARLY ALL MARKETS. AT THIS WRITING DEALERS VIEW THE EVAPORATED MILK MARKET SITUATION RATHER OPTIMISTICALLY.

WHILE RETAIL PRICES CONTINUE UNUSUALLY LOW, FRACTIONAL ADVANCES WERE ALSO REPORTED IN THESE DURING DECEMBER. IN THE EAST A COMMON RETAIL PRICE IS NOW THREE TALL CANS FOR 16 CENTS WITH THE PRICE PER INDIVIDUAL CAN RANGING FROM 5 TO 6 CENTS. THE AVERAGE PRICE PAID PRODUCERS IN THE UNITED STATES FOR 3.5 PER CENT MILK DELIVERED CONDENSERIES ALSO ADVANCED, FROM 86 CENTS PER CWT. IN NOVEMBER TO 92 CENTS IN DECEMBER, AND THE PRICE DIFFERENTIAL UNDER THE CORRESPONDING MONTH A YEAR AGO, WAS DECREASED FROM 37 CENTS PER CWT. IN NOVEMBER TO 27 CENTS IN DECEMBER. DESPITE THESE MORE FAVORABLE PRICES TO PRODUCERS OF MILK, THE MAKE OF EVAPORATED MILK HAS CONTINUED TO DECLINE AND, AT THIS TIME, IS SAID TO

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DECEMBER 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)
<u>TOTAL STOCKS</u>			
TOTAL STOCKS ON DEC. 1, 1932	139,685,126 LBS.	14,673,449 LBS.	7,464,278 LBS.
NO. OF FIRMS REPORTING*	33	8	30
COMPARISON FOR SAME FIRMS:			
DECEMBER 1, 1932	139,685,126 LBS.	14,673,449 LBS.	7,464,278 LBS.
NOVEMBER 1, 1932	145,762,510 LBS.	16,301,653 LBS.	8,277,461 LBS.
% CHANGE DURING MONTH	- 4.17%	- 9.99%	- 9.83%
FIRMS IN COMPARISON	33	8	30
DECEMBER 1, 1932	139,685,126 LBS.	14,673,449 LBS.	7,123,374 LBS.
DECEMBER 1, 1931	139,464,975 LBS.	15,130,335 LBS.	8,582,984 LBS.
% CHANGE FROM PREV. YEAR	+ 0.16%	- 3.02%	- 17.01%
FIRMS IN COMPARISON*	33	8	26
<u>PRODUCTION</u>			
COMPARISON FOR SAME FIRMS:			
NOVEMBER, 1932	97,368,553 LBS.	4,405,400 LBS.	5,815,139 LBS.
OCTOBER, 1932	100,587,351 LBS.	5,742,142 LBS.	7,704,917 LBS.
% CHANGE DURING MONTH	- 13.15%	- 23.28%	- 24.53%
FIRMS IN COMPARISON*	33	7	30
NOVEMBER, 1932	86,164,805 LBS.	4,405,400 LBS.	5,417,062 LBS.
NOVEMBER, 1931	82,272,144 LBS.	7,256,435 LBS.	7,766,899 LBS.
% CHANGE FROM PREV. YEAR	+ 4.73%	- 39.29%	- 30.25%
FIRMS IN COMPARISON*	32	7	26

FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON NOV. 1, 1932	146,204,017 LBS.	16,301,653 LBS.	8,334,414 LBS.
ESTIMATED PRODUCTION NOV. 1932	90,019,624 LBS.	4,681,348 LBS.	8,459,977 LBS.

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

## AVERAGE DAILY PURCHASES PER PRODUCER\*

	NOVEMBER		OCTOBER	
	1932	1931	1932	1931
TOTAL PURCHASES	208,205,510 LBS	214,322,969 LBS	226,349,271 LBS	237,164,566 LBS
NUMBER OF PRODUCERS	76,044	74,011	77,369	75,729
AVERAGE DAILY PURCHASES PER PRODUCER	91.27 LBS	96.53 LBS	94.37 LBS	101.02 LBS
PERCENTAGE CHANGE IN 1932 COMPARED WITH 1931	- 5.45		- 6.58	

PERCENTAGE CHANGE IN NOVEMBER 1932 COMPARED WITH OCTOBER 1932 - - 3.28

PERCENTAGE CHANGE IN NOVEMBER 1931 COMPARED WITH OCTOBER 1931 - - 4.44

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

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BE BARELY EQUAL TO THAT OF LAST YEAR. CONDENSERY OPERATORS HAVE NOT BEEN AGGRESSIVE IN SECURING RAW MATERIAL, AND THE COLD WEATHER HAS ALSO REDUCED THE MILK FLOW IN SOME SECTIONS. SOME DIVERSIONS OF MILK FROM EVAPORATED MILK AND SOME OTHER DAIRY PRODUCTS TO CHEESE WERE ALSO NOTED IN WISCONSIN AND SOME OTHER MAJOR EVAPORATED MILK PRODUCING STATES.

EVAPORATED MILK PRODUCTION DURING NOVEMBER, THE LATEST MONTH FOR WHICH DEFINITE COMPARATIVE FIGURES ARE AVAILABLE, WAS 4.7 PER CENT HEAVIER THAN DURING THE SAME MONTH IN 1931, BUT WAS 13.2 PER CENT LIGHTER THAN DURING THE PREVIOUS MONTH. THE MAKE IN COMPARISON WITH THE SAME MONTH A YEAR AGO WAS, THEREFORE, FURTHER DECREASED FROM 39.5 PER CENT HEAVIER IN AUGUST, TO 32.3 PER CENT HEAVIER IN SEPTEMBER, TO 4.9 PER CENT HEAVIER IN OCTOBER AND, FINALLY, TO BUT 4.7 PER CENT HEAVIER IN NOVEMBER. THE PROGRESSIVELY LIGHTER PRODUCTION DURING THE MONTHS MENTIONED ABOVE UNDER LAST YEAR WAS DUE TO SEVERAL CAUSES, BUT THE PRINCIPAL REASON WAS THE RATHER MARKED REDUCTION IN MILK DELIVERIES PER PRODUCER TO CONDENSERIES. THESE, IN AUGUST, AVERAGED 1.8 PER CENT HEAVIER THAN DURING THE SAME MONTH IN 1931, BUT IN NOVEMBER PROVED 5.5 PER CENT LIGHTER THAN DURING THE CORRESPONDING MONTH A YEAR EARLIER. THE LIGHTER MILK FLOW REFLECTED BY THESE FIGURES WAS DUE PRIMARILY TO LESS FAVORABLE FALL PASTURES IN THE MAJOR EVAPORATED MILK PRODUCING

AREAS, BUT THE LIGHTER FEEDING OF CONCENTRATES AND MORE UNFAVORABLE CLIMATIC CONDITIONS ALSO PLAYED A PART.

THE MOVEMENT OF EVAPORATED MILK INTO TRADE CHANNELS DURING NOVEMBER WAS APPARENTLY DECIDEDLY BETTER THAN EARLIER ANTICIPATED AS STATISTICS SHOW THAT DESPITE THE 4.7 PER CENT HEAVIER PRODUCTION IN NOVEMBER THIS YEAR OVER LAST YEAR, THE STOCKS EXCESS OVER THE SAME DATE A YEAR AGO WAS DECREASED FROM 12.2 PER CENT ON NOVEMBER 1 TO 0.2 PER CENT ON DECEMBER 1. THE NOVEMBER REDUCTION IN STOCKS, HOWEVER, WAS SOMEWHAT LIGHTER THAN THE 5-YEAR AVERAGE, DECEMBER 1 SUPPLIES BEING BUT 23.1 PER CENT LIGHTER THAN AVERAGE WHILE ON NOVEMBER 1 THIS DEFICIT AMOUNTED TO 24.6 PER CENT.

CONDENSED MILK MARKETS IN DECEMBER CONTINUED ABOUT STEADY WITH THE GENERAL SITUATION SHOWING NO NEW DEVELOPMENTS. THE MOVEMENT INTO CONSUMPTION WAS RATHER SLOW FOR THIS SEASON OF THE YEAR. PRODUCTION IN NOVEMBER WAS 34.6 PER CENT LIGHTER THAN DURING THE SAME MONTH A YEAR AGO, AND ALSO SHOWED A SEASONAL DECREASE OF 24 PER CENT FROM THE PREVIOUS MONTH. THE STOCKS SITUATION REMAINED GENERALLY UNCHANGED WITH DECEMBER 1 SUPPLIES 8.1 PER CENT LIGHTER THAN ON THE SAME DATE A YEAR AGO, AND 42.4 PER CENT LIGHTER THAN 5-YEAR AVERAGE STOCKS.