

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT  
(MAY 1936)

No. 201

WASHINGTON, D.C.

MAY 22, 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 APRIL 1936\*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	- 1/1	\$ -	\$ -
MIDDLE ATLANTIC	6 1/1	1.43-1.65	1.51
SOUTH ATLANTIC	6 1/1	1.26-1.36	1.31
E. NORTH CENTRAL	85	1.36-1.65	1.40
W. NORTH CENTRAL	9	1.26-1.48	1.34
SOUTH CENTRAL	11	1.26	1.26
NORTH WESTERN	11	1.30-1.48	1.37
SOUTH WESTERN	21	1.25-1.65	1.50
U.S. APR. 1936	145	1.25-1.65	1.40
U.S. MAR. 1936	141	1.29-1.75	1.47
U.S. APR. 1935	142	1.13-1.67	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.

1/ REPORTS NOT RECEIVED FROM TEN FACTORIES IN THESE AREAS WHICH PAY ACCORDING TO FORMULA IN EVAPORATED MILK MARKETING AGREEMENT. FORMULA PRICE FOR THIS AREA IN APRIL, \$1.43.

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

SECTION	APRIL 1936	MARCH 1936	APRIL 1935
" 2	\$1.40	\$1.46	\$1.51
" 3	1.51	.63	1.61
" 4	1.28	.34	1.41
" 5	1.36	.43	1.26
" 6	1.37	.44	1.26
U.S. AVERAGE	1.57	.55	1.35
	1.40	1.47	1.46

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - APRIL 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	\$2.85-3.15	\$3.02	\$4.50-4.85	\$4.73
NEW YORK CITY	2.85-3.15	3.02	4.31-4.90	4.67
PHILADELPHIA	2.85-3.15	3.01	4.75-4.85	4.82
CHICAGO	2.79-3.05	2.93	5.25	5.25
CLEVELAND	2.75-3.05	2.93	-	-
ST. LOUIS	2.79-3.05	2.93	-	-
KANSAS CITY	2.84-3.05	2.95	-	-
MINNEAPOLIS-ST. PAUL	2.70-3.05	2.94	-	-
ATLANTA	2.90-3.05	2.95	-	-
NEW ORLEANS	2.75-3.05	2.95	4.02-5.00	4.19
DENVER	2.84-3.05	2.95	-	-
SEATTLE	2.84-3.05	2.95	-	-
SAN FRANCISCO	2.70-3.05	2.85	-	-
LOS ANGELES	2.70-3.05	2.84	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - APRIL 1936

	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	\$2.99	\$4.78	\$8.06	\$4.90
MIDDLE ATLANTIC	2.97	4.73	8.06	4.89
SOUTH ATLANTIC	2.98	4.93	8.06	5.06
E. N. CENTRAL	2.93	5.25	7.94	4.99
W. N. CENTRAL	2.94	-	7.73	4.94
SOUTH CENTRAL	2.95	4.43	8.06	5.13
NORTH WESTERN	2.96	5.39	8.06	5.13
SOUTH WESTERN	2.90	5.39	8.06	5.13
U. S. AVERAGE APR. 1936	\$2.96	\$4.80	\$7.98	\$4.99
U. S. AVERAGE MAR. 1936	\$2.91	\$4.81	\$8.02	\$5.04
U. S. AVERAGE APR. 1935	\$2.83	\$4.80	\$7.74	\$4.74

EVAPORATED MILK STEADY - APRIL PACK HEAVIEST ON RECORD FOR MONTH

Evaporated milk markets are full steady this month. Production in April showed a slightly heavier-than-usual seasonal increase, but stocks in manufacturers' hands continue relatively light under an active movement. Wholesale selling prices of better known brands remain unchanged and well sustained.

Total estimated production of evaporated case goods in April of 181,552,000 pounds was an increase of 1.2 percent over April 1935, and represents the largest April production of

record. For the calendar year to May 1, total estimated production of this class of goods amounting to 556,779,000 pounds was substantially the same as during the corresponding period of 1935. This year's increase in April production over March was 24.3 percent, compared with March to April increase during the previous five years of but 19.3 percent. The pack in April of this year was the largest of record for that month.

Manufacturers' stocks on May 1, according

(Continued on next page)

## 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)
<b>TOTAL STOCKS</b>			
TOTAL STOCKS ON MAY 1, 1936	61,774,996 LBS.	3,740,714 LBS.	4,403,070 LBS.
NO. OF FIRMS REPORTING*	36	8	30
<b>COMPARISON FOR SAME FIRMS:</b>			
MAY 1, 1936	61,774,996 LBS.	3,740,714 LBS.	4,362,082 LBS.
APRIL 1, 1936	42,597,452 LBS.	2,962,638 LBS.	2,471,148 LBS.
% CHANGE DURING MONTH	+45.02%	+26.26%	+76.52%
FIRMS IN COMPARISON	36	8	29
MAY 1, 1936	61,774,996 LBS.	3,740,714 LBS.	4,403,070 LBS.
MAY 1, 1935	74,131,579 LBS.	5,551,733 LBS.	5,457,049 LBS.
% CHANGE FROM PREV. YEAR	-16.67%	-32.62%	-19.31%
FIRMS IN COMPARISON*	36	8	30
<b>PRODUCTION</b>			
<b>COMPARISON FOR SAME FIRMS:</b>			
APRIL, 1936	177,545,374 LBS.	4,742,643 LBS.	12,043,442 LBS.
MARCH, 1936	142,775,704 LBS.	4,114,301 LBS.	11,293,878 LBS.
% CHANGE DURING MONTH	+24.35%	+15.27%	+6.64%
FIRMS IN COMPARISON*	35	7	29
APRIL, 1936	177,545,374 LBS.	4,742,643 LBS.	12,453,720 LBS.
APRIL, 1935	175,475,717 LBS.	6,374,514 LBS.	10,307,236 LBS.
% CHANGE FROM PREV. YEAR	+1.18%	-25.06%	+12.87%
FIRMS IN COMPARISON*	35	7	30

FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON APRIL 1, 1936	42,597,452 LBS.	2,962,638 LBS.	2,741,484 LBS.
ESTIMATED PRODUCTION APR. 1936**	181,552,000 LBS.	4,830,000 LBS.	17,310,000 LBS.
ESTIMATED PRODUCTION APR. 1935**	179,435,000 LBS.	6,445,000 LBS.	15,444,000 LBS.

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

\*\* SUBJECT TO REVISIONS.

## AVERAGE DAILY PURCHASES PER PRODUCER\*

	APRIL		MARCH	
	1936	1935	1936	1935
TOTAL PURCHASES	323,059,434 LBS	326,297,505 LBS	282,595,250 LBS	279,117,833 LBS
NUMBER OF PRODUCERS	90,977	92,007	87,308	84,242
AVERAGE DAILY PURCHASES PER PRODUCER	118.37 LBS	118.21 LBS	104.41 LBS	106.88 LBS
PERCENTAGE CHANGES IN 1936 COMPARED WITH 1935	+ 0.14		- 2.31	

PERCENTAGE CHANGE IN APRIL, 1936 COMPARED WITH MAR. 1936 - +13.37

PERCENTAGE CHANGE IN APRIL, 1935 COMPARED WITH MAR. 1935 - +10.60

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

REVISED NET WHOLESALE SELLING PRICES IN CARLOTS-F.O.B. DISTRIBUTING POINTS-MARCH 1936  
(CASE GOODS)

THE PRICE OF \$2.55 PUBLISHED LAST MONTH WAS IN ERROR, ACCORDING TO INFORMATION LATER RECEIVED FROM FIRMS REPORTING SAME. FOLLOWING TABLE SHOWS REVISED PRICES FOR MARCH.

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	\$2.85-3.15	\$3.03	\$4.50-4.85	\$4.73
NEW YORK CITY	2.85-3.15	3.02	4.31-4.90	4.64
PHILADELPHIA	2.85-3.15	3.01	4.75-4.85	4.82
CHICAGO	2.79-3.05	2.93	5.25	5.25
CLEVELAND	2.75-3.05	2.93	-	-
ST. LOUIS	2.79-3.05	2.93	-	-
KANSAS CITY	2.79-3.05	2.93	-	-
MINNEAPOLIS-ST. PAUL	2.70-3.05	2.92	-	-
ATLANTA	2.84-3.05	2.95	-	-
NEW ORLEANS	2.75-3.05	2.98	4.02-4.50	4.26
DENVER	2.84-3.05	2.95	-	-
SEATTLE	2.80-3.05	2.94	-	-
SAN FRANCISCO	2.74-3.05	2.88	-	-
LOS ANGELES	2.74-3.05	2.87	-	-

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to reports received from manufacturers by the Bureau of Agricultural Economics, were 61,775,000 pounds. This represented a decrease of 15.6 percent under May 1 of last year, and was considerably below the 1931-35 average for that date, of 104,735,000 pounds. Manufacturers stocks increased 19,200,000 pounds during the month of April, compared with an average increase during the above mentioned five year period of 16,300,000 pounds. The 1936 increase loses much of its significance when this year's relatively light total stocks are taken into consideration. In April 1935, the increase in stocks was 24,200,000 pounds. It is of interest in this connection to note that according to the last quarterly survey of stocks in hands of a sample group of wholesale grocers, that class of distributors were holding 20 percent less evaporated milk on March 31 this year than last, and 35 percent less than at the close of the previous quarter on December 31, 1935.

Prices paid for milk by condenseries in April were slightly less than in March, and in April of last year. Minimum prices to be paid for such milk are defined in the evaporated milk marketing agreement, but this price, which is based on butter and cheese prices, has been exceeded in many cases. Wholesale selling prices of evaporated case are reported generally unchanged this month, as compared with April.

Estimated production of condensed case goods in April was 4,830,000 pounds, a decrease of about 25 percent under last year. Stocks on May 1, as reported by manufacturers, amounted to but 3,741,000 pounds, a decrease of 32.6 percent under a year earlier. Each preceding month during the current year, stocks of condensed case have been at new record lows for the period, and this is also true of May 1.

MAY 22, 1936

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

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, 276 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 MARCH 31 WHICH IS SHOWN BELOW IS BASED UPON REPORTS OF 278 FIRMS.

STOCKS REPORTED ON MARCH 31, 1936

GEOGRAPHIC SECTIONS*	NO. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	37	74,420	1,101,501
MIDDLE ATLANTIC	86	270,393	4,161,563
SOUTH ATLANTIC	27	39,460	857,595
EAST NORTH CENTRAL	44	39,356	1,969,488
WEST NORTH CENTRAL	34	30,909	985,647
SOUTH CENTRAL	20	41,822	353,328
NORTHWESTERN	9	4,555	962,795
SOUTHWESTERN	21	21,483	1,934,311
TOTAL - 38 CITIES	278	522,398	12,326,228
MARCH 31, 1936		12,848,626 LBS.	
TOTAL REPORTED IN SAME CITIES	292	539,451	15,401,172
MARCH 31, 1935		15,940,623 LBS.	
38 CITIES 5-YEAR AVERAGE		680,708	12,644,083
FOR MAR. 31 (1931-1935)		13,324,791 LBS.	
TOTAL REPORTED IN SAME 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 DECEMBER 31 (1930-1934)		14,878,055 LBS.	

COMPARISON OF TOTAL STOCKS ON HAND FOR SAME FIRMS

REPORTING  
(38 CITIES)

FIRMS	PREVIOUS YEAR (POUNDS)		FIRMS	PREVIOUS QUARTER (POUNDS)	
	MAR. 31, 1936	MAR. 31, 1935		MAR. 31, 1936	DEC. 31, 1935
265	11,899,484	15,102,582	265	12,848,626	19,511,500
FIRMS*	MAR. 31, 1935	MAR. 31, 1934	FIRMS	MAR. 31, 1935	DEC. 31, 1934
273	15,389,358	11,431,008	270	15,217,790	15,505,895

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

MARCH 31, 1936 STOCKS IN TERMS OF CASES

CLASS OF PRODUCT	NET WEIGHT OF CANS	NO. OF CANS PER CASE	NUMBER OF CASES ON HAND MARCH 31, 1936
CONDENSED MILK (SWEETENED)	15 oz.	24	8,187
" " "	15 oz.	28	160
" " "	14 oz.	24	12,601
" " "	14 oz.	48	1,350
" " "	11 oz.	48	293
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	1
" " "	1 LB.	48	8,691
" " "	1 1/2 oz.	48	231,269
" " "	6 oz.	96	11,400
" " "	6 oz.	72	816
" " "	6 oz.	48	64,345
" " "	8 LBS.	6	5,266

\* 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.