

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT

(MAY 1937)

No. 213 WASHINGTON, D.C. MAY 22, 1937

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 1937*

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	- 1/	\$ -	\$ -
MIDDLE ATLANTIC	6 1/	.54-.58	.57
SOUTH ATLANTIC	3	.36-.70	.52
E. NORTH CENTRAL	84	.45-.90	.49
W. NORTH CENTRAL	11	.36-.63	.45
SOUTH CENTRAL	13	.31-.39	.36
NORTHWESTERN	11	.38-.58	.49
SOUTHWESTERN	22	.40-.66	.60
U.S. APR. 1937	150	1.31-1.90	1.49
U.S. MAR. 1937	148	1.47-1.84	1.63
U.S. APR. 1936	145	1.25-1.65	1.40

*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 BASE PRICES ON FORMULA IN EVAPORATED MILK MARKETING AGREEMENT. FORMULA PRICE FOR THIS AREA IN APRIL \$1.51.

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

SECTION	APRIL 1937	MARCH 1937	APRIL 1936
1	\$1.49	\$1.62	\$1.40
2	.59	.71	.51
3	.41	.53	.28
4	.49	.69	.36
5	.50	.68	.37
6	.63	.80	.57
U.S. AVERAGE	1.49	1.63	1.40

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - APRIL 1937
(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 CASE 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	\$2.90-3.30	\$3.02	\$4.40-5.00	\$4.70
NEW YORK CITY	2.90-3.30	3.03	4.40-5.00	4.65
PHILADELPHIA	2.90-3.30	3.01	4.50-5.00	4.69
CHICAGO	2.80-3.05	2.92	-	-
CLEVELAND	2.80-3.20	2.92	-	-
ST. LOUIS	2.80-3.05	2.95	-	-
KANSAS CITY	2.80-3.05	2.93	-	-
MINNEAPOLIS-ST. PAUL	2.80-3.20	2.93	-	-
ATLANTA	2.84-3.05	2.95	4.40	4.40
NEW ORLEANS	2.84-3.20	2.95	4.40-5.00	4.52
DENVER	2.84-3.05	2.95	-	-
SEATTLE	2.84-3.07	2.94	-	-
SAN FRANCISCO	2.70-3.05	2.82	-	-
LOS ANGELES	2.70-3.05	2.82	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - APRIL 1937

	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	\$3.03	\$4.80	\$8.25	\$5.30
MIDDLE ATLANTIC	3.01	4.73	8.25	4.96
SOUTH ATLANTIC	3.03	4.83	8.25	6.00
E. N. CENTRAL	2.95	5.25	7.86	4.93
W. N. CENTRAL	2.97	5.25	8.00	5.65
SOUTH CENTRAL	2.98	4.73	8.25	6.00
NORTH WESTERN	3.01	5.39	8.25	6.17
SOUTH WESTERN	2.88	5.39	8.25	6.00
U. S. AVERAGE APRIL 1937	\$2.98	\$4.89	\$8.07	\$5.34
U. S. AVERAGE MARCH 1937	\$2.96	\$4.89	\$8.08	\$5.12
U. S. AVERAGE APRIL 1936	\$2.96	\$4.80	\$7.98	\$4.99

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MAY 1937

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 ON MAY 1, 1937	161,207,600 LBS.	4,400,288 LBS.	5,633,462 LBS.
NO. OF FIRMS REPORTING	38	7	26
COMPARISON FOR SAME FIRMS:			
MAY 1, 1937	161,207,600 LBS.	4,400,288 LBS.	5,633,462 LBS.
APRIL 1, 1937	152,455,094 LBS.	4,202,616 LBS.	5,103,721 LBS.
% CHANGE DURING MONTH	+ 5.74%	+ 4.70%	+10.38%
FIRMS IN COMPARISON	38	7	26
MAY 1, 1937	158,322,249 LBS.	4,400,288 LBS.	5,632,036 LBS.
MAY 1, 1936	61,774,996 LBS.	3,740,714 LBS.	4,366,162 LBS.
% CHANGE FROM PREV. YEAR	+156.29%	+17.63%	+28.99%
FIRMS IN COMPARISON*	35	7	25
COMPARISON FOR SAME FIRMS:			
APRIL 1937	177,032,937 LBS.	3,628,346 LBS.	12,505,949 LBS.
MARCH 1937	150,637,399 LBS.	3,704,612 LBS.	9,993,575 LBS.
% CHANGE DURING MONTH	+17.52%	- 2.06%	+25.14%
FIRMS IN COMPARISON*	37	7	26
APRIL 1937	176,450,403 LBS.	3,628,346 LBS.	12,182,505 LBS.
APRIL 1936	177,545,374 LBS.	4,742,643 LBS.	11,737,451 LBS.
% CHANGE FROM PREV. YEAR	- 0.62%	-23.50%	+ 3.79%
FIRMS IN COMPARISON*	34	7	25
FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON APR. 1, 1937	152,575,323 LBS.	4,202,616 LBS.	5,594,192 LBS.
ESTIMATED PRODUCTION APR. 1937**	178,244,000 LBS.	3,664,000 LBS.	17,824,000 LBS.
ESTIMATED PRODUCTION APR. 1936**	179,356,000 LBS.	4,789,000 LBS.	17,174,000 LBS.

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

**SUBJECT TO REVISIONS.

AVERAGE DAILY PURCHASE PER PRODUCER*

	APRIL		MARCH	
	1937	1936	1937	1936
TOTAL PURCHASES	357,944,961 LBS.	324,917,099 LBS.	313,003,112 LBS.	282,563,653 LBS.
NUMBER OF PRODUCERS	105,749	92,778	103,914	88,985
AVERAGE DAILY PURCHASES PER PRODUCER	112.83 LBS.	116.74 LBS.	97.17 LBS.	102.43 LBS.
PERCENTAGE CHANGES IN 1937 COMPARED WITH 1936	- 3.35		- 5.14	
PERCENTAGE CHANGE IN APR. 1937 COMPARED WITH MAR. 1937			+16.12	
PERCENTAGE CHANGE IN APR. 1936 COMPARED WITH MAR. 1936			+13.97	

STEADY TONE TO EVAPORATED MILK MARKETS

Evaporated milk markets continue about steady this month, and prices are generally unchanged. The undertone of the market, however, apparently lacks the full strength of a month ago, which may be partly a seasonal development. The month of May is only two-thirds gone, but so far, the changes in butter prices suggest a price to producers for milk about in line with the price paid in April.

Production of evaporated milk is still relatively heavy. The April pack was not up to that of April 1936, although the reduction was only about a million pounds, or less than 1 percent, and except for 1936, was the largest of record. Estimated production in April was 178,000,000 pounds, and the total for the calendar year to May 1 was 575,000,000 pounds, an increase of 17,000,000 pounds, or 3 percent over the corresponding period of 1936. The seasonal increase during April this year was 19 percent, compared with an average of about 17 percent.

Manufacturers' stocks of evaporated milk on May 1 amounted to 161,208,000 pounds, according to reports received by the Bureau of Agricultural Economics. This is an increase of 9 million pounds during April, which is only little more than half the average increase during that month, but along with this is the fact that current stocks are double the average of the past five years, and are 100,000,000 pounds heavier than a year ago. The May 1 stocks are not the heaviest ever reported for that date, however, for in 1931 they reached the peak for the month of 177,000,000 pounds. This year's stocks do not appear to be unduly burdensome, partly due to the active movement of evaporated milk into apparent consumption this year. Preliminary estimates for April indicate a heavier trade output than in 1936, although not nearly so heavy a percentage increase as had occurred in previous months. The increase in April over a year earlier was 20 percent, and for the first quarter was 24 percent.

Final tabulations of reports from the sample group of wholesale grocers show that their stocks on March 31 were about the same volume as a year previous, confirming the results of a preliminary tabulation referred to a month ago, and further indicating that this year's heavier trade output apparently reflects a heavier movement into actual consumption than in 1936.

The trend of production during the next few months is a matter of conjecture. The heavy pack so far this year has been somewhat of a surprise to those who had looked for the scarcity of feed supplies to cut heavily into dairy production generally. Production trends have varied in different sections of the country, but milk supplies have been relatively plentiful in some of the condensery areas. There has apparently been a considerable amount of shifting from one product to another by manufacturers the past few months, depending upon the prospective returns from alternative outlets. In this connection, it is of interest to note that the number of producers delivering milk to condenseries, while still considerably greater than a year ago, is not as much of an increase over 1936 as in preceding months. In fact, the increases over a year earlier have been less each month since the first of the year. One indication that some shifting may be taking place is found in the production of manufactured dairy products by sections. In Wisconsin, for example, March butter production was 22 percent greater than in 1936, while cheese production was 5 percent lighter. In the Northeastern fluid milk sections, production of both butter and cheese has been heavy for some time. Butter production generally has been lighter since January 1 than during the corresponding period of last year, although there is some feeling that as soon as cows get on full pasture feed, there may be a considerable increase, at least during the flush months.

MAY 22, 1937.

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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, 277 DO NOT CARRY STOCKS AND 247 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 258 FIRMS. (SEE "SUPPLEMENTARY REPORT" BELOW).

STOCKS REPORTED ON MARCH 31, 1937

GEOGRAPHIC SECTIONS*	No. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	35	86,532	1,772,360
MIDDLE ATLANTIC	80	210,171	4,030,521
SOUTH ATLANTIC	22	28,101	606,273
EAST NORTH CENTRAL	42	40,264	2,034,313
WEST NORTH CENTRAL	32	27,307	1,045,482
SOUTH CENTRAL	17	33,617	447,654
NORTHWESTERN	9	6,278	597,370
SOUTHWESTERN	21	17,906	2,111,582
TOTAL - MARCH 31, 1937	258	450,176	12,645,525
MARCH 31, 1936	278	522,398	12,326,228
5 YEAR AVERAGE (1932-36)	-	636,806	12,932,905
DECEMBER 31, 1936**	262	454,208	15,424,509
DECEMBER 31, 1935	282	451,022	19,149,996
5 YEAR AVERAGE (1931-35)	-	545,434	16,088,371
COMBINED TOTALS:			
MARCH 31, 1937	258	13,095,701 LBS.	
MARCH 31, 1936	278	12,848,626 LBS.	
5 YEAR AVERAGE (1932-36)	-	13,569,711 LBS.	
DECEMBER 31, 1936	262	15,878,717 LBS.	
DECEMBER 31, 1935	282	19,601,018 LBS.	
5 YEAR AVERAGE (1931-35)	-	16,633,805 LBS.	

** REVISED FIGURES INCLUDE LATE REPORTS.

COMPARISONS FOR SAME FIRMS REPORTING DIFFERENT PERIODS
(POUNDS)

239 FIRMS - MARCH 31, 1937 - 12,764,006	242 FIRMS - MARCH 31, 1937 - 12,752,448
" MARCH 31, 1936 - 12,297,396	" DEC. 31, 1936 - 14,993,843

TOTAL STOCKS ON MARCH 31, 1937 - 258 FIRMS

CLASS OF PRODUCT	NET WEIGHT PER CAN	CANS PER CASE	CASES ON HAND MARCH 31, 1937
CONDENSED MILK (SWEETENED)	15 oz.	24	6,635
" " "	15 oz.	28	511
" " "	14 oz.	24	12,078
" " "	14 oz.	48	374
" " "	11 oz.	48	259
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	9
" " "	1 LB.	48	2,493
" " "	14 ¹ / ₂ oz.	48	245,720
" " "	6 oz.	96	9,226
" " "	6 oz.	72	561
" " "	6 oz.	48	69,991
" " "	8 LBS.	6	4,781

SUPPLEMENTARY REPORTS FOR MARCH 31, 1937

IN AN EFFORT TO SECURE A MORE UP-TO-DATE LIST OF WHOLESALE GROCERS IN THE 38 CITIES WHICH ARE COVERED BY THIS REPORT, SCHEDULES FOR REPORTING MARCH 31 STOCKS WERE SENT TO ALL FIRMS IN THESE CITIES LISTED IN A TRADE DIRECTORY AS WHOLESALE GROCERS HANDLING CANNED GOODS. OF THE 530 FIRMS CIRCULARIZED IN ADDITION TO THOSE WHICH HAVE BEEN REPORTING REGULARLY, 137 ADVISED THAT STOCKS OF CANNED MILK ARE NOT CARRIED, 8 WERE REPORTED AS BEING OUT OF BUSINESS, AND NO REPLIES WERE RECEIVED FROM 196. TOTAL STOCKS REPORTED BY THE REMAINING 189 FIRMS WERE AS FOLLOWS:

CONDENSED MILK - 141,674 LBS; EVAPORATED MILK - 4,023,164 LBS.
TOTAL STOCKS OF ALL FIRMS REPORTING - MARCH 31, 1937

(447 FIRMS)

CONDENSED MILK - 591,850 LBS; EVAPORATED MILK - 16,668,689 LBS.

* CITIES INCLUDED IN EACH GEOGRAPHIC SECTION

<u>NEW ENGLAND:</u>	- BANGOR, PORTLAND, BOSTON, SPRINGFIELD, PROVIDENCE, HARTFORD, NEW HAVEN.
<u>MIDDLE ATLANTIC:</u>	- BROOKLYN, NEW YORK CITY, BUFFALO, PHILADELPHIA, PITTSBURGH.
<u>SOUTH ATLANTIC:</u>	- BALTIMORE, NORFOLK, ATLANTA, SAVANNAH, JACKSONVILLE, MIAMI, TAMPA.
<u>EAST NORTH CENTRAL:</u>	- CINCINNATI, CLEVELAND, TOLEDO, CHICAGO, DETROIT.
<u>WEST NORTH CENTRAL:</u>	- MINNEAPOLIS, ST. PAUL, KANSAS CITY, ST. LOUIS, OMAHA.
<u>SOUTH CENTRAL:</u>	- MEMPHIS, BIRMINGHAM, DALLAS, NEW ORLEANS.
<u>NORTHWESTERN:</u>	- SEATTLE, PORTLAND.
<u>SOUTHWESTERN:</u>	- DENVER, LOS ANGELES, SAN FRANCISCO