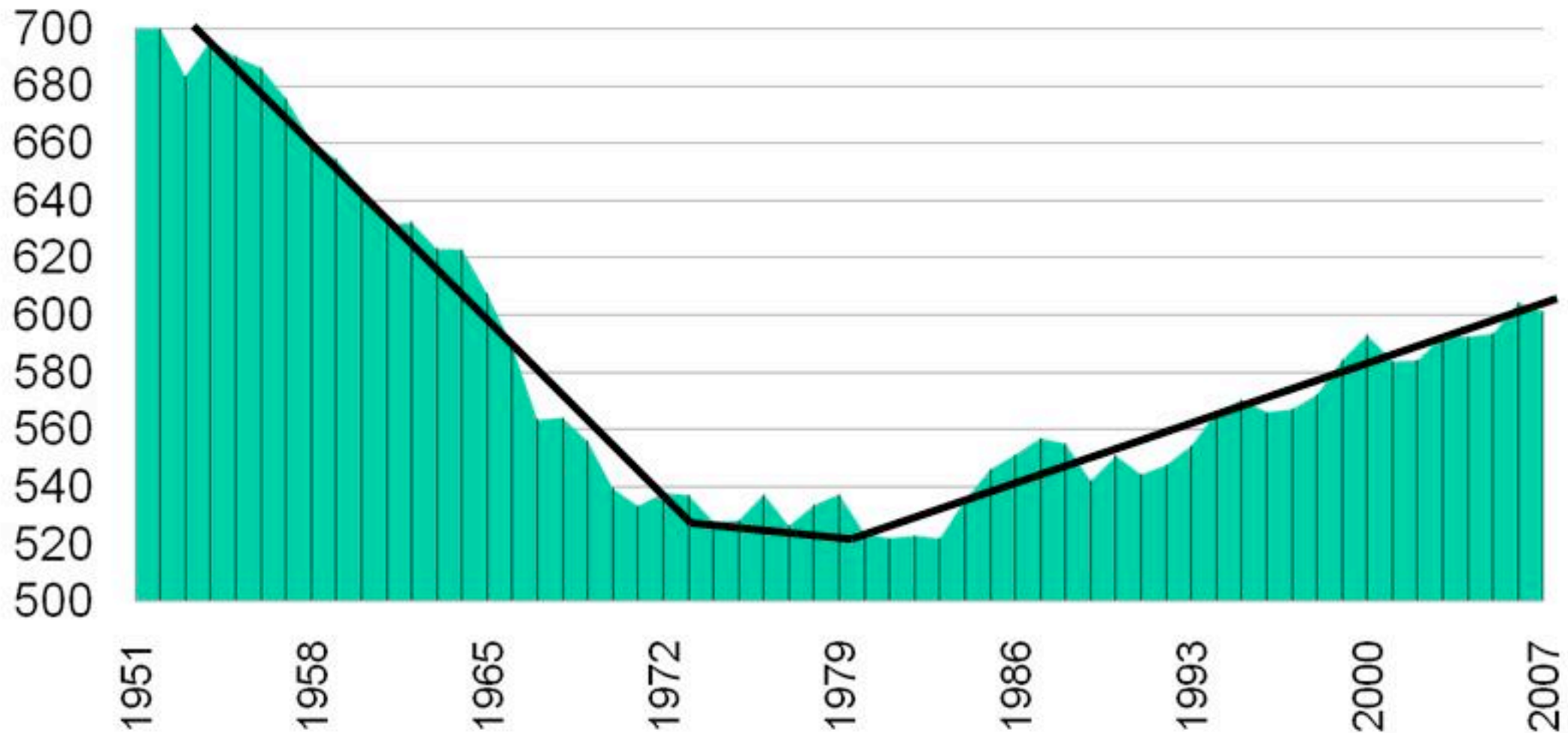


The U.S. is a Growth Market for Dairy

Per Capita Consumption



Source: USDA-ERS

Dairy farmers have every reason to be optimistic about domestic dairy sales, according to Tom Gallagher, CEO of Dairy Management Inc., which manages the national dairy checkoff. As the chart indicates, from 1951 to 1972, dairy lost 175 pounds per capita of consumption. From 1972 to 1983, per capita sales were flat. From 1983 – the year the dairy checkoff came into existence – to the present, sales increased 80 pounds per capita. “Today, per capita consumption is growing at a healthy pace, outpacing population growth,” Gallagher said.