

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

MAY 22, 1935

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 214 ARE KNOWN TO BE OUT OF BUSINESS. NO REPLIES HAVE EVER BEEN RECEIVED FROM AN ADDITIONAL 210 FIRMS. THE INFORMATION FOR MARCH 31 WHICH IS SHOWN BELOW IS BASED UPON REPORTS OF 292 FIRMS.

STOCKS REPORTED ON HAND MARCH 31, 1935

GEOGRAPHIC SECTIONS*	No. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	42	115,571	1,646,867
MIDDLE ATLANTIC	90	243,307	3,723,354
SOUTH ATLANTIC	27	27,920	1,075,710
EAST NORTH CENTRAL	45	55,467	2,535,351
WEST NORTH CENTRAL	36	27,835	1,532,138
SOUTH CENTRAL	20	46,119	383,986
NORTHWESTERN	10	3,126	891,656
SOUTHWESTERN	22	20,106	3,562,110
TOTAL - 38 CITIES	292	539,451	15,401,172
MARCH 31, 1935		15,940,623 LBS.	
TOTAL REPORTED IN SAME CITIES	297	738,230	11,621,363
MARCH 31, 1934		12,404,593 LBS.	
38 CITIES 5-YEAR AVERAGE FOR MARCH 31 (1930-1934)		774,078	11,312,854
		12,586,932 LBS.	
TOTAL REPORTED IN SAME CITIES	287	519,389	16,767,222
DECEMBER 31, 1934**		17,286,611 LBS.	
TOTAL REPORTED IN SAME CITIES	302	513,642	13,842,530
DECEMBER 31, 1933		14,356,172 LBS.	
38 CITIES 5-YEAR AVERAGE FOR DECEMBER 31 (1929-1933)		725,644	13,470,040
		14,195,684 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)	
	MAR. 31, 1935	MAR. 31, 1934		MAR. 31, 1935	DEC. 31, 1934
273	15,389,358	11,431,008	270	15,217,790	15,505,895
FIRMS*	MAR. 31, 1934	MAR. 31, 1933	FIRMS	MAR. 31, 1934	DEC. 31, 1933
276	11,504,730	14,161,500	283	11,789,468	13,834,195

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

MARCH 31, 1935 STOCKS IN TERMS OF CASES

CLASS OF PRODUCT	NET WEIGHT OF CANS	No. OF CANS PER CASE	NUMBER OF CASES ON HAND MARCH 31, 1935
CONDENSED MILK (SWEETENED)	15 oz.	24	8,312
" " "	15 oz.	48	798
" " "	14 oz.	24	11,501
" " "	14 oz.	48	1,539
" " "	11 oz.	48	314
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	10
" " "	1 LB.	48	21,539
" " "	14 ¹ / ₂ oz.	48	274,088
" " "	6 oz.	96	16,163
" " "	6 oz.	72	974
" " "	6 oz.	48	83,857
" " "	8 LBS.	6	6,800

* 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.

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MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(MAY 1935)

No. 189

WASHINGTON, D.C.

MAY 22, 1935

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 APRIL 1935*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	1	\$ -	\$ -
MIDDLE ATLANTIC	6	1.50-1.67	1.61
SOUTH ATLANTIC	2	1.40-1.55	1.48
E. NORTH CENTRAL	86	1.35-1.62	1.51
W. NORTH CENTRAL	9	1.34-1.53	1.44
SOUTH CENTRAL	9	1.37-1.44	1.40
NORTH WESTERN	10	1.13-1.35	1.26
SOUTH WESTERN	20	1.20-1.44	1.35
U.S. APR. 1935	142	1.13-1.67	1.46
U.S. MAR. 1935	142	1.19-1.74	1.42
U.S. APR. 1934	138	0.80-1.39	1.02

*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	APRIL 1935	MARCH 1935	APRIL 1934
1	\$1.51	\$1.44	\$1.06
2	.61	.64	1.24
3	.41	.36	0.95
4	.26	.33	0.81
5	.26	.29	0.92
6	.35	.35	0.96
U.S. AVERAGE	1.46	1.42	1.02

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - APRIL 1935
(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	\$2.55-3.00	\$2.87	\$4.50-4.85	\$4.73
NEW YORK CITY	2.55-3.00	2.86	4.31-4.85	4.64
PHILADELPHIA	2.55-3.00	2.86	4.75-4.85	4.82
CHICAGO	2.70-2.90	2.80	5.25	5.25
CLEVELAND	2.70-2.90	2.80	-	-
ST. LOUIS	2.70-2.90	2.80	-	-
KANSAS CITY	2.70-2.90	2.80	-	-
MINNEAPOLIS-ST. PAUL	2.70-2.90	2.80	-	-
ATLANTA	2.70-2.90	2.80	-	-
NEW ORLEANS	2.70-2.90	2.80	-	-
DENVER	2.74-2.90	2.81	4.02-5.00	4.29
SEATTLE	2.74-2.90	2.80	-	-
SAN FRANCISCO	2.74-2.90	2.82	-	-
LOS ANGELES	2.74-2.90	2.83	5.39	5.39
		2.84	5.39	5.39

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - APRIL 1935

	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	\$2.86	\$4.78	\$7.75	\$4.65
MIDDLE ATLANTIC	2.85	4.63	8.16	4.53
SOUTH ATLANTIC	2.83	4.93	7.75	4.90
E. N. CENTRAL	2.79	5.25	7.39	4.48
W. N. CENTRAL	2.80	-	7.54	4.94
SOUTH CENTRAL	2.82	4.56	7.88	5.13
NORTH WESTERN	2.83	5.39	7.88	5.13
SOUTH WESTERN	2.85	5.39	7.90	4.95
J. S. AVERAGE				
APR. 1935	\$2.83	\$4.80	\$7.74	\$4.74
U. S. AVERAGE				
MAR. 1935	\$2.82	\$4.79	\$7.64	\$4.72
U. S. AVERAGE				
APR. 1934	\$2.56	\$4.88	\$6.77	\$4.42

EVAPORATED MILK STEADY - MARKETING AGREEMENT TERMINATED

EVAPORATED MILK MARKETS ARE WITHOUT ANY UNUSUAL FEATURES IN MAY. SEASONAL CHANGES ARE OCCURRING, THE SHORTAGE OF STOCKS IS LESS MARKED THAN A MONTH AGO, TRADE OUTPUT HAS APPARENTLY INCREASED SOME, AND ON THE WHOLE THE NEW PRODUCTION SEASON IS BEING ENTERED WITH A STEADY MARKET ON THIS CLASS OF GOODS. IN THE FIELD OF CONTROL, IT IS OF INTEREST TO NOTE THAT THE EVAPORATED MILK MARKETING AGREEMENT HAS BEEN TERMINATED EFFECTIVE MAY 31, THIS ACTION HAVING BEEN TAKEN BY THE AGRICULTURAL ADJUSTMENT ADMINISTRATION BECAUSE OF FAILURE OF SOME MANUFACTURERS TO SIGN A PROPOSED AMENDED AGREEMENT EXCEPT AFTER ADDING CERTAIN CLAUSES WHICH MODIFIED THE AGREEMENT FROM WHAT HAD BEEN TENTATIVELY APPROVED BY THE SECRETARY OF AGRICULTURE. SEVERAL EXTENSIONS HAD PREVIOUSLY BEEN GRANTED PENDING PROPER ENDORSEMENT OF PROPOSED AMENDMENTS. IT IS REPORTED THAT CONSIDERATION IS TO BE GIVEN TO A NEW AGREEMENT BY MANUFACTURERS.

PRODUCTION OF EVAPORATED MILK IN APRIL IS ESTIMATED AT 181,000,000 POUNDS, A NEW HIGH RECORD FOR THE MONTH. THIS IS A 5,000,000 POUND INCREASE OVER APRIL 1933, THE PREVIOUS APRIL HIGH. SOME

(CONTINUED ON NEXT PAGE)

MAY 1935

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 CONSIGNMENTS; 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 MAY 1, 1935	74,145,020 LBS.	5,551,733 LBS.	5,447,453 LBS.
NO. OF FIRMS REPORTING*	39	8	31
COMPARISON FOR SAME FIRMS:			
MAY 1, 1935	74,145,020 LBS.	5,551,733 LBS.	5,445,053 LBS.
APRIL 1, 1935	39,993,362 LBS.	3,714,411 LBS.	4,685,598 LBS.
% CHANGE DURING MONTH	+85.39%	+49.46%	+16.21%
FIRMS IN COMPARISON	39	8	30
MAY 1, 1935	73,292,775 LBS.	5,551,733 LBS.	5,438,823 LBS.
MAY 1, 1934	116,747,058 LBS.	5,924,014 LBS.	4,563,745 LBS.
% CHANGE FROM PREV. YEAR	-37.22%	- 6.28%	+19.17%
FIRMS IN COMPARISON*	36	8	28
PRODUCTION			
COMPARISON FOR SAME FIRMS:			
APRIL, 1935	176,188,494 LBS.	6,374,514 LBS.	10,272,543 LBS.
MARCH, 1935	140,246,297 LBS.	4,951,317 LBS.	8,937,272 LBS.
% CHANGE DURING MONTH	+25.63%	+28.44%	+14.94%
FIRMS IN COMPARISON*	39	7	29
APRIL, 1935	174,262,666 LBS.	6,374,514 LBS.	10,126,947 LBS.
APRIL, 1934	144,384,701 LBS.	5,990,441 LBS.	8,727,623 LBS.
% CHANGE FROM PREV. YEAR	+20.69%	+ 6.41%	+16.03%
FIRMS IN COMPARISON*	36	7	27
FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON APR. 1, 1935	39,993,362 LBS.	3,714,411 LBS.	4,880,176 LBS.
ESTIMATED PRODUCTION APR. 1935	180,943,000 LBS.	6,381,000 LBS.	16,843,000 LBS.

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

AVERAGE DAILY PURCHASES PER PRODUCER*

	APRIL		MARCH	
	1935	1934	1935	1934
TOTAL PURCHASES	359,568,493 LBS.	338,768,322 LBS.	314,227,995 LBS.	300,943,106 LBS.
NUMBER OF PRODUCERS	95,714	37,753	88,599	83,139
AVERAGE DAILY PURCHASES PER PRODUCER	125.22 LBS.	128.68 LBS.	114.41 LBS.	116.77 LBS.
PERCENTAGE CHANGES IN 1935 COMPARED WITH 1934	- 2.69		- 2.02	

PERCENTAGE CHANGE IN APRIL 1935 COMPARED WITH MARCH 1935 - + 9.45

PERCENTAGE CHANGE IN APRIL 1934 COMPARED WITH MARCH 1934 - +10.20

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

(CONTINUED FROM NEXT PAGE)

IDEA OF THE INCREASED PRODUCTION OF EVAPORATED MILK DURING RECENT YEARS IS GAINED BY COMPARING THE AVERAGE APRIL PACK DURING THE LAST FIVE YEARS WITH THAT OF THE AVERAGE PACK TEN YEARS AGO. THE INCREASE IS OVER 50 PERCENT. THE CURRENT YEARS APRIL PRODUCTION WAS 21 PERCENT GREATER THAN IN 1934, AND THERE WAS AN INCREASE DURING JANUARY TO APRIL, INCLUSIVE OF 88,500,000 POUNDS, OR 18.6 PERCENT, OVER THE CORRESPONDING PERIOD OF LAST YEAR.

CONDENSED MILK (CASE GOODS) PRODUCTION IN APRIL OF APPROXIMATELY 6½ MILLION POUNDS WAS 6.4 PERCENT GREATER THAN A YEAR EARLIER, BUT IN CONTRAST TO THE EVAPORATED MILK INCREASE DURING THE PAST TEN YEARS IS A DECREASE OF AROUND 90 PERCENT IN THE AVERAGE APRIL PRODUCTION OF CONDENSED. TEN YEARS AGO THE AVERAGE FOR APRIL APPROXIMATED 20 MILLION POUNDS, AND 15 YEARS AGO IT WAS DOUBLE THAT AMOUNT.

STOCKS OF EVAPORATED MILK IN MANUFACTURERS' HANDS ARE STILL RELATIVELY LOW, AMOUNTING ON MAY 1 TO 74,000,000 POUNDS. ON MAY 1, 1934 STOCKS WERE REPORTED AS 116,000,000 POUNDS. THIS REPRESENTS A REDUCTION UNDER A YEAR AGO OF 42 MILLION

POUNDS, OR 37 PERCENT. ON APRIL 1 THE PREVIOUS YEAR COMPARISON SHOWED A REDUCTION OF 59 MILLION POUNDS, OR 60 PERCENT. THUS, THE SHORTAGE HAS BEEN CUT DOWN, DESPITE WHAT APPEARS TO HAVE BEEN A FAIRLY GOOD SIZED INCREASE IN TRADE OUTPUT. INCREASED PRODUCTION ACCOUNTS FOR THIS. STOCKS OF CONDENSED CASE ON MAY 1 WERE APPROXIMATELY 5½ MILLION POUNDS, A DECREASE OF 6 PERCENT UNDER LAST YEAR.

THE QUARTERLY SURVEY OF STOCKS OF CONDENSED AND EVAPORATED MILK HELD BY WHOLESALE GROCERS SHOWS THAT THE SITUATION AT THE CLOSE OF THE QUARTER WHICH ENDED MARCH 31 BORE ABOUT THE USUAL RELATIONSHIP TO THE FIRST OF THE YEAR.

PRICES PAID FOR MILK BY CONDENSED SERIES DURING APRIL AVERAGE \$1.46 PER CWT. (3.5 PERCENT MILK), A SLIGHT INCREASE ONLY OVER MARCH, BUT 44 CENTS HIGHER THAN IN APRIL 1934. THE LATTER CHANGE REFLECTS THE DIFFERENCE IN BUTTER PRICES THIS YEAR AND LAST. WHOLESALE SELLING PRICES OF BOTH CONDENSED AND EVAPORATED MILK WERE ABOUT THE SAME IN APRIL AS IN MARCH, AND EXCEPT ON CONDENSED CASE WERE ABOUT 10 PERCENT HIGHER THAN IN APRIL 1934. CONDENSED CASE PRICES IN APRIL AVERAGED SLIGHTLY LESS THAN LAST YEAR.