

Dairying Is A \$10 To \$12 Billion Dollar Business

The dairy industry is a \$10-\$12 billion annual business. The higher price for milk during 1967 pushed dairy farm income to a record level of \$5.8 billion with the balance going to processors and supplier.

It is estimated that by 1980 the U.S. will have only 200,000 dairy farms, providing sufficient milk for the population of that day through larger herds (60-100 cows) and continued and efficient.

estimated at 13.1 million, continued to decline.

However, the quantity of milk produced per cow was at an all-time high of 9,020 pounds for a 1968 estimated total of 118.0 billion pounds. This is down slightly from the 1967 total of 119.6 billion pounds produced by 13.5 million cows averaging 8,821 pounds per year.

The number of cows in the nation's dairy herds reached a

peak of 25.6 million head during World War II. Since then, cow numbers have been declining steadily, totaling 17.5 million head in 1960.

The small decline in output in 1968 suggests that milk production may be leveling off following several successive years of decreased production. It is anticipated that the average production per cow in large herds within the next 10 years will range from 15,000-20,000 pounds.

During the last two decades, population has consistently increased more rapidly than milk production. As a result, the quantity of milk produced for each resident has declined sharply

from 769 pounds in 1950 to 600 pounds in 1967.

Real Price of Milk

Since 1919, the average price of milk per quart (delivered) has nearly doubled from 15.5 cents to 30.6 cents while the average wages have risen 542 percent—about eight times as much as the food costs. The total cost of a basic food marketbasket of a dozen items has risen only 68 percent in the last 50 years—on an average of only 1.36 percent per year.

In 1919, the average hourly

wage for a factory worker was 47 cents. That worked out to \$4.70 for a 10-hour day of work. Today, this same factory worker earns an average of more than \$3 an hour—or about \$25 for a shorter work day.

In 1919, you could buy three quarts of milk with 60 minutes of work, today, it's up to 9.9 quarts. You can buy three times as much cheese today and more than four times as much butter or bacon. In 1960, consumers spent 20 percent of their disposable income for food—in 1950, 22.2 percent; and in 1967, only 17.7 percent. If U.S. consumers in 1967 had paid for food the same proportion of income as in 1969 they would have had \$11 billion less to spend on other things.

Important to Grocer

Fresh milk ranked seventh in store sales in 1967 for the third straight year, according to the 21st Annual Consumer Expenditures Study. Fresh milk alone was 2.8 percent higher than in 1966 and accounted for about 3.20 percent of store volume.

The 1967 sales of all products sold through supermarkets and grocery stores increased just 2.1 percent, the smallest gain in the last 10 years. Frozen foods, which include ice cream, were up 4.71 percent and dairy products were up 7.31 percent.

Frozen foods accounted for 5.3 percent of the 1967 gain, milk, butter, and cream for 2.9 percent of sales. In dollar volume, perishables—meat, produce, dairy—reflect the change in consumer buying habits. From a \$20 bill, the average shopper in 1967 spent \$9.80 on perishables (\$1.45 for dairy products), \$7.95 on groceries and \$2.25 on non-foods.

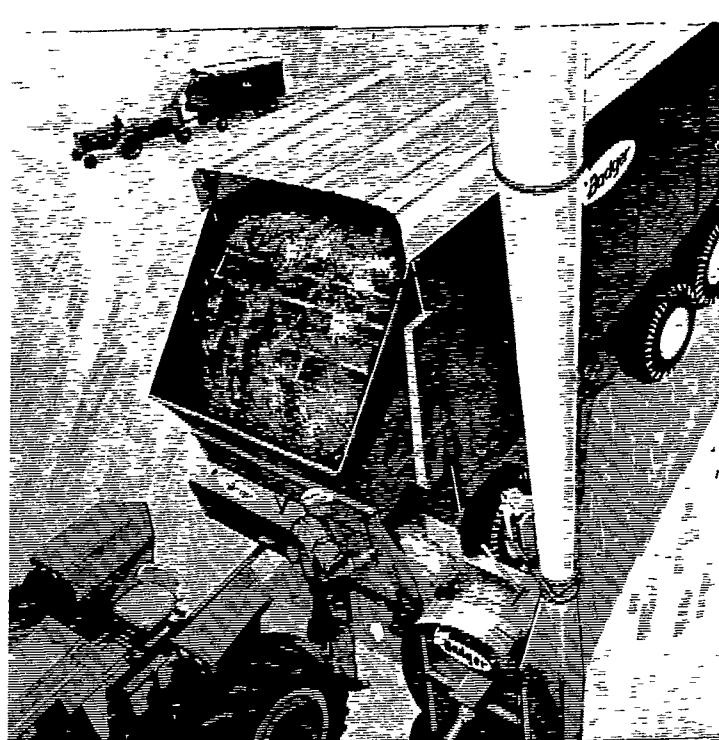


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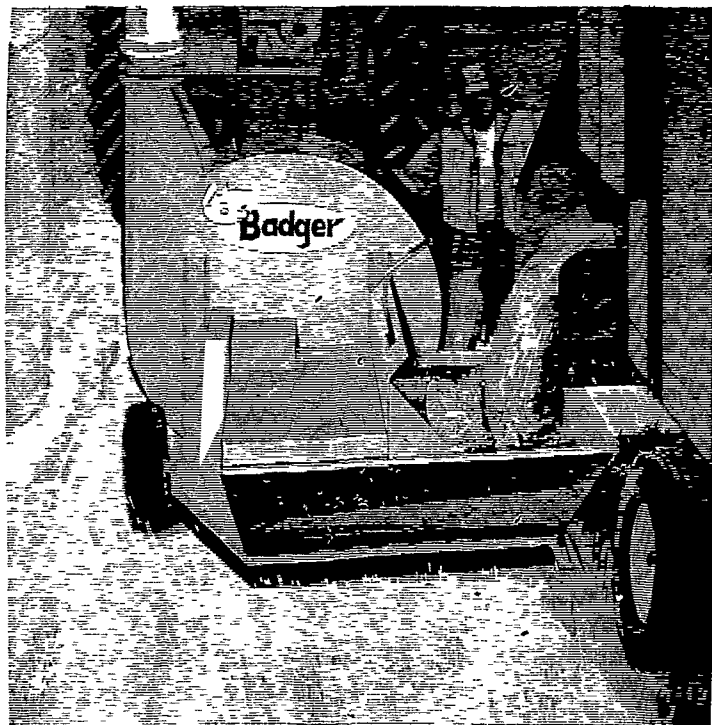


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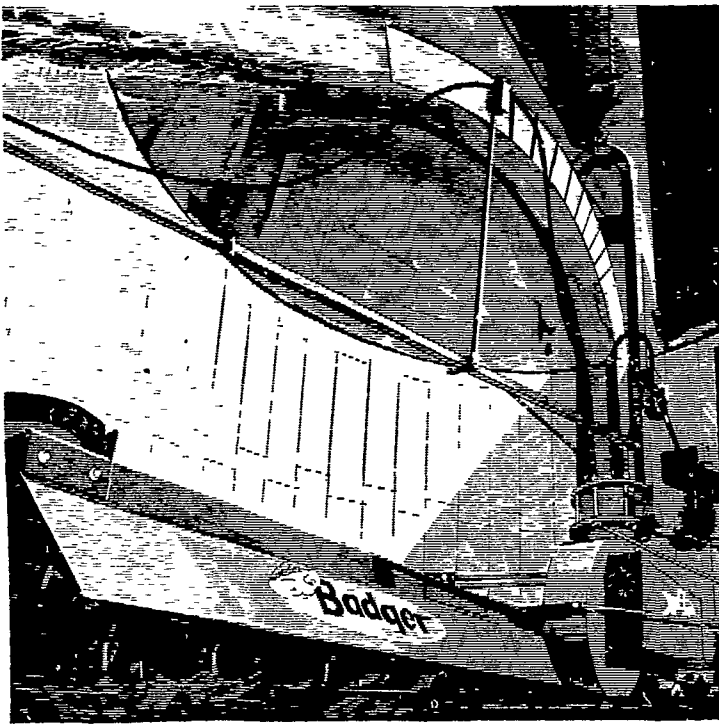


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