

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(JULY 1935)

No. 191

WASHINGTON, D. C.

JULY 23, 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 JUNE 1935*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	-	\$ -	\$ -
MIDDLE ATLANTIC	6	1.22-1.34	1.27
SOUTH ATLANTIC	2	0.98-1.18	1.08
E. NORTH CENTRAL	86	1.08-1.35	1.13
W. NORTH CENTRAL	9	0.97-1.25	1.10
SOUTH CENTRAL	9	0.97-1.12	0.99
NORTH WESTERN	10	1.00-1.21	1.12
SOUTH WESTERN	20	1.15-1.28	1.24
U.S. JUNE 1935	142	0.97-1.35	1.13
U.S. MAY 1935	142	1.04-1.58	1.23
U. S. JUNE 1934	137	0.78-1.46	1.09

*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, PRICES PAID PRODUCERS ARE CALCULATED BY FORMULAS WHICH TAKE INTO ACCOUNT THE CURRENT MONTH'S AVERAGE WHOLESALE BUTTER AND CHEESE MARKET QUOTATIONS. THESE AVERAGES ARE NOT AVAILABLE AT THIS TIME.

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

SECTION	JUNE 1935	MAY 1935	JUNE 1934
1	\$1.12	\$1.24	\$1.15
2	.27	.41	.30
3	.02	.13	.03
4	.17	.21	.31
5	.10	.20	.92
6	.26	.30	.05
U.S. AVERAGE	1.13	1.23	1.09

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - JUNE 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 - 14½ OZ. CANS)		CONDENSED MILK (PER CASE OF 48 - 14 OZ. CANS)	
	RANGE	AVERAGE	RANGE	AVERAGE
BOSTON	\$2.55-3.00	\$2.84	\$4.50-4.90	\$4.75
NEW YORK CITY	2.55-3.00	2.84	4.31-4.90	4.64
PHILADELPHIA	2.55-3.00	2.84	4.75-4.85	4.82
CHICAGO	2.55-2.90	2.77	5.25	5.25
CLEVELAND	2.55-2.90	2.78	-	-
ST. LOUIS	2.55-2.90	2.76	-	-
KANSAS CITY	2.70-2.90	2.79	-	-
MINNEAPOLIS-ST. PAUL	2.55-2.90	2.77	-	-
ATLANTA	2.70-2.90	2.80	-	-
NEW ORLEANS	2.70-2.90	2.79	4.02-5.00	4.22
DENVER	2.70-2.90	2.79	-	-
SEATTLE	2.50-2.90	2.77	-	-
SAN FRANCISCO	2.35-2.90	2.71	5.39	5.39
LOS ANGELES	2.35-2.90	2.70	5.39	5.39

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - JUNE 1935

	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	\$2.84	\$4.78	\$7.70	\$4.67
MIDDLE ATLANTIC	2.83	4.63	8.25	4.38
SOUTH ATLANTIC	2.81	4.93	7.70	4.90
E. N. CENTRAL	2.78	5.25	7.34	4.48
W. N. CENTRAL	2.78	-	7.30	4.69
SOUTH CENTRAL	2.82	4.56	7.70	4.90
NORTH WESTERN	2.79	5.39	7.70	5.04
SOUTH WESTERN	2.76	5.39	7.75	4.79
U. S. AVERAGE JUNE 1935	\$2.80	\$4.80	\$7.64	\$4.67
U. S. AVERAGE MAY 1935	\$2.83	\$4.80	\$7.67	\$4.69
U. S. AVERAGE JUNE 1934	\$2.54	\$4.74	\$6.99	\$4.43

EVAPORATED MILK PRODUCTION AND STOCKS REACH NEW PEAKS

AGAIN NEW HIGH RECORDS HAVE BEEN ESTABLISHED IN THE PRODUCTION AND STOCKS OF EVAPORATED MILK, ACCORDING TO SUMMARIES MADE BY THE U.S. BUREAU OF AGRICULTURAL ECONOMICS FROM INDIVIDUAL REPORTS SUPPLIED BY EVAPORATED MILK MANUFACTURERS. PRODUCTION IN MAY, WHICH WAS AN ESTIMATED TOTAL OF 231,663,000 POUNDS, WAS THE LARGEST QUANTITY PRODUCED IN ANY MONTH OF ANY YEAR, BUT THE REPORTS FOR JUNE SHOW AN INCREASE OF 14.5% OVER MAY INSTEAD OF AN AVERAGE INCREASE OF ABOUT 3.5 PERCENT, MAKING A TOTAL ESTIMATED JUNE PRODUCTION OF 269,344,000 POUNDS. ON THE BASIS OF

INFORMATION AVAILABLE FOR THE FIRST SIX MONTHS OF THE CALENDAR YEAR, THE PACK OF EVAPORATED MILK EXCEEDED THAT OF THE CORRESPONDING PERIOD OF 1934 BY 191 MILLION POUNDS, OR 22 PERCENT.

HEAVY PRODUCTION OF THIS CLASS OF GOODS THIS YEAR UP TO JUNE 1ST WAS ACCOMPANIED BY HEAVY INCREASES IN TRADE OUTPUT, EXCEPT DURING MAY WHEN THERE WAS A SHARP DROP. STATISTICS ON FOREIGN TRADE FOR JUNE ARE NOT YET AVAILABLE, BUT FROM THE INFORMATION AT HAND THERE WILL BE A DECREASE IN JUNE, AS COMPARED WITH LAST

(CONTINUED ON NEXT PAGE)

JULY 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)
<u>TOTAL STOCKS</u>			
TOTAL STOCKS ON JULY 1, 1935	285,476,574 LBS.	16,511,339 LBS.	12,605,382 LBS.
No. OF FIRMS REPORTING*	37	8	30
COMPARISON FOR SAME FIRMS:			
JULY 1, 1935	285,476,574 LBS.	16,511,339 LBS.	12,605,382 LBS.
JUNE 1, 1935	179,628,668 LBS.	12,284,163 LBS.	9,437,570 LBS.
% CHANGE DURING MONTH	+58.93%	+34.41%	+33.57%
FIRMS IN COMPARISON	37	8	30
JULY 1, 1935	283,429,667 LBS.	16,511,339 LBS.	12,255,240 LBS.
JULY 1, 1934	251,899,360 LBS.	13,912,453 LBS.	9,353,950 LBS.
% CHANGE FROM PREV. YEAR	+86.59%	+18.68%	+31.02%
FIRMS IN COMPARISON*	34	8	27
<u>PRODUCTION</u>			
COMPARISON FOR SAME FIRMS:			
JUNE, 1935	252,688,590 LBS.	4,602,963 LBS.	17,751,519 LBS.
MAY, 1935	220,660,505 LBS.	4,619,392 LBS.	14,129,092 LBS.
% CHANGE DURING MONTH	+14.51%	- 0.36%	+25.64%
FIRMS IN COMPARISON*	37	7	31
JUNE, 1935	250,600,953 LBS.	4,602,963 LBS.	16,966,402 LBS.
JUNE, 1934	195,820,973 LBS.	5,933,404 LBS.	12,581,966 LBS.
% CHANGE FROM PREV. YEAR	+27.97%	-22.42%	+34.85%
FIRMS IN COMPARISON*	34	7	28
FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON JUNE 1, 1935	179,684,414 LBS.	12,284,163 LBS.	9,571,163 LBS.
ESTIMATED PRODUCTION JUNE 1935	269,344,000 LBS.	4,606,000 LBS.	29,013,000 LBS.

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

AVERAGE DAILY PURCHASES PER PRODUCER*

	JUNE		MAY	
	1935	1934	1935	1934
TOTAL PURCHASES	447,077,014 LBS	369,657,030 LBS	461,839,229 LBS	416,844,849 LBS
NUMBER OF PRODUCERS	95,785	81,642	105,058	93,119
AVERAGE DAILY PURCHASES PER PRODUCER	155.58 LBS	**150.93 LBS	141.81 LBS	144.40 LBS
PERCENTAGE CHANGES IN 1935 COMPARED WITH 1934	+ 3.08		- 1.79	

PERCENTAGE CHANGE IN JUNE 1935 COMPARED WITH MAY 1935 - + 9.71

PERCENTAGE CHANGE IN JUNE 1934 COMPARED WITH MAY 1934 - + 4.52

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

** REVISED.

(CONTINUED FROM FIRST PAGE)

YEAR, WHICH WILL PROBABLY BE GREATER THAN THE DECREASE OF CLOSE TO 20 PERCENT THAT OCCURRED IN MAY. IT IS THIS FALLING OFF IN TRADE OUTPUT, AT A TIME WHEN PRODUCTION HAS BEEN EXCEPTIONALLY HEAVY, WHICH ACCOUNTS FOR THE UNUSUALLY LARGE STOCKS IN MANUFACTURERS' HANDS AT THIS TIME. IT SHOULD BE NOTED IN THIS CONNECTION THAT TRADE OUTPUT CALCULATIONS MEASURE MOVEMENTS ONLY THROUGH MANUFACTURERS' HANDS AND DO NOT TAKE INTO ACCOUNT STOCKS HELD BY WHOLESALE GROCERS. THE REPORT OF STOCKS IN THE HANDS OF THE LATTER ON JULY 1ST HAS NOT BEEN COMPLETED DUE TO DELINQUENT RETURNS. LARGE HOLDINGS OF MANUFACTURERS, HOWEVER, TOGETHER WITH RECENT PRICE CHANGES, SUGGEST THAT THERE HAS PROBABLY BEEN SOME TENDENCY FOR STOCKS TO BACK UP IN MANUFACTURERS' HANDS, ON ACCOUNT OF UNWILLINGNESS OF DISTRIBUTORS TO STOCK UP AT A TIME WHEN SOME PRICE DECLINES WERE IN PROSPECT.

TOTAL STOCKS IN MANUFACTURERS' HANDS ON JULY 1ST WERE 285,476,000 POUNDS, AN INCREASE OF 106 MILLION POUNDS DURING

THE MONTH OF JUNE. IN 1934 THE JULY STOCKS TOTALED 151,899,000 POUNDS AND REPRESENTED AN INCREASE OF ONLY 1 1/2 MILLION POUNDS OVER THE PREVIOUS MONTH. THE AVERAGE JUNE INCREASE FOR THE FIVE YEARS, 1930 TO 1934 INCLUSIVE, WAS 35 1/2 MILLION POUNDS. THE PREVIOUS HIGH RECORD ON STOCKS, 275,930,000 POUNDS WAS REACHED ON AUGUST 1, 1931.

REPORTS ON JUNE SELLING PRICES ARE TO THE EFFECT THAT DECLINES WERE GENERAL. THE AMOUNT OF THESE DECLINES RANGE FROM 15¢ TO 20¢ PER CASE. REGARDLESS OF THE DROP BUYING WAS NOT STIMULATED AND THE TONE OF THE MARKET IS NOT MORE THAN STEADY.

THERE IS NOTHING PARTICULARLY OUTSTANDING REGARDING CONDENSED CASE GOODS. STOCKS ON JULY 1ST AMOUNTED TO 16 1/2 MILLION POUNDS, AN INCREASE OF 18% OVER THE PREVIOUS YEAR, BUT PRODUCTION IN JUNE WAS ONLY 4,600,000 POUNDS, A DECREASE OF 22% UNDER JUNE, 1934.