

# Dairy Product Per Capita Consumption Increases In 1999

On a milk-equivalent, milkfat basis, per capita consumption of dairy products reached 598 pounds in 1999, the largest amount since the mid 1960s. This was a jump of 16 pounds from 1998 and occurred despite high and volatile prices. The accompanying table shows per capita consumption for selected products.

Per capita consumption of

fluid milk and cream remained flat from 1998 to 1999 at 219 pounds. Nonfat dry milk use declined to 3.0 pounds per person from 3.3 pounds in 1998. Per capita use of evaporated and condensed products increased 0.5 pounds in 1999 to 6.6 pounds; ice cream consumption grew 0.2 pounds to 16.8 pounds.

Most of the increase in per capita consumption was due to

the 1.5 pound rise in cheese use, the largest absolute increase ever and the largest percentage rise (5.1 percent) since 1982. In 1999, cheese accounted for more than 40 percent of total dairy consumption on a milkfat basis.

Total cheese use equaled 29.8 pounds in 1999, this compares with 22.6 pounds in 1985 and 9.5 pounds in 1965. Consumption of American varieties was up 0.8

pounds (6.7 percent) and provided the largest share of the increase. Italian cheese consumption grew 0.5 pounds (4.1 percent); mozzarella growth was 5.4 percent.

Per capita consumption of

butter rose 0.3 pounds (6.7 percent) in 1999 to 4.8 pounds. This was the second year that butter use has risen after two years of declining consumption.

From "Market Administrator's Bulletin," June 2000

THERE'S SOMETHING ABOUT ICE CREAM



Leading our agriculture and agribusiness banking team are Michael H. Firestine, senior vice president, and John Moose, vice president.

## We know how to help you grow.

We recognize that agriculture and farming play an important role in the economy and the lives of the communities we serve.

That's why our agricultural loan people are a select team of bankers who are farm wise. Our bankers work farms themselves... participate in 4-H clubs and FFA chapters...judge shows...and more. They know first-hand what it takes to support your financial needs. They speak your language. And they'll listen to what you have to say.

You can benefit from a wide array of services and solutions designed to meet your special needs. We're the bankers you can talk to... the bankers you should talk to.

 **Financial Services for Agriculture & Agribusiness**

Fulton Bank and Lebanon Valley Farmers Bank.



Member FDIC

Equal Opportunity Lender

Call us at Fulton Bank at 291-2844 and at Lebanon Valley Farmers Bank at 274-6906