

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT
(MARCH 1938)

No. 222

WASHINGTON, D.C.

MARCH 22, 1938

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 FEBRUARY 1938

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	-	\$ -	\$ -
MIDDLE ATLANTIC	6	.48-.83	.69
SOUTH ATLANTIC	4	.36-.80	.54
E. NORTH CENTRAL	83	.40-.61	.41
W. NORTH CENTRAL	11	.29-.48	.37
SOUTH CENTRAL	13	.23-.37	.30
NORTHWESTERN	11	.21-.47	.37
SOUTHWESTERN	21	.27-.55	.48
U.S. FEB. 1938	149	.21-.83	.42
U.S. JAN. 1938	149	.30-.97	.53
U.S. FEB. 1937	148	1.40-1.84	1.55

1/ REPORTS NOT RECEIVED FROM TEN FACTORIES IN THESE AREAS WHICH BASE PRICES ON FORMULA IN EVAPORATED MILK MARKET AGREEMENT. FORMULA PRICE FOR THIS AREA IN FEBRUARY \$1.45.

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

SECTION	FEBRUARY 1938	JANUARY 1937	FEBRUARY 1937
1	\$1.42	\$1.54	\$1.58
2	.71	.82	.69
3	.33	.44	.50
4	.39	.43	.59
5	.35	.44	.53
6	.51	.60	.69
U.S. AVERAGE	1.42	1.53	1.58

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - FEBRUARY 1938
(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	\$3.04-3.25	\$3.13	\$4.40-5.00	\$4.70
NEW YORK CITY	3.04-3.25	3.13	4.40-5.00	4.64
PHILADELPHIA	3.04-3.25	3.12	4.40-5.00	4.69
CHICAGO	2.94-3.15	3.04	-	-
CLEVELAND	2.94-3.15	3.03	-	-
ST. LOUIS	2.94-3.15	3.05	-	-
KANSAS CITY	2.94-3.15	3.05	-	-
MINNEAPOLIS-ST. PAUL	2.94-3.15	3.04	-	-
NEW ORLEANS	2.94-3.15	3.05	4.40-5.00	4.54
DENVER	2.94-3.15	3.04	-	-
SEATTLE	2.94-3.15	2.98	-	-
SAN FRANCISCO	2.79-3.15	2.91	-	-
LOS ANGELES	2.79-3.15	2.96	-	-
ATLANTA	2.94-3.15	3.04	4.40	4.40

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - FEBRUARY 1938

	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	\$3.13	\$4.80	\$8.25	\$5.08
MID. ATLANTIC	3.03	4.73	8.25	5.04
So. ATLANTIC	3.10	4.73	8.25	5.75
E. N. CENTRAL	3.04	5.25	7.85	4.90
W. N. CENTRAL	3.06	5.25	7.69	4.88
SOUTH CENTRAL	3.05	4.73	8.25	5.75
NORTH WESTERN	3.03	5.39	8.25	5.75
SOUTH WESTERN	2.97	5.39	8.14	5.40
U.S. AVERAGE FEB. 1938	\$3.06	\$4.80	\$8.01	\$5.13
U.S. AVERAGE JAN. 1938	\$3.06	\$4.86	\$8.10	\$5.19
U.S. AVERAGE FEB. 1937	\$2.99	\$4.89	\$8.40	\$5.66

RECORD PRODUCTION OF EVAPORATED MILK IN JANUARY AND FEBRUARY

Production of evaporated milk in February was the largest of record for that month, according to reports received from manufacturers by the Bureau of Agricultural Economics. The estimated pack of 127,627,000 pounds was an increase of 2.8 percent over that of February 1937, when the previous high record for the month had occurred. Average February production during the past five years was only 113,300,000 pounds. It is significant to note that 1938 has started off with new high monthly records of production having been established in both January and February. The combined pack during the two months, amounting to 251,726,000 pounds, represents a 4 percent increase over the first two months of 1937, the increase in terms of volume being 10 million pounds. It is of further interest to note that while February was a short month, production was 2.7 greater than in January, compared with an average change in the

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MARCH 1938

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 MARCH 1, 1938	132,660,413 LBS.	4,574,124 LBS.	4,012,832 LBS.
No. OF FIRMS REPORTING*	39	6	27
COMPARISON FOR SAME FIRMS:			
MARCH 1, 1938	132,660,413 LBS.	4,574,124 LBS.	4,012,832 LBS.
FEBRUARY 1, 1938	156,893,943 LBS.	4,935,229 LBS.	4,149,263 LBS.
% CHANGE DURING MONTH	-15.45%	- 7.32%	- 3.29%
FIRMS IN COMPARISON	39	6	27
MARCH 1, 1938	132,627,753 LBS.	4,574,124 LBS.	4,012,832 LBS.
MARCH 1, 1937	176,912,495 LBS.	4,958,337 LBS.	5,298,742 LBS.
% CHANGE FROM PREV. YEAR	-25.03%	- 7.75%	-24.27%
FIRMS IN COMPARISON*	38	6	27
<u>PRODUCTION</u>			
COMPARISON FOR SAME FIRMS:			
FEBRUARY, 1938	126,339,394 LBS.	3,546,800 LBS.	8,877,719 LBS.
JANUARY, 1938	123,043,836 LBS.	3,973,256 LBS.	9,328,818 LBS.
% CHANGE DURING MONTH	+ 2.68%	-10.73%	- 4.84%
FIRMS IN COMPARISON*	38	6	30
FEBRUARY, 1938	126,192,938 LBS.	3,546,800 LBS.	8,870,783 LBS.
FEBRUARY, 1937	122,734,098 LBS.	3,952,737 LBS.	9,323,817 LBS.
% CHANGE FROM PREV. YEAR	+ 2.82%	-10.27%	- 4.86%
FIRMS IN COMPARISON*	37	6	29
FINAL REVISIONS FOR LAST MONTH:			
TOTAL STOCKS ON FEB. 1, 1938	156,893,943 LBS.	4,935,229 LBS.	4,229,013 LBS.
ESTIMATED PRODUCTION FEB. 1938**	127,627,000 LBS.	3,547,000 LBS.	11,230,000 LBS.
ESTIMATED PRODUCTION FEB. 1937**	124,127,000 LBS.	3,953,000 LBS.	11,804,000 LBS.

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

** SUBJECT TO REVISION.

AVERAGE DAILY PURCHASES PER PRODUCER*

	FEBRUARY		JANUARY	
	1938	1937	1938	1937
TOTAL PURCHASES	276,208,599 LBS	272,659,273 LBS	274,014,170 LBS	278,843,619 LBS
NUMBER OF PRODUCERS	108,846	101,961	108,508	103,559
AVERAGE DAILY PURCHASES PER PRODUCER	90.63 LBS	95.51 LBS	81.46 LBS	86.86 LBS
PERCENTAGE CHANGES IN 1938 COMPARED WITH 1937	- 5.11		- 6.22	

PERCENTAGE CHANGE IN FEB. 1938 COMPARED WITH JAN. 1938 - + 11.26

PERCENTAGE CHANGE IN FEB. 1937 COMPARED WITH JAN. 1937 - + 9.96

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other direction of approximately 1 percent during the past five years.

Manufacturers' stocks of evaporated milk on March 1 amounted to 132,660,000 pounds.

While this figure is some 44 million pounds less than the stocks reported for the corresponding date in 1937, it is about 40 million pounds above the 1933-37 average for March 1. In two of the past five years, however, March 1 stocks were unusually low, being only 29 million pounds on March 1, 1935, and 45 million pounds a year later. Current year stocks were reduced only 24 million pounds during February, compared with a February reduction of 32 million pounds in 1937. The January reduction was also light compared with a year earlier. These lighter reductions this year are accounted for in part by the heavier pack since January 1, and reduced trade output. The amount of evaporated milk which cleared through manufacturers' hands during February was approximately 5 million pounds less than a year earlier, trade output for the month totaling only 149 million pounds. For the first two months of the year, trade output was approximately 24 million pounds, or 7.5 percent less than the corresponding period of 1937.

Wholesale selling prices of evaporated milk averaged the same in February as the previous month. Prices were reduced slightly during the month on certain brands in the Pacific Coast and Mountain States territory, but this change was not general. March opened with the tone of the market more or less unsettled, and this finally led to a general reduction of 10¢ per case about March 19. Relatively heavy supplies and continued difficulty in moving goods at prevailing prices were conditions which contributed to the unsettled feeling.