

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

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(FEBRUARY 1936)

No. 198

WASHINGTON, D.C.

FEBRUARY 24, 1936

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 JANUARY 1936*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	1	\$ -	\$ -
MIDDLE ATLANTIC	6	1.65-1.85	1.77
SOUTH ATLANTIC	2	1.44-1.58	1.51
E. NORTH CENTRAL	85	1.56-1.78	1.59
W. NORTH CENTRAL	9	1.43-1.58	1.49
SOUTH CENTRAL	9	1.41-1.44	1.43
NORTH WESTERN	10	1.48-1.73	1.56
SOUTH WESTERN	20	1.41-1.70	1.62
U.S. JAN. 1936	141	1.44-1.85	1.58
U.S. DEC. 1935	141	1.40-2.00	1.57
U.S. JAN. 1935	139	1.20-1.81	1.46

* 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 MARKETING QUOTATIONS. THESE AVERAGES ARE NOT AVAILABLE AT THIS TIME.

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

SECTION	JANUARY 1936	DECEMBER 1935	JANUARY 1935
1	\$1.59	\$1.58	\$1.48
2	1.77	1.74	1.63
3	1.43	1.42	1.38
4	1.56	1.57	1.34
5	1.55	1.50	1.35
6	1.66	1.68	1.49
U.S. AVERAGE	1.58	1.57	1.46

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - JANUARY 1936
(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	\$2.55-3.15	\$2.96	\$4.50-4.87	\$4.77
NEW YORK CITY	2.55-3.15	2.97	4.31-4.90	4.67
PHILADELPHIA	2.55-3.15	2.96	4.75-4.86	4.83
CHICAGO	2.55-3.05	2.91	5.25	5.25
CLEVELAND	2.55-3.05	2.92	-	-
ST. LOUIS	2.55-3.05	2.91	-	-
KANSAS CITY	2.55-3.05	2.91	-	-
MINNEAPOLIS-ST. PAUL	2.55-3.05	2.90	-	-
ATLANTA	2.85-3.05	2.95	-	-
NEW ORLEANS	2.85-3.05	2.95	4.02-5.00	4.24
DENVER	2.85-3.05	2.95	-	-
SEATTLE	2.80-3.05	2.96	-	-
SAN FRANCISCO	2.80-3.05	2.93	-	-
LOS ANGELES	2.80-3.05	2.91	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - JANUARY 1936

	UNWEETENED 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	\$2.95	\$4.78	\$8.00	\$4.95
MIDDLE ATLANTIC	2.95	4.63	8.00	4.92
SOUTH ATLANTIC	2.94	4.93	8.00	5.15
E. N. CENTRAL	2.90	5.25	7.98	5.06
W. N. CENTRAL	2.90	-	7.84	5.03
SOUTH CENTRAL	2.90	4.43	8.00	5.15
NORTH WESTERN	2.97	5.39	8.33	5.50
SOUTH WESTERN	2.96	5.39	8.33	5.50
U.S. AVERAGE JAN. 1936	\$2.93	\$4.77	\$8.02	\$5.08
U.S. AVERAGE DEC. 1935	\$2.91	\$4.77	\$7.97	\$4.98
U.S. AVERAGE JAN. 1935	\$2.67	\$4.73	\$7.13	\$4.47

SEVERE WEATHER AFFECTS EVAPORATED MILK PRODUCTION

The February market on evaporated milk continues firm, with production light and stocks very low. The weather in many of the important producing sections has been unusually severe, and in parts of the middle west, deliveries of milk by producers have been impossible due to road blackades. Main highways have been open periodically, but in parts of Illinois, Michigan, and Wisconsin, side roads were entirely closed and some are still reported as impassable, with the result that factories in these localities are even further behind orders than they were on February 1. In many cases, patrons who

were unable to make deliveries, skimmed their milk at home and sold cream, the effect of which would be to increase local butter production, although the extent of such an increase is a matter of conjecture at this time.

The last report on evaporated milk production covers January, which was before the worst weather occurred. Evaporated milk production that month, estimated at approximately 118,000,000 pounds, was 0.8 percent heavier than in January, 1935. The increase over December of 14.7 percent was about the same as the usual

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FEBRUARY 1936

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 FEB. 1, 1936	66,094,488 LBS.	6,044,438 LBS.	2,580,991 LBS.
No. OF FIRMS REPORTING*	36	8	27
COMPARISON FOR SAME FIRMS:			
FEBRUARY 1, 1936	66,094,488 LBS.	6,044,438 LBS.	2,580,991 LBS.
JANUARY 1, 1936	72,916,046 LBS.	8,828,524 LBS.	2,677,114 LBS.
% CHANGE DURING MONTH	- 9.38%	-31.54%	- 3.59%
FIRMS IN COMPARISON	36	8	27
FEBRUARY 1, 1936	66,094,488 LBS.	6,044,438 LBS.	2,544,260 LBS.
FEBRUARY 1, 1935	59,549,633 LBS.	8,068,284 LBS.	5,170,709 LBS.
% CHANGE FROM PREV. YEAR	+10.99%	-25.08%	-50.80%
FIRMS IN COMPARISON*	36	8	26
PRODUCTION			
COMPARISON FOR SAME FIRMS:			
JANUARY, 1936	114,985,565 LBS.	3,989,237 LBS.	9,513,451 LBS.
DECEMBER, 1935	100,252,134 LBS.	3,820,922 LBS.	10,246,553 LBS.
% CHANGE DURING MONTH	+14.70%	+ 4.41%	- 7.15%
FIRMS IN COMPARISON*	35	7	27
JANUARY, 1936	114,985,565	3,989,237 LBS.	9,375,292 LBS.
JANUARY, 1935	114,133,465	4,544,471 LBS.	6,334,306 LBS.
% CHANGE FROM PREV. YEAR	+ 0.75%	- 12.16%	+48.01%
FIRMS IN COMPARISON*	35	7	26

FINAL REVISIONS FOR LAST MONTH:

TOTAL STOCKS ON JAN. 1, 1936	72,916,046 LBS.	8,828,524 LBS.	2,930,949 LBS.
ESTIMATED PRODUCTION JAN. 1936	118,301,000 LBS.	3,990,000 LBS.	15,843,000 LBS.

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

AVERAGE DAILY PURCHASES PER PRODUCER*

	JANUARY		DECEMBER	
	1936	1935	1935	1934
TOTAL PURCHASES	241,356,198 LBS.	227,232,206 LBS.	217,255,668 LBS.	220,694,197 LBS.
NUMBER OF PRODUCERS	84,840	81,105	87,138	85,631
AVERAGE DAILY PURCHASES PER PRODUCER	91.77 LBS.	90.38 LBS.	80.43 LBS.	85.63 LBS.
PERCENTAGE CHANGES COMPARED WITH PREVIOUS YEARS	+ 1.54		- 6.07	

PERCENTAGE CHANGE IN JAN. 1936 COMPARED WITH DEC. 1935 - + 15.0

PERCENTAGE CHANGE IN JAN. 1935 COMPARED WITH DEC. 1934 - * 5.55

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

EVAPORATED AND CONDENSED MILK (IMPORTS AND EXPORTS) 1935
(POUNDS)

1935	EVAPORATED MILK		CONDENSED MILK	
	IMPORTS	EXPORTS	IMPORTS	EXPORTS
JAN.	0	2,679,774	6,300	499,147
FEB.	0	2,641,549	17,513	599,416
MAR.	127	4,891,572	23,315	842,129
APRIL	0	3,267,006	53,153	717,137
MAY	24,522	3,441,314	165,256	89,105
JUNE	0	2,432,183	35,333	264,677
JULY	2,944	1,580,930	8,419	319,281
AUG.	9,106	1,581,668	31,289	242,487
SEPT.	9,644	2,382,959	90,202	235,067
OCT.	0	2,107,674	82,979	275,001
NOV.	891	2,645,942	19,431	332,380
DEC.	0	2,584,554	22,297	473,795
TOTAL	47,234	32,227,125	555,487	4,889,622

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season increase. The effect of more recent weather conditions upon production will show up in the February estimates which will not be available until several weeks hence.

Manufacturers' stocks of evaporated case goods on February 1 amounted to 66,094,000 pounds, an increase of about 6½ million pounds over February 1, 1935, but 58 million pounds below the February 1 five-year average (1931-1935). With the exception of last year, these February 1 stocks are the lightest reported for that date since the all-time low of 54,888,000 pounds which was reported in 1927. By way of comparison, stocks on February 1 the past three years were as follows: 1935 - 59,791,000 pounds; 1934 - 168,502,000 pounds; 1933 - 107,154,000 pounds. The heaviest stocks ever reported on February 1 were those of 1930, which amounted to 175,974,000 pounds. Part of this year's stock

situation is apparently due to heavier holdings in distributors' hands, although the latest figures bearing on that situation are as of the first of the year, on which date the inventories of representative distributors, as indicated by the usual quarterly survey, were over 35 percent heavier than at the close of the previous quarter, and 14 percent heavier than a year earlier.

Information at hand does not indicate any material change in selling prices of evaporated milk during recent weeks.

Production of condensed case in January of approximately 4,000,000 pounds were 12 percent below last year, and stocks of 6,000,000 pounds were 25 percent lower.

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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, 273 DO NOT CARRY STOCKS AND 220 ARE KNOWN TO BE OUT OF BUSINESS. NO REPLIES HAVE EVER BEEN RECEIVED FROM AN ADDITIONAL 210 FIRMS. THE INFORMATION FOR DECEMBER 31 WHICH IS SHOWN BELOW IS BASED UPON REPORTS OF 282 FIRMS.

STOCKS REPORTED ON DECEMBER 31, 1935

GEOGRAPHIC SECTIONS*	NO. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	36	92,403	2,259,732
MIDDLE ATLANTIC	87	213,695	5,798,119
SOUTH ATLANTIC	27	28,953	881,475
EAST NORTH CENTRAL	46	53,826	4,026,056
WEST NORTH CENTRAL	36	17,923	1,343,025
SOUTH CENTRAL	19	25,211	362,509
NORTHWESTERN	9	3,372	1,141,359
SOUTHWESTERN	22	15,639	3,347,721
TOTAL - 38 CITIES	282	451,022	19,149,996
DECEMBER 31, 1935		19,601,018 LBS.	
TOTAL REPORTED IN SAME CITIES	287	519,389	16,767,222
DECEMBER 31, 1934		17,286,611 LBS.	
38 CITIES 5-YEAR AVERAGE		604,651	14,273,404
FOR DEC. 31 (1930-1934)		14,878,055 LBS.	
TOTAL REPORTED IN SAME CITIES	285	503,810	13,669,598
SEPTEMBER 30, 1935**		14,173,408 LBS.	
TOTAL REPORTED IN SAME CITIES	293	652,983	26,779,650
SEPTEMBER 30, 1934		27,432,633 LBS.	
38 CITIES 5-YEAR AVERAGE		792,020	24,904,233
FOR SEPTEMBER 30 (1930-1934)		25,696,253 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)	
	DEC. 31, 1935	DEC. 31, 1934		DEC. 31, 1935	SEPT. 30, 1935
268	18,913,074	16,758,629	269	18,750,496	13,614,162
FIRMS*	DEC. 31, 1934	DEC. 31, 1933	FIRMS	DEC. 31, 1934	SEPT. 30, 1934
269	16,827,071	13,686,440	271	16,992,147	27,000,060

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

DECEMBER 31, 1935 STOCKS IN TERMS OF CASES

CLASS OF PRODUCT	NET WEIGHT OF CANS	NO. OF CANS PER CASE	NUMBER OF CASES ON HAND
			DECEMBER 31, 1935
CONDENSED MILK (SWEETENED)	15 oz.	24	6,625
" " "	15 oz.	48	401
" " "	14 oz.	24	9,579
" " "	14 oz.	48	1,836
" " "	11 oz.	48	171
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	24
" " "	1 LB.	48	23,797
" " "	1 1/2 oz.	48	352,088
" " "	6 oz.	96	13,711
" " "	6 oz.	72	554
" " "	6 oz.	48	106,007
" " "	8 LBS.	6	5,710

* 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.