

US Fluid Milk Sales Report

November 2019

Note: November figures were delayed from the USDA and when HighGround inquired about the status, the team was told that they were dealing with 'data delays due to unusual circumstances.'



| November 2019 Estimated Fluid Milk Sales | | | | |
|--|----------------|---------------|-----------------|--------------------|
| Commodity | Million Pounds | vs. Last Year | vs. Last Month* | YTD vs. Last Year* |
| Total Fluid Sales | 3,737 | - 9.4% | - 4.3% | - 2.5% |
| Whole Milk | 1,197 | - 8.3% | - 4.1% | + 0.1% |
| Fat Reduced | 2,139 | - 11.2% | - 6.3% | - 4.8% |
| Organic | 220 | + 0.9% | - 1.2% | - 2.0% |

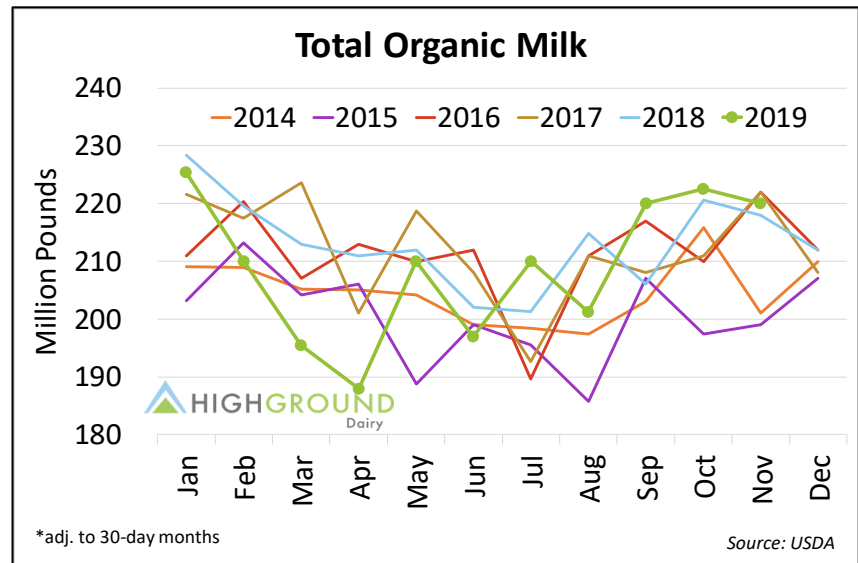
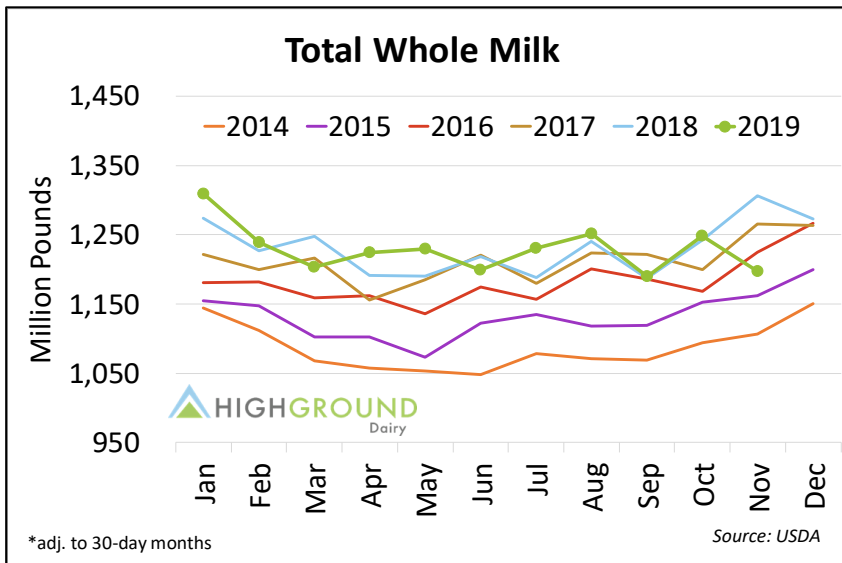
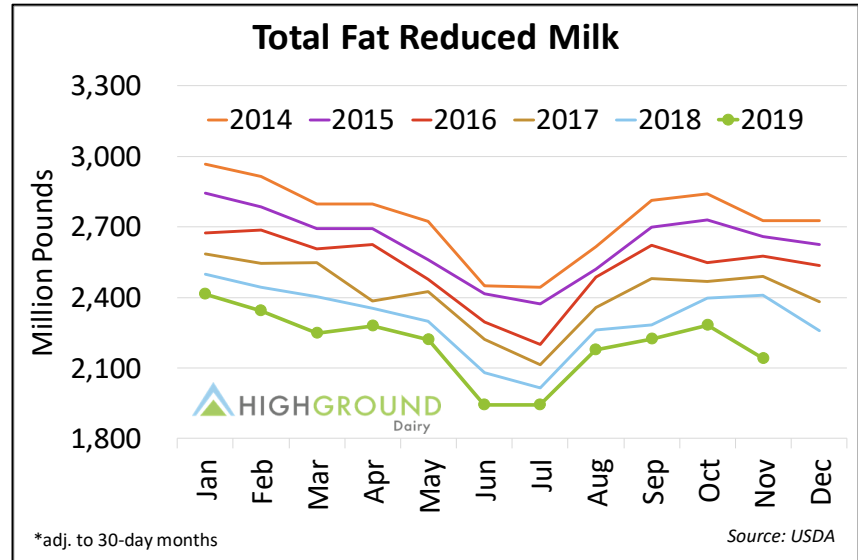
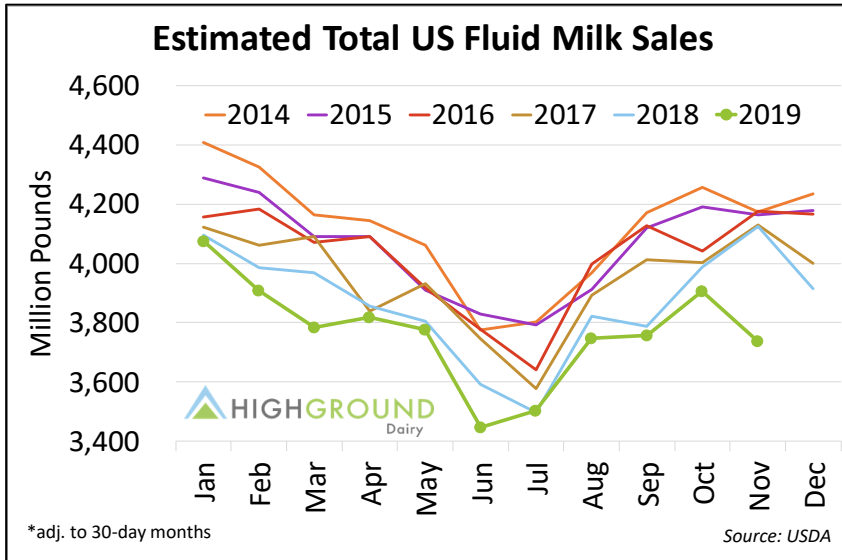
*Source: USDA *Adjusted to 30 day months*

Key Takeaways

- November 2019 Organic Milk sales dropped after a stronger October, though remains the third strongest month of the year (tying with September), after November (230 million pounds) and January (233 million pounds).
- Fat reduced sales were lower across all types of reduced fat categories. Reduced Fat Milk (2%) saw a decrease of -10.4% for the month versus prior year (1,144 million pounds versus 1,277 million pounds in November 2018). Low Fat Milk (1%) presented a decline of -12% for the month versus prior year (435 million pounds compared to 495 million pounds in November 2018). Lastly, Fat Free Milk (Skim) had the toughest loss out of all three for November at -16.2% year over year (258 million pounds versus 308 million pounds in November 2018).
- In Q4, cereal sales for [Kellogg's](#) revealed North America sales dipped -1.5%. Staples like Rice Krispies and Frosted Mini Wheats are suffering while the kid-focused brands remain steady. As breakfast trends shift for the modern consumer, Borden Dairy CEO, Tony Sarsam, claims "traditional milk companies haven't changed enough to respond to how Americans are eating breakfast, in particular". Chobani recently branched out of yogurt into plant-based milk, and Elmhurst Dairy reopened as Elmhurst 1925 solely focusing on plant-based milk and creamers. Will more companies follow suit in the plant-based trend?



[Click Here](#) for the USDA Report



About HighGround Dairy

HighGround Dairy launched in 2012 by industry veteran, Eric Meyer. Affiliated with HighGround Trading LLC, Eric is the President of its Dairy Division which services all those interested in trading dairy futures and options markets. Through the brokerage division and its related consulting company, HighGround Advisory Group, it specializes in dairy hedging, risk management and market analysis services for farmers & cooperatives, processors, manufacturers, distributors, traders and end-users.

If you have questions or comments about our market analysis, have interest in signing up to receive our reports directly or have interest in trading dairy futures and options, please call or email below.

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