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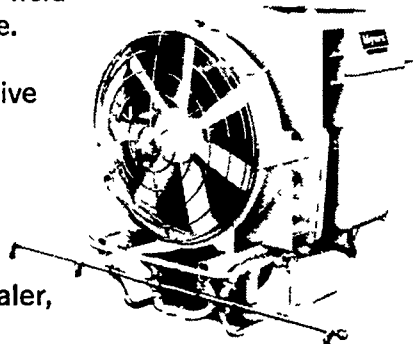
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Sales Trends in the Dairy Industry

Total sales of fluid milk products and fresh whole milk peaked in the middle fifties. Sales of cream, butter, and evaporated and condensed whole milk were greater in 1950 than in 1971.

However, almost 60 per cent more cottage cheese and 30 per cent American cheese was sold in 1971 than in 1950.

While the use of nonfat dry milk was higher in 1960 than in 1971, the use of skim and lowfat fluid milk increased almost three times during that period, and over four times in the last twenty years. Ice cream sales remained relatively stable from 1950 to 1971.

PER CAPITA SALES OF FLUID AND MANUFACTURED DAIRY PRODUCTS, UNITED STATES, 1950, 1955, and 1960-71¹

Year	Fluid Products		Manufactured Products											
	Total fluid milk products	Fresh whole milk	Cream	Skim milk of low fat items ²	Evaporated and Condensed Whole Milk	Butter	American	Other	Cottage cheese ³	Dry whole milk	Nonfat dry milk	Evaporated and condensed skim milk ⁴	Net milk used ⁶	Frozen Desserts
	Qt	Qt	Qt	Qt	Lb	Lb	Lb	Lb	Lb	Lb	Lb	Lb	Lb	Lb
1950	141.7	129.3	52	72	205	91	54	22	31	3	35	51	456	176
1955	148.7	134.9	45	93	165	75	48	25	39	3	49	46	497	184
1960*	143.7	128.4	43	110	139	68	53	29	48	3	56	44	525	186
1961	140.7	124.7	41	119	134	64	55	29	46	3	53	47	524	183
1962	140.8	124.2	40	126	125	63	53	31	46	3	51	48	525	182
1963	141.4	124.2	38	134	117	59	54	31	46	3	49	45	528	183
1964*	141.7	123.3	37	147	114	59	54	32	47	3	51	47	537	186
1965	142.1	122.8	36	158	108	58	57	34	47	3	48	50	546	188
1966	141.9	120.9	34	176	99	54	62	36	46	3	52	53	537	184
1967	138.4	115.8	31	195	90	49	60	37	45	3	50	50	534	181
1968*	139.3	114.0	30	223	87	49	60	40	47	3	52	48	551	186
1969	138.0	110.2	28	250	76	46	62	42	48	2	52	49	547	183
1970	135.8	106.5	26	267	66	44	68	44	51	2	46	50	544	180
1971 ⁷	135.5	103.7	26	292	62	42	70	48	52	2	48	48	543	180

Excludes milk used on farms where produced and distribution from USDA supplies, includes sales to the Armed Services for use in the United States. Based on resident population except fluid milk product sales are based on estimated population using fluid products from purchased sources. ¹Includes natural and cultured buttermilk and all skim items including quantities used in flavored drinks. ²Whole and part whole milk cheese (excluding cottage, pot and bakers). ³Includes minor quantities of other skim milk cheese. ⁴Includes evaporated and condensed buttermilk. ⁵Amount of milk (equivalent) used in making ice cream and other frozen products, excluding approximate quantities supplied in the form of butter and condensed whole milk. ⁶Preliminary. ⁷Leap year—one additional day of consumption. Source: U.S.D.A. Beginning 1960, figures include Alaska and Hawaii.

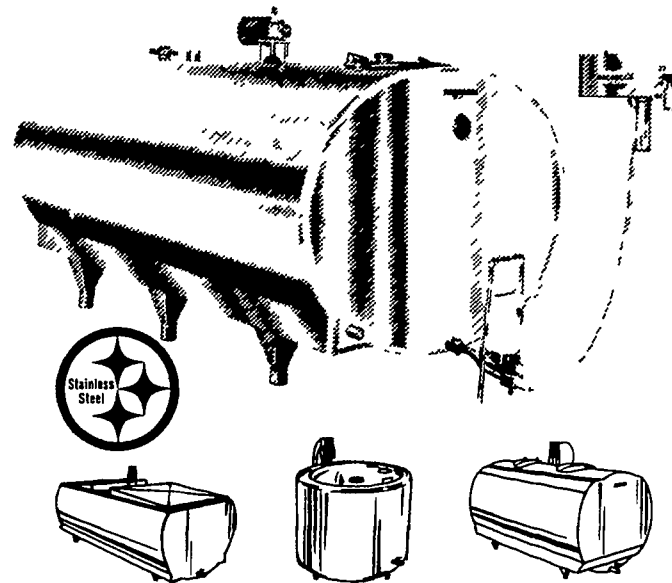
Safety Council Lists Causes of Most Farm Fires

The National Safety Council lists these eight causes for most farm fires: defective chimneys, chimney sparks on combustible roofs, unsafe stove and furnace installations, inadequate lightning protection, improper use of electricity, spontaneous ignition, misuse of gasoline and kerosene, and carelessness with matches.

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