

**Marketing Bill and Farm Value Components of Consumer Expenditures for
Domestically Produced Farm Foods**

Year	Consumer expenditures			Marketing Bill	Farm Value	Farm Value Share of Expenditures
	Total	At Home 1/	Away from Home /2			
	----- Billion dollars -----					Percent
1954	51.1	--	--	32.3	18.8	37
1955	53.1	--	--	34.4	18.7	35
1956	55.5	--	--	36.3	19.2	35
1957	58.3	--	--	37.9	20.4	35
1958	61.0	--	--	39.6	21.4	35
1959	63.6	--	--	42.4	21.2	33
1960	66.9	--	--	44.6	22.3	33
1961	68.7	--	--	45.7	23.0	33
1962	71.3	--	--	47.6	23.7	33
1963	74.0	56.0	18.0	49.9	24.1	33
1964	77.5	58.5	19.0	52.6	24.9	32
1965	81.1	60.2	20.9	54.0	27.1	33
1966	86.9	64.0	22.9	57.1	29.8	34
1967	91.6	66.8	24.8	62.4	29.2	32
1968	96.8	69.5	27.3	65.9	30.9	32
1969	102.6	73.1	29.5	68.3	34.3	33
1970	110.6	78.2	32.4	75.1	35.5	32
1971	114.6	80.6	34.0	78.5	36.1	32
1972	122.2	85.4	36.8	82.4	39.8	33
1973	138.8	98.5	40.3	87.1	51.7	37
1974	154.6	109.5	45.1	98.2	56.4	36
1975	167.0	116.2	50.8	111.4	55.6	33
1976	183.3	127.2	56.1	125.0	58.3	32
1977	190.9	130.8	60.1	132.7	58.2	30
1978	216.9	149.2	67.7	147.4	69.5	32
1979	245.2	169.4	75.8	166.0	79.2	32
1980	264.4	180.1	84.3	182.7	81.7	31
1981	287.7	194.0	93.7	206.0	81.7	28
1982	298.9	196.7	102.2	217.5	81.4	27
1983	315.0	204.6	110.4	229.7	85.3	27
1984	332.0	213.1	118.9	242.2	89.8	27
1985	345.4	220.8	124.6	259.0	86.4	25
1986	359.6	226.0	133.6	270.8	88.8	25
1987	375.5	230.2	145.3	285.1	90.4	24
1988	398.8	242.1	156.7	301.9	96.8	24
1989	419.4	255.5	163.9	315.6	103.8	25
1990	449.8	276.2	173.6	343.6	106.2	24
1991	465.1	286.1	179.0	363.5	101.6	22
1992	474.5	289.6	184.9	369.4	105.1	22
1993	489.2	294.9	194.3	379.6	109.6	22
1994	512.2	308.7	203.5	402.6	109.6	21
1995	529.5	316.9	212.6	415.7	113.8	21
1996	546.7	328.0	218.7	424.5	122.2	22
1997	566.5	339.2	227.3	444.6	121.9	21
1998	585.0	346.8	238.2	465.4	119.6	20
1999	625.3	370.7	254.6	503.1	122.2	20
2000	661.1	390.2	270.9	537.8	123.3	19
2001	687.5	403.9	283.6	557.5	130.0	19
2002 3/	709.4	416.8	292.6	576.9	132.5	19

Source: Calculated by ERS based on data from government and private sources.

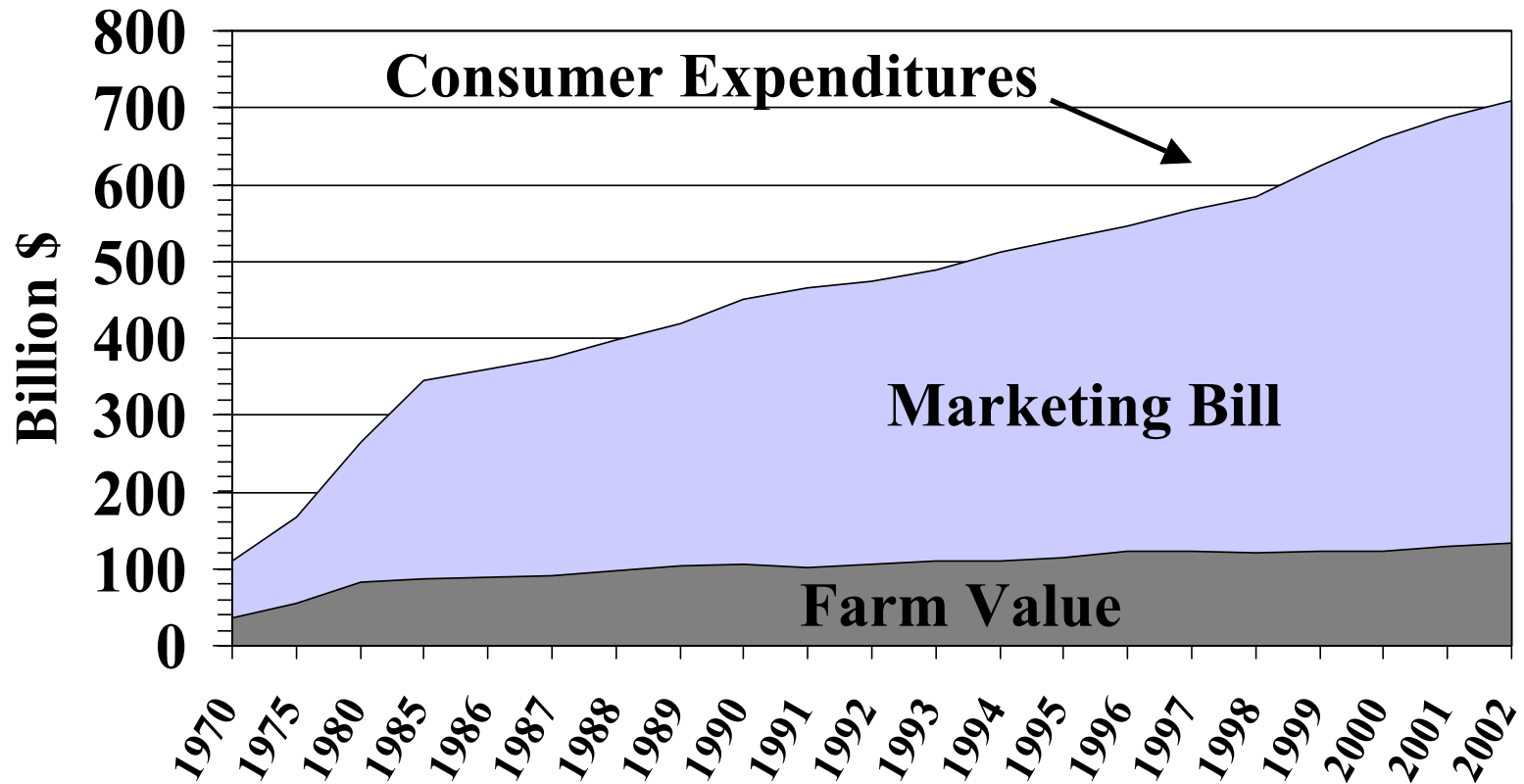
-- = Not available.

1/ Includes food purchased primarily at retail food stores.

2/ Includes food purchased at restaurants, fast-food outlets, and other public eating places, and food served in institutions, such as hospitals, schools, and rest homes.

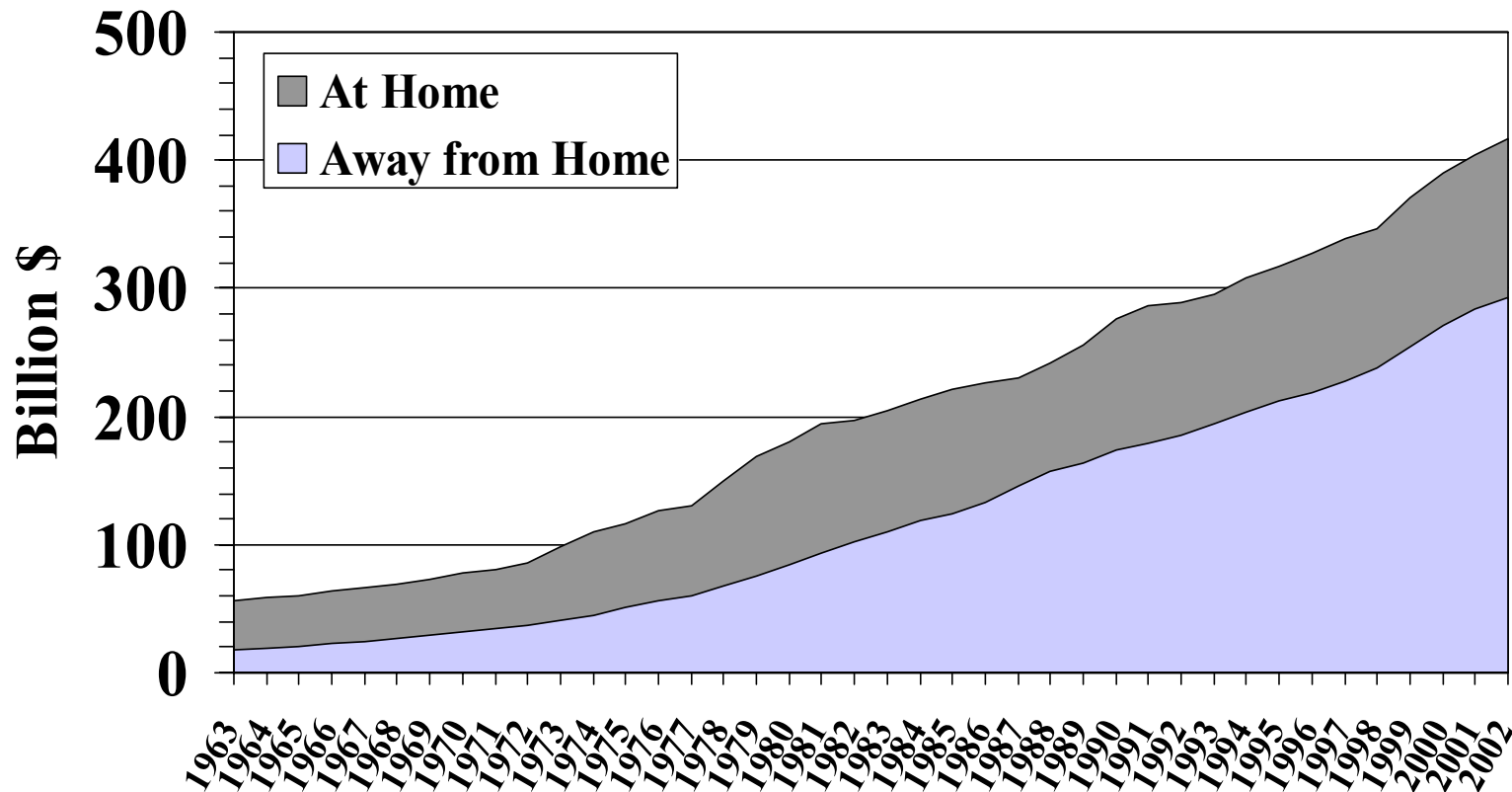
3/ Preliminary. Some historical data have been revised.

Distribution of Consumer Food Expenditures 1970 - 2002



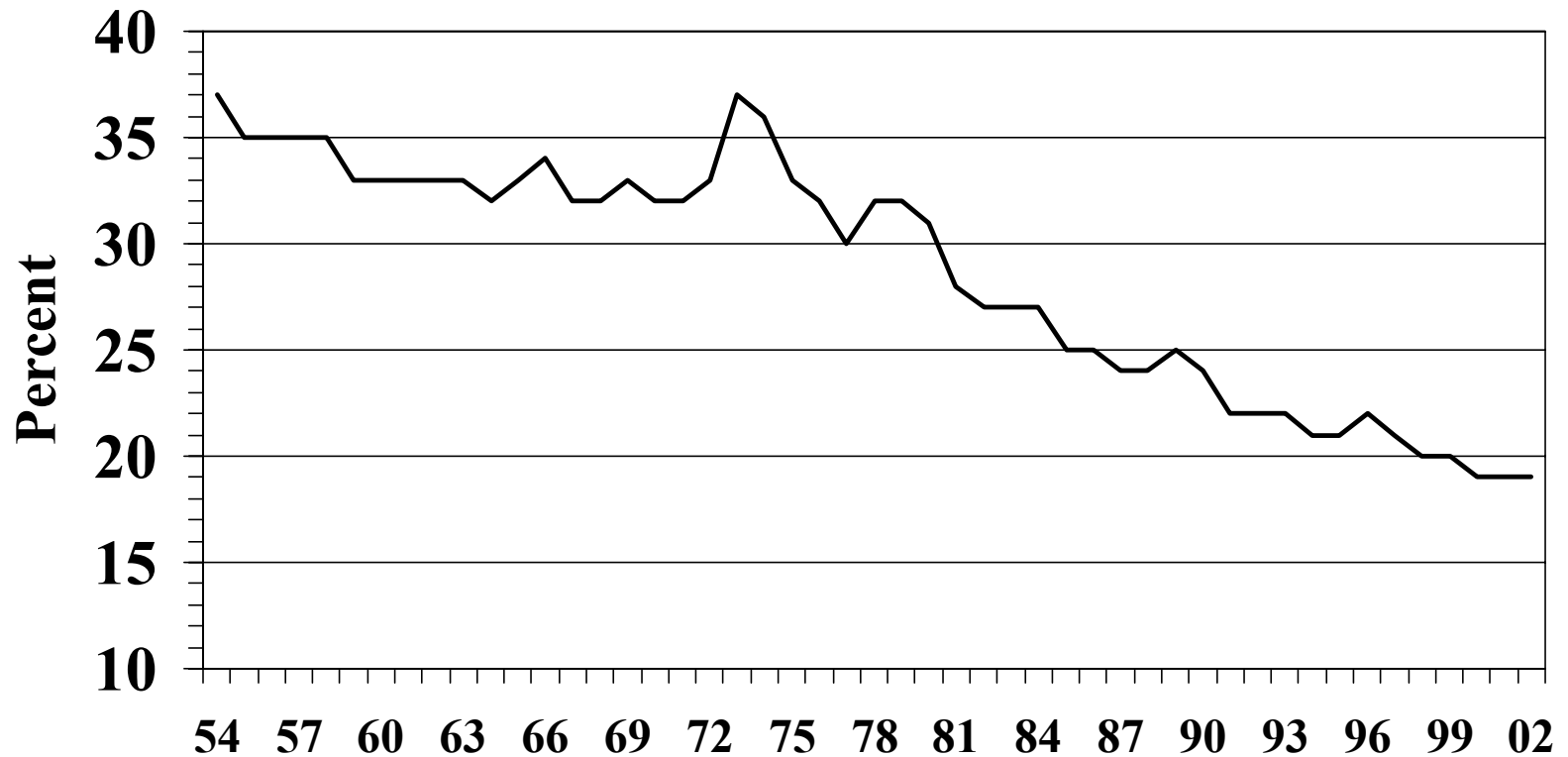
Farm value is a measure of the dollar value received by farmers for farm commodities equivalent to food purchased by consumers at food stores and eating places. Marketing bill is difference in dollars between farm value and consumer expenditures for foods produce on U.S. farms.

Consumer Food Expenditures: At Home vs. Away from Home, 1963 - 2002



At home includes food purchased primarily at retail food stores. Away from home includes food purchased at restaurants, fast-food outlets, and other public eating places, and food served in institutions, such as hospitals, schools, and rest homes.

Farm Value as Share of Consumer Expenditures 1954 - 2002



Farm value component of consumer expenditures for domestically produced farm foods. Source: ERS/USDA

Food CPI, Prices, and Expenditures: Per Capita Food Expenditures

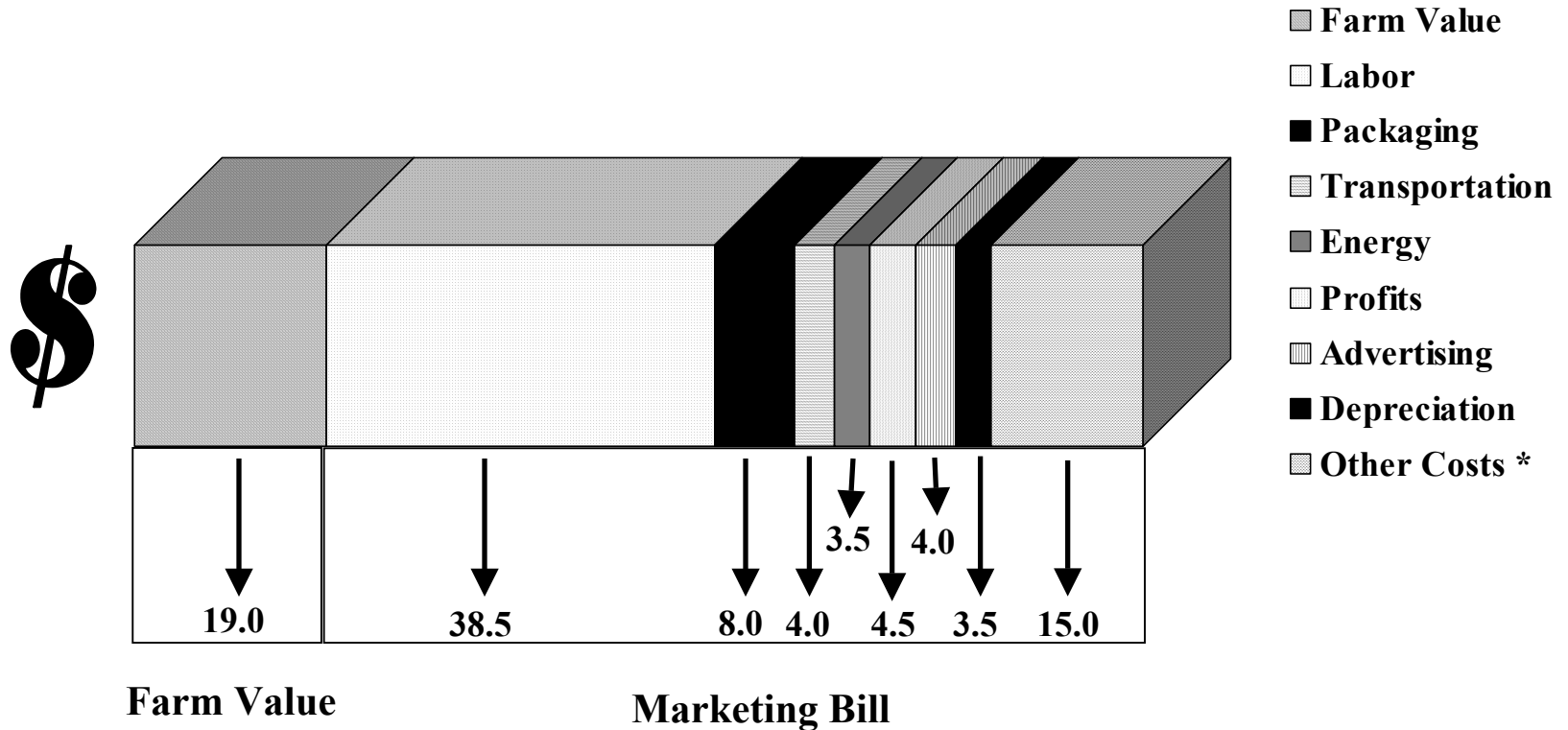
Year	U.S. Resident Population, July 1 <i>Millions</i>	U.S. Per Capita Food Expenditures					
		Current Prices			1988 Prices		
		At Home	Away from Home	Total	At Home	Away from Home	Total
				----- <i>Dollars</i> -----			
1953	158.242	293	96	390	1,042	508	1,550
1954	161.164	288	96	384	1,027	498	1,524
1955	164.308	285	97	382	1,036	501	1,537
1956	167.306	288	100	389	1,046	506	1,551
1957	170.371	305	103	408	1,070	501	1,571
1958	173.320	310	103	413	1,042	487	1,529
1959	177.135	304	106	411	1,048	488	1,537
1960	179.979	306	109	415	1,044	487	1,532
1961	182.992	304	111	415	1,037	492	1,528
1962	185.771	303	116	420	1,027	499	1,526
1963	188.483	299	120	419	1,003	504	1,506
1964	191.141	307	126	433	1,014	517	1,531
1965	193.526	318	135	454	1,025	545	1,569
1966	195.576	327	147	474	1,012	569	1,581
1967	197.457	326	154	480	1,007	567	1,574
1968	199.399	339	168	507	1,018	587	1,605
1969	201.385	359	179	539	1,031	594	1,625
1970	203.984	387	194	581	1,065	603	1,668
1971	206.827	401	204	605	1,081	605	1,686
1972	209.284	428	223	650	1,110	637	1,747
1973	211.357	469	249	718	1,061	671	1,731
1974	213.342	526	272	798	1,029	645	1,674
1975	215.465	567	316	883	1,011	676	1,687
1976	217.563	597	353	950	1,063	728	1,791
1977	219.760	635	386	1,021	1,080	742	1,822
1978	222.095	690	433	1,123	1,065	766	1,831
1979	224.567	759	486	1,245	1,060	779	1,839
1980	227.225	828	529	1,357	1,067	772	1,839
1981	229.466	874	571	1,444	1,052	764	1,815
1982	231.664	902	603	1,505	1,054	767	1,821
1983	233.792	939	645	1,584	1,088	786	1,874
1984	235.825	981	683	1,664	1,102	798	1,900
1985	237.924	1,009	710	1,718	1,120	797	1,917
1986	240.133	1,036	757	1,793	1,120	818	1,938
1987	242.289	1,076	822	1,898	1,129	854	1,983
1988	244.499	1,120	888	2,009	1,120	888	2,009
1989	246.819	1,188	938	2,126	1,114	896	2,010
1990	249.623	1,234	995	2,230	1,089	908	1,997
1991	252.981	1,272	1,029	2,301	1,092	909	2,000
1992	256.514	1,252	1,027	2,279	1,057	889	1,946
1993	259.919	1,268	1,072	2,341	1,018	912	1,930
1994	263.126	1,307	1,107	2,414	1,047	926	1,973
1995	266.278	1,325	1,136	2,460	1,030	929	1,959
1996	269.394	1,366	1,160	2,526	1,024	926	1,949
1997	272.647	1,378	1,206	2,584	992	935	1,928
1998	275.854	1,418	1,256	2,673	998	949	1,948
1999	279.040	1,498	1,299	2,797	1,035	957	1,992
2000	282.178	1,559	1,367	2,926	1052	978	2,029
2001	285.094	1,645	1,406	3,052	1,073	985	2,058
2002	287.974	1,687	1,451	3,138	1,082	989	2,071
2003	290.810	1,731	1,531	3,262	1,086	1,020	2,106

Source: ERS/USDA

What a Dollar Spent on Food Paid for in 2002

Over a third went for food marketing labor costs.

The marketing bill for U.S.-grown food totaled \$577 billion in 2002.



* Other costs includes rent, interest, repairs, business taxes, and miscellaneous costs.

Per Capita Consumption of Major Food Commodities¹

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
					<i>Lbs.</i>					
Beef	61.0	62.9	63.5	64.0	62.6	63.6	64.3	64.5	63.1	64.5
Pork	48.5	49.0	48.4	45.2	44.7	48.2	49.3	47.8	46.9	48.2
Chicken	48.1	48.7	48.2	48.8	50.0	50.4	53.6	54.2	54.0	56.8
Turkey	13.9	13.9	13.9	14.3	13.6	13.9	13.8	13.7	13.8	14.0
Fish and shellfish	14.8	15.0	14.8	14.5	14.3	14.5	14.8	15.2	14.7	15.6
Eggs	30.1	30.3	29.9	30.1	30.2	30.8	32.2	32.4	32.5	32.8
Milk:										
Fluid whole milk	79.1	77.2	74.0	73.0	71.0	69.5	70.1	71.8	67.2	66.5
Fluid lower fat milk	105.4	103.9	100.9	99.5	97.4	95.6	95.3	98.1	93.8	94.4
Fluid skim milk	26.3	28.2	31.4	32.9	33.5	33.4	32.2	31.0	28.9	27.9
Fats and oils	69.1	67.3	65.4	64.2	63.7	64.3	67.0	74.5	--	--
Fresh fruit	123.5	124.9	122.5	126.2	129.4	128.8	129.6	127.2	125.4	125.6
Fresh vegetables	180.7	186.5	180.9	185.9	190.1	186.5	191.3	200.4	196.7	193.4
Flour and cereal products	188.7	191.5	189.2	196.4	197.1	193.5	195.8	199.0	194.4	191.3
Caloric sweeteners	139.1	141.6	144.1	144.7	147.7	148.9	151.3	148.9	147.1	146.1

-- = Not available. 1. In pounds, retail weight unless otherwise stated. Consumption normally represents total supply minus exports, nonfood use, and ending stocks.

Eggs excludes shipments to U.S. territories.

Whole milk includes plain and flavored; lowfat milk includes plain, flavored and buttermilk.

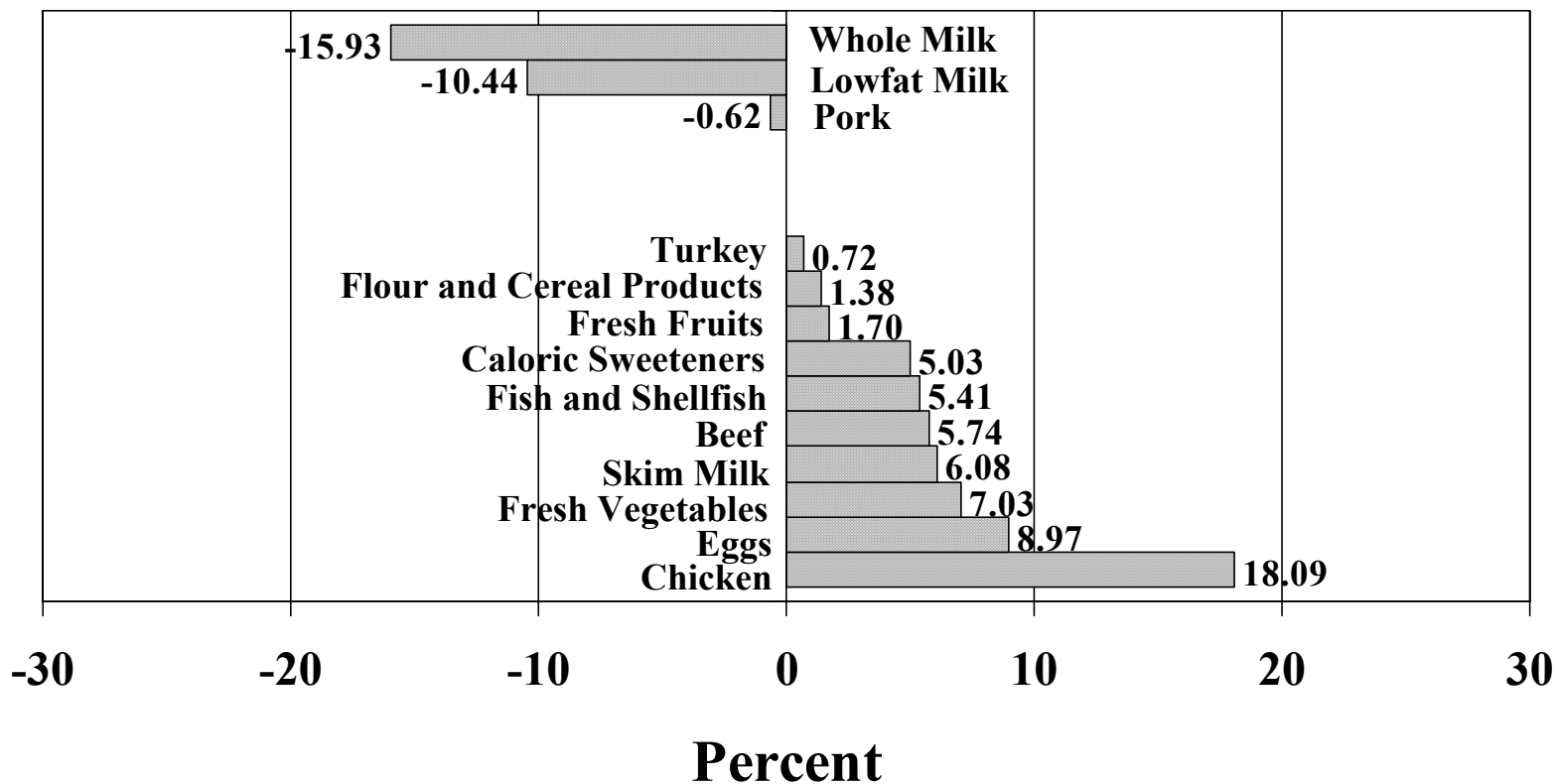
Vegetables and fresh fruits are farm weight.

Flour and cereal products include rye, corn, oat, and barley products.

Caloric sweeteners are dry weight equivalent.

Source: USDA/ERS "Amber Waves", March 2005.

The U.S. Per Capita Food Consumption Percent Change Between 1993 and 2002



Per Capita Consumption of Major Food Commodities¹

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
	<i>Lbs.</i>									
Red meats ^{2,3,4}	111.2	113.5	113.6	111.0	109.0	113.2	115.1	113.7	111.4	114.0
Beef	61.0	62.9	63.5	64.0	62.6	63.6	64.3	64.5	63.1	64.5
Veal	0.8	0.8	0.8	1.0	0.8	0.7	0.6	0.5	0.5	0.5
Lamb & mutton	1.0	0.9	0.9	0.8	0.8	0.9	0.8	0.8	0.8	0.9
Pork	48.5	49.0	48.4	45.2	44.7	48.2	49.3	47.8	46.9	48.2
Poultry ^{2,3,4}	62.0	62.6	62.1	63.1	63.6	64.3	67.4	67.9	67.8	70.7
Chicken	48.1	48.7	48.2	48.8	50.0	50.4	53.6	54.2	54.0	56.8
Turkey	13.9	13.9	13.9	14.3	13.6	13.9	13.8	13.7	13.8	14.0
Fish and shellfish ³	14.8	15.0	14.8	14.5	14.3	14.5	14.8	15.2	14.7	15.6
Eggs ⁴	30.1	30.3	29.9	30.1	30.2	30.8	32.2	32.4	32.5	32.8
Dairy products										
Cheese (excluding cottage) ^{2,5}	26.0	26.5	26.9	27.3	27.5	27.8	29.0	29.8	30.0	30.5
American	11.3	11.4	11.7	11.8	11.8	11.9	12.6	12.7	12.8	12.8
Italian	9.7	10.2	10.3	10.6	10.8	11.1	11.6	12.0	12.3	12.4
Other cheeses ⁶	5.0	5.0	5.0	4.9	4.9	4.7	4.9	5.1	4.9	5.3
Cottage cheese	2.9	2.8	2.7	2.6	2.6	2.7	2.6	2.6	2.6	2.6
Beverage milks ²	210.8	209.3	206.3	205.4	201.9	198.5	197.6	200.9	189.9	188.8
Fluid whole milk ⁷	79.1	77.2	74.0	73.0	71.0	69.5	70.1	71.8	67.2	66.5
Fluid lower fat milk ⁸	105.4	103.9	100.9	99.5	97.4	95.6	95.3	98.1	93.8	94.4
Fluid skim milk	26.3	28.2	31.4	32.9	33.5	33.4	32.2	31.0	28.9	27.9
Fluid cream products ⁹	7.9	7.9	8.3	8.5	8.8	8.9	9.4	10.1	10.7	10.5
Yogurt (excluding frozen)	4.9	5.3	6.2	5.9	5.8	5.9	6.2	6.7	7.0	7.4
Ice cream	16.0	16.0	15.5	15.6	16.1	16.3	16.7	16.7	16.3	16.7
Lowfat ice cream ¹⁰	6.9	7.5	7.4	7.5	7.8	8.1	7.5	7.3	7.3	6.5
Frozen yogurt	3.5	3.4	3.4	2.5	2.0	2.1	1.9	2.0	1.5	1.5
All dairy products, milk equivalent, milkfat basis ¹¹	569.3	579.6	576.2	566.2	567.2	572.2	584.1	592.3	586.5	585.3
Fats and oils--total fat content	69.1	67.3	65.4	64.2	63.7	64.3	67.0	74.5	--	--
Butter and margarine (product weight)	15.6	14.6	13.5	13.3	12.5	12.6	12.6	12.8	--	--
Shortening	24.9	23.9	22.2	21.9	20.5	20.5	21.1	23.1	--	--
Lard and edible tallow (direct use)	3.4	4.2	4.3	4.6	4.0	5.1	5.6	5.9	--	--
Salad and cooking oils	26.6	25.9	26.5	25.7	28.0	27.3	28.8	33.7	--	--
Fruits and vegetables ¹²	688.1	691.9	690.8	700.8	708.6	697.0	706.0	712.3	686.0	683.6
Fruit	280.8	279.1	283.6	283.3	290.6	284.1	292.3	287.1	272.8	271.7
Fresh fruits	123.5	124.9	122.5	126.2	129.4	128.8	129.6	127.2	125.4	125.6
Canned fruit	20.5	20.7	17.3	18.5	20.1	17.0	19.2	17.5	17.6	16.7
Dried fruit	12.5	12.7	12.6	11.1	10.6	12.1	10.1	10.4	10.2	10.6
Frozen fruit	3.9	3.7	4.8	4.4	3.7	4.3	4.7	4.3	7.0	4.6
Selected fruit juices	120.1	116.6	126.0	123.0	126.1	121.6	128.1	127.2	112.1	113.6
Vegetables	407.2	412.8	407.2	417.4	418.0	412.9	413.7	425.2	413.2	412.0
Fresh	180.7	186.5	180.9	185.9	190.1	186.5	191.3	200.4	196.7	193.4
Canning	110.1	109.8	108.0	106.3	105.4	105.3	102.8	103.0	97.1	99.8
Freezing	75.3	77.5	78.8	83.3	81.5	80.4	80.9	79.6	78.2	78.0
Dehydrated and chips	33.4	30.7	30.9	33.9	32.7	32.5	30.6	33.7	33.3	32.7
Pulses	7.7	8.2	8.5	8.0	8.3	8.2	8.1	8.4	7.8	8.1
Peanuts (shelled)	6.0	5.7	5.6	5.6	5.7	5.8	6.0	5.8	5.8	5.8
Tree nuts (shelled)	2.3	2.3	1.9	1.9	2.1	2.2	2.5	2.3	2.8	3.1
Flour and cereal products ¹³	188.7	191.5	189.2	196.4	197.1	193.5	195.8	199.0	194.4	191.3
Wheat flour	142.1	143.0	140.0	146.4	146.8	143.0	144.0	146.3	141.1	136.7
Rice (milled basis)	16.1	17.5	17.7	17.8	18.0	17.6	18.4	18.8	18.7	19.2
Caloric sweeteners ¹⁴	139.1	141.6	144.1	144.7	147.7	148.9	151.3	148.9	147.1	146.1
Coffee (green bean equiv.)	9.0	8.1	7.9	8.7	9.1	9.3	9.8	10.3	9.5	9.2
Cocoa (chocolate liquor equiv.)	4.3	3.8	3.6	4.2	4.0	4.3	4.5	4.7	4.5	3.9

-- = Not available. 1. In pounds, retail weight unless otherwise stated. Consumption normally represents total supply minus exports, nonfood use, and ending stocks. Calendar-year data, except fresh citrus fruits, peanuts, tree nuts, and rice, which are on crop-year basis. 2. Totals may not add due to rounding. 3. Boneless, trimmed weight. 4. Excludes shipments to the U.S. territories. 5. Whole and part-skim milk cheese. Natural equivalent of cheese and cheese products. 6. Includes Swiss, Brick, Muenster, cream, Neufchatel, Blue, Gorgonzola, Edam, and Gouda. 7. Plain and flavored. 8. Plain and flavored, and buttermilk. 9. Heavy cream, light cream, half and half, eggnog, sour cream, and dip. 10. Formerly known as ice milk. 11. Includes condensed and evaporated milk and dry milk products. 12. Farm weight. 13. Includes rye, corn, oats, and barley products. Excludes quantities used in alcoholic beverages, corn sweeteners, and fuel. 14. Dry weight equivalent.

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Per Capita Consumption of Meat, Poultry, and Fish Boneless, Trimmed, Equivalent

