

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

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(NOVEMBER 1934)

No. 183

WASHINGTON, D. C.

NOVEMBER 22, 1934

INFORMATION IN THIS MONTH'S REPORT IS FURNISHED BY ALL FIRMS OF RECORD WHICH MANUFACTURE CASE GOODS EVAPORATED MILK OR CONDENSED MILK, OR BOTH.

PRICES PAID PRODUCERS FOR 3.5% MILK F. O. B. FACTORY FOR OCTOBER 1934*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	1	\$ -	\$ -
MIDDLE ATLANTIC	2	1.23-1.64	1.39
SOUTH ATLANTIC	3	1.09-1.15	1.12
E. NORTH CENTRAL	85	1.13-1.68	1.20
W. NORTH CENTRAL	100	1.08-1.25	1.13
SOUTH CENTRAL	100	1.08-1.14	1.09
NORTH WESTERN	10	1.09-1.25	1.18
SOUTH WESTERN	19	1.04-1.39	1.30
U.S. OCT. 1934	140	1.04-1.68	1.20
U.S. SEPT. 1934	139	0.97-1.79	1.17
U.S. OCT. 1933	132	0.75-1.64	1.10

*NOTE: THE INFORMATION CARRIED IN THE BODY OF THIS TABLE APPLIES TO THE PREVIOUS MONTH RATHER THAN THE CURRENT MONTH. UNDER THE PROVISIONS OF THE EVAPORATED MILK MARKETING AGREEMENT NOW IN EFFECT, MOST MANUFACTURERS CALCULATE PRICES PAID PRODUCERS BY FORMULAS WHICH TAKE INTO ACCOUNT THE CURRENT MONTH'S AVERAGE WHOLESALE BUTTER MARKET QUOTATIONS. THESE AVERAGES ARE NOT AVAILABLE AT THIS TIME.

PRICES PAID PRODUCERS ACCORDING TO GEOGRAPHIC SECTIONS OUTLINED IN EVAPORATED MILK MARKETING AGREEMENT.

SECTION	OCTOBER 1934	SEPTEMBER 1934	OCTOBER 1933
1	\$1.20	\$1.17	\$1.14
2	1.39	.39	1.36
3	1.10	.06	1.00
4	1.18	.12	0.85
5	1.17	.11	1.01
6	1.35	.31	0.98
U. S. AVERAGE	1.20	1.17	1.10

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - OCTOBER 1934
(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 - 14 1/2 OZ. CANS)		CONDENSED MILK (PER CASE OF 48 - 14 OZ. CANS)	
	RANGE	AVERAGE	RANGE	AVERAGE
BOSTON	\$2.50-2.70	\$2.58	\$4.75-4.85	\$4.82
NEW YORK CITY	2.50-2.70	2.58	4.26-4.90	4.63
PHILADELPHIA	2.50-2.70	2.57	4.75-4.85	4.82
CHICAGO	2.40-2.70	2.47	5.25	5.25
CLEVELAND	2.40-2.60	2.49	-	-
ST. LOUIS	2.40-2.60	2.49	-	-
KANSAS CITY	2.40-2.60	2.49	-	-
MINNEAPOLIS-ST. PAUL	2.40-2.60	2.48	-	-
ATLANTA	2.40-2.60	2.49	-	-
NEW ORLEANS	2.40-2.50	2.50	3.87-5.00	4.01
DENVER	2.45-2.60	2.50	-	-
SEATTLE	2.45-2.60	2.54	-	-
SAN FRANCISCO	2.45-2.60	2.52	4.90	4.90
LOS ANGELES	2.45-2.60	2.52	4.90	4.90

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - OCTOBER 1934

	UNSWEETENED EVAPORATED (PER CASE OF 48 - 14 1/2 OZ. CANS)	SWEETENED CONDENSED (PER CASE OF 48 - 14 OZ. CANS)	SWEETENED CONDENSED (BULK PER CWT.)	
			UNSKIMMED	SKIMMED
NEW ENGLAND	\$2.58	\$4.84	\$6.85	\$4.33
MIDDLE ATLANTIC	2.56	4.62	7.57	4.28
SOUTH ATLANTIC	2.54	4.93	6.80	4.55
E. N. CENTRAL	2.49	5.25	6.56	4.24
W. N. CENTRAL	2.49	-	6.56	4.48
SOUTH CENTRAL	2.50	4.46	6.85	4.55
NORTH WESTERN	2.54	4.90	6.85	4.79
SOUTH WESTERN	2.53	4.90	6.71	4.50
U. S. AVERAGE OCT. 1934	\$2.53	\$4.73	\$6.95	\$4.41
U. S. AVERAGE SEPT. 1934	\$2.54	\$4.73	\$6.77	\$4.50
U. S. AVERAGE OCT. 1933	\$2.57	\$4.94	\$7.10	\$4.59

EVAPORATED MILK STOCKS LARGE - PRODUCTION HEAVY

EACH MONTH SINCE JUNE THE PRODUCTION OF EVAPORATED MILK (CASE GOODS) HAS REACHED NEW HIGH RECORDS, EXCEEDING THE QUANTITIES MANUFACTURED IN THE CORRESPONDING MONTHS OF ANY PREVIOUS YEAR. ESTIMATED PRODUCTION IN OCTOBER OF 138,000,000 POUNDS REPRESENTS AN INCREASE OF ALMOST 25,000,000 POUNDS, OR 22 PER CENT OVER OCTOBER 1933, AND AN INCREASE OF 37,000,000 POUNDS, OR 36 PERCENT OVER THE AVERAGE OCTOBER PRODUCTION DURING THE PAST FIVE YEARS. THERE WAS MORE THAN THE USUAL REDUCTION UNDER SEPTEMBER, BUT IN VIEW OF THE HEAVY PACK DURING RECENT MONTHS, OCTOBER STILL REMAINED FAR ABOVE

AVERAGE.

ALONG WITH THIS INCREASE IN PRODUCTION THERE HAS BEEN A HEAVY PILING UP OF STOCKS IN MANUFACTURERS' HANDS. REPORTED STOCKS ON NOVEMBER 1 OF 215,699,000 POUNDS ARE SOME 26,000,000 POUNDS LESS THAN A YEAR EARLIER, BUT INDICATE AN INCREASE OF OVER 25,000,000 POUNDS DURING THE MONTH OF OCTOBER. STOCKS INCREASED ALSO IN OCTOBER 1933, BUT THE AVERAGE OCTOBER CHANGE IS A SLIGHT REDUCTION.

THERE IS NO NOTABLE CHANGE IN THE

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.

STOCKS AND PRODUCTION FIGURES FOR THE CURRENT MONTH INCLUDE REPORTS FROM PRACTICALLY ALL FIRMS MANUFACTURING THE CLASSES OF MILK INDICATED.

	EVAPORATED MILK (CASE GOODS)	CONDENSED MILK (CASE GOODS)	CONDENSED MILK (BULK GOODS)
	TOTAL STOCKS		
TOTAL STOCKS ON Nov. 1, 1934	215,699,918 Lbs.	13,554,769 Lbs.	9,412,661 Lbs.
NO. OF FIRMS REPORTING*	39	8	31
COMPARISON FOR SAME FIRMS:			
NOVEMBER 1, 1934	215,699,918 Lbs.	13,554,769 Lbs.	9,412,661 Lbs.
OCTOBER 1, 1934	175,128,759 Lbs.	15,891,476 Lbs.	9,375,510 Lbs.
% CHANGE DURING MONTH	+23.17%	-14.70%	+ 0.40%
FIRMS IN COMPARISON	39	8	31
NOVEMBER 1, 1934	208,730,952 Lbs.	13,554,769 Lbs.	8,812,805 Lbs.
NOVEMBER 1, 1933	234,664,949 Lbs.	13,198,198 Lbs.	10,421,800 Lbs.
% CHANGE FROM PREV. YEAR	-11.05%	+ 2.70%	-15.44%
FIRMS IN COMPARISON*	34	3	29
PRODUCTION			
COMPARISON FOR SAME FIRMS:			
OCTOBER, 1934	133,274,984 Lbs.	4,076,491 Lbs.	9,217,478 Lbs.
SEPTEMBER, 1934	141,254,400 Lbs.	4,136,195 Lbs.	9,443,060 Lbs.
% CHANGE DURING MONTH	- 5.65%	- 1.44%	- 2.39%
FIRMS IN COMPARISON*	38	7	31
OCTOBER, 1934	129,032,571 Lbs.	4,076,491 Lbs.	8,603,524 Lbs.
OCTOBER, 1933	105,815,266 Lbs.	4,036,493 Lbs.	9,896,024 Lbs.
% CHANGE FROM PREV. YEAR	+21.94%	+ 0.99%	-13.06%
FIRMS IN COMPARISON*	33	7	29

FINAL REVISIONS FOR LAST MONTH:

TOTAL STOCKS ON Oct. 1, 1934	175,128,759 Lbs.	15,891,476 Lbs.	9,475,602 Lbs.
ESTIMATED TOTAL PRODUCTION OCTOBER 1934	138,107,000 Lbs.	4,076,000 Lbs.	12,615,000 Lbs.

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

AVERAGE DAILY PURCHASES PER PRODUCER*

	OCTOBER		SEPTEMBER	
	1934	1933	1934	1933
TOTAL PURCHASES	288,258,560 LBS	257,154,333 LBS	301,601,491 LBS	270,371,024 LBS
NUMBER OF PRODUCERS	93,383	88,010	94,477	87,694
AVERAGE DAILY PURCHASES PER PRODUCER	99.58 LBS	94.25 LBS	106.41 LBS	102.77 LBS
PERCENTAGE CHANGES IN 1934 COMPARED WITH 1933	+ 5.66		+ 3.54	

PERCENTAGE CHANGE IN OCTOBER 1934 COMPARED WITH SEPTEMBER 1934 - - 6.42

PERCENTAGE CHANGE IN OCTOBER 1933 COMPARED WITH SEPTEMBER 1933 - - 8.29

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

(CONTINUED FROM FIRST PAGE)

TONE OF THE MARKET. A SLIGHTLY UNSETTLED FEELING HAS EXISTED IN SOME QUARTERS, BUT THIS HAS BEEN OFFSET BY THE STRENGTH ADDED BY BUTTER MARKETS. WHOLESALE SELLING PRICES OF EVAPORATED MILK REMAIN UNCHANGED, BEING FIXED BY THE EVAPORATED MILK MARKETING AGREEMENT. THE POSSIBILITY OF THE WHOLESALE SELLING PRICE SECTION OF THE AGREEMENT BEING AMENDED TO GRANT A PRICE INCREASE CONTINUES TO BE THE SUBJECT OF CONSIDERABLE COMMENT IN THE TRADE, BUT WHILE SUCH A MATTER IS BEING GIVEN CONSIDERATION, NO MODIFICATION OF PRICES HAS AS YET BEEN APPROVED BY THE AGRICULTURAL ADJUSTMENT ADMINISTRATION. PRICES TO PRODUCERS UNDER THE TERMS OF THE AGREEMENT ARE BASED PARTLY UPON WHOLESALE BUTTER MARKET QUOTATIONS, AND ACCORDINGLY HAVE ADVANCED SOMEWHAT.

THE MOVEMENT OF EVAPORATED MILK INTO TRADE CHANNELS HAS BEEN VERY HEAVY DURING RECENT MONTHS, AND THE LAST QUARTERLY REPORT OF STOCKS IN WHOLESALE GROCERS' HANDS AS OF SEPTEMBER 30 SHOWS

AN INCREASE OF 27 PERCENT OVER JUNE 30, WHILE DURING THE CORRESPONDING PERIOD OF 1933, THERE WAS A DECREASE OF ALMOST 11 PERCENT. THE FIVE-YEAR AVERAGE CHANGE FROM JUNE 30 TO SEPTEMBER 30 IS A 16 PERCENT INCREASE. THE HEAVIER INCREASE THIS YEAR MAY HAVE BEEN PARTLY DUE TO ANTICIPATION OF A WHOLESALE PRICE ADVANCE, ALTHOUGH THERE APPARENTLY HAS BEEN A HEAVY MOVEMENT OF EVAPORATED MILK INTO DIRECT CONSUMPTION. FOR THE CALENDAR YEAR TO NOVEMBER 1, THE TRADE OUTPUT OF EVAPORATED MILK BY MANUFACTURERS INCREASED AROUND 90,000,000 POUNDS OVER THE CORRESPONDING PERIOD OF 1933.

CONDENSED CASE PRODUCTION IN OCTOBER WAS ABOUT THE SAME AS LAST YEAR, AND STOCKS WERE SLIGHTLY HEAVIER. THE IMPORTANCE OF THIS PRODUCT AS TO VOLUME, COMPARED WITH EVAPORATED MILK IS INDICATED BY PRODUCTION, WHICH IN OCTOBER WAS APPROXIMATELY 4,000,000 POUNDS, WHILE EVAPORATED CASE PRODUCTION WAS 138,000,000 POUNDS.

NOVEMBER 22, 1934.

WASHINGTON, D. C.

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, 275 DO NOT CARRY STOCKS AND 208 ARE KNOWN TO BE OUT OF BUSINESS. NO REPLIES HAVE EVER BEEN RECEIVED FROM AN ADDITIONAL 210 FIRMS. THE INFORMATION FOR SEPTEMBER 30 WHICH IS SHOWN BELOW IS BASED UPON REPORTS OF 288 FIRMS.

STOCKS REPORTED ON HAND SEPTEMBER 30, 1934

GEOGRAPHIC SECTIONS*	NO. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	38	155,189	3,369,553
MIDDLE ATLANTIC	93	298,146	5,922,013
SOUTH ATLANTIC	28	45,803	1,617,480
EAST NORTH CENTRAL	44	42,390	6,019,329
WEST NORTH CENTRAL	32	22,324	1,965,219
SOUTH CENTRAL	22	42,573	634,399
NORTHWESTERN	10	6,041	1,904,436
SOUTHWESTERN	21	33,663	4,437,710
TOTAL-- 38 CITIES	288	646,134	26,370,144
SEPTEMBER 30, 1934		27,016,278 LBS.	
TOTAL REPORTED IN SAME CITIES	307	661,302	33,200,818
SEPTEMBER 30, 1933		33,862,120 LBS.	
38 CITIES 5-YEAR AVERAGE FOR SEPTEMBER 30 (1929-1933)		920,332	23,798,938
TOTAL REPORTED IN SAME CITIES	294	623,755	20,611,044
JUNE 30, 1934**		21,234,799 LBS.	
TOTAL REPORTED IN SAME CITIES	321	791,204	37,177,354
JUNE 30, 1933		37,968,558 LBS.	
38 CITIES 5-YEAR AVERAGE FOR JUNE 30 (1929-1933)		857,018	20,381,047
		21,238,065 LBS.	

** REVISED FIGURES INCLUDE LATE REPORTS.

COMPARISON OF TOTAL STOCKS ON HAND FOR SAME FIRMS

REPORTING
(38 CITIES)

FIRMS	PREVIOUS YEAR (POUNDS)		FIRMS	PREVIOUS QUARTER (POUNDS)	
	SEPT. 30, 1934	SEPT. 30, 1933		SEPT. 30, 1934	JUNE 30, 1934
269	26,377,040	31,849,635	278	26,209,773	20,069,843
FIRMS* 280	SEPT. 30, 1933	SEPT. 30, 1932	FIRMS 289	SEPT. 30, 1933	JUNE 30, 1933
	31,367,750	25,065,510		33,110,010	36,717,092

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

SEPTEMBER 30, 1934 STOCKS IN TERMS OF CASES

CLASS OF PRODUCT	NET WEIGHT OF CANS	NO. OF CANS PER CASE	NUMBER OF CASES ON HAND
			SEPTEMBER 30, 1934
CONDENSED MILK (SWEETENED)	15 oz.	24	10,580
" " "	15 oz.	48	835
" " "	14 oz.	24	11,296
" " "	14 oz.	48	1,521
" " "	11 oz.	48	2,104
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	15
" " "	1 LB.	48	24,328
" " "	14½ oz.	48	511,786
" " "	6 oz.	96	17,869
" " "	6 oz.	72	723
" " "	6 oz.	48	102,964
" " "	8 LBS.	6	8,809

* 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.