

# ***FOOD CONSUMPTION AND EXPENDITURES***



**Store and trading center, San Joaquin Valley, California, April 9, 1940**

**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 <sup>1</sup>	Away from home <sup>2</sup>			
	<i>Billion dollars</i>					<i>Percent</i>
1950	44.0	--	--	26.0	18.0	41
1951	49.2	--	--	28.7	20.5	42
1952	50.9	--	--	30.5	20.4	40
1953	51.0	--	--	31.5	19.5	38
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	709.4	416.8	292.6	576.9	132.5	19
2003	744.2	437.2	307.0	604.0	140.2	19
2004	788.9	463.5	325.4	633.4	155.5	20
2005	830.7	488.1	342.6	672.9	157.8	19
2006	880.7	517.5	363.2	717.5	163.2	19

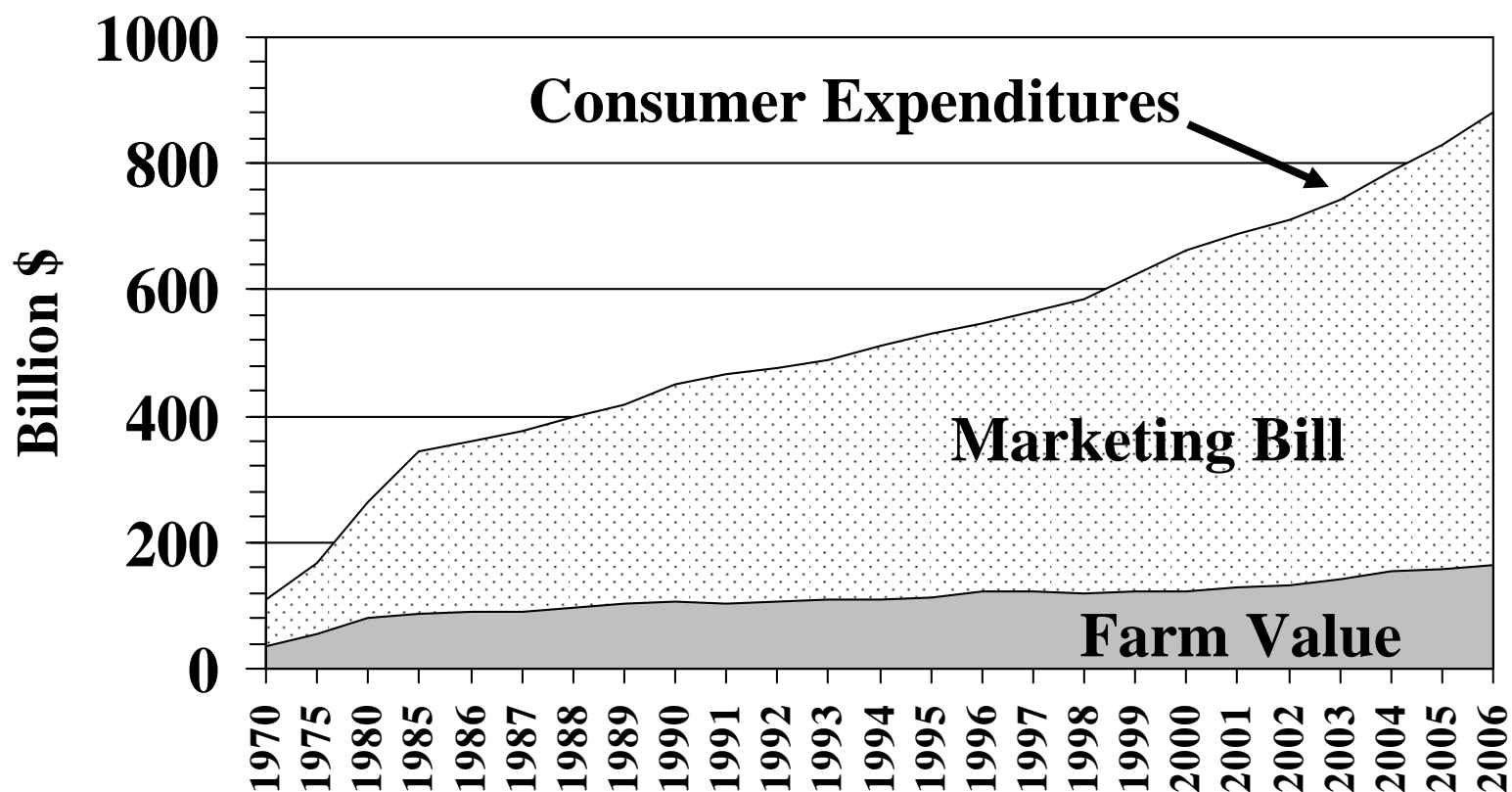
-- = Not available.

<sup>1</sup>Includes food purchased primarily at retail food stores.

<sup>2</sup>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.

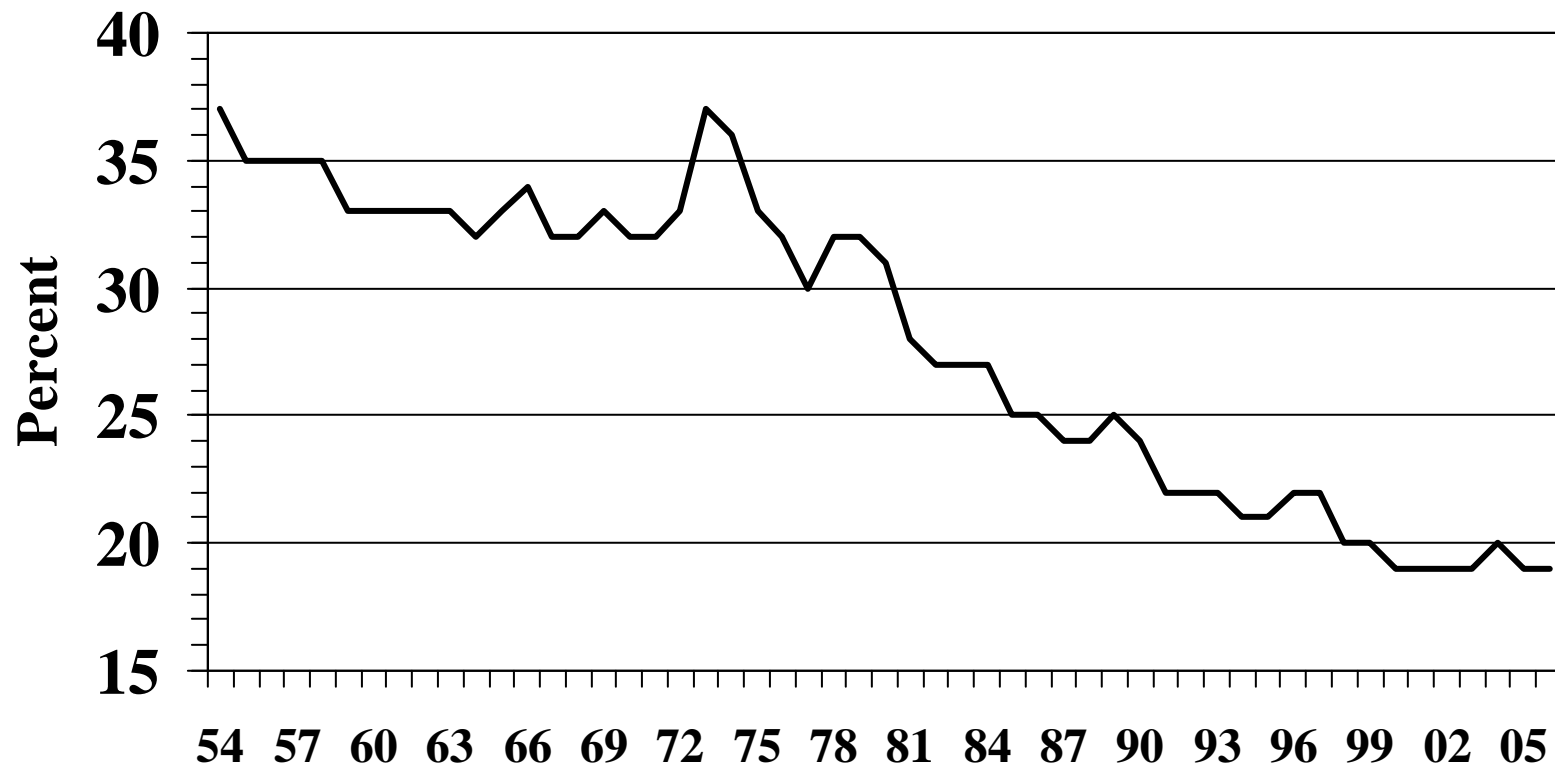
Source: Calculated by ERS based on data from government and private sources.

# Distribution of Consumer Food Expenditures 1970 – 2006



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.

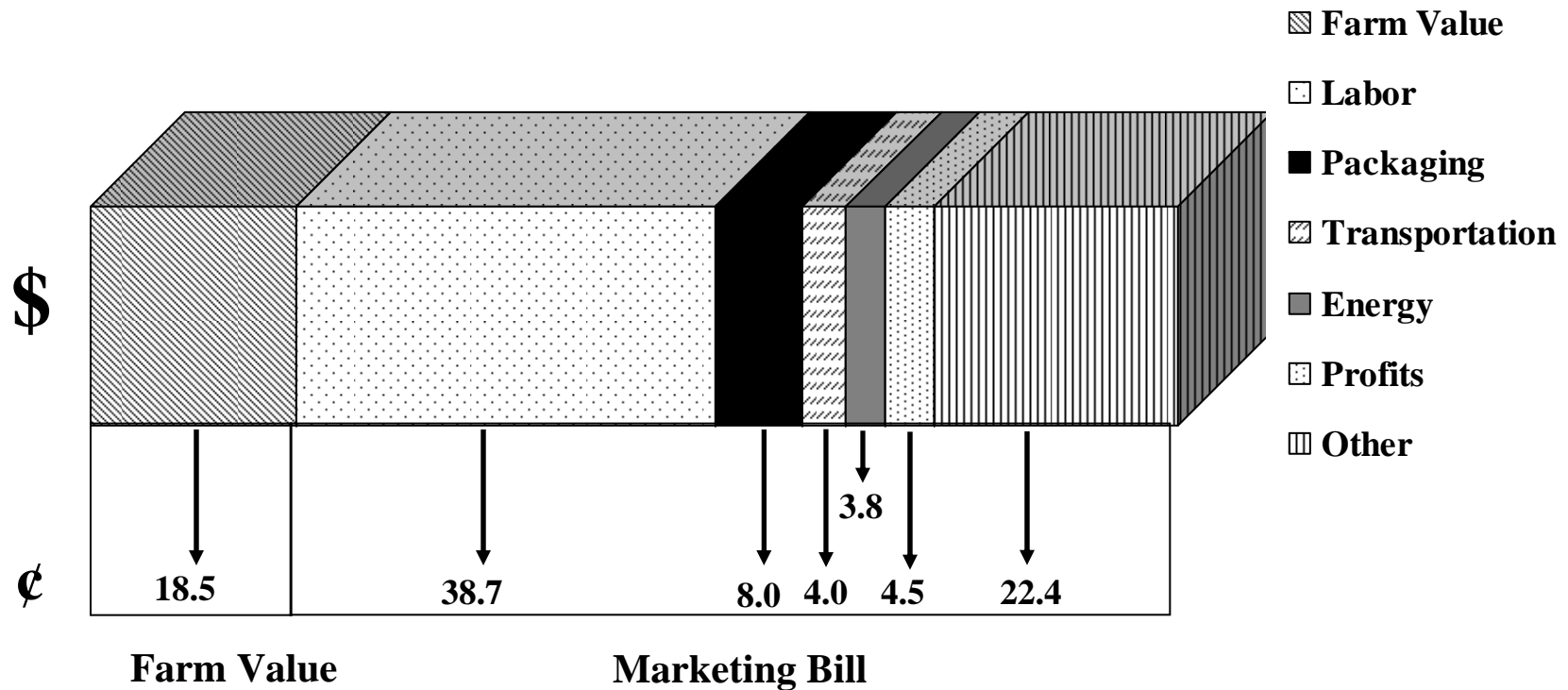
# Farm Value as Share of Consumer Expenditures 1954 - 2006



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

# What a Dollar Spent on Food Paid for in 2006

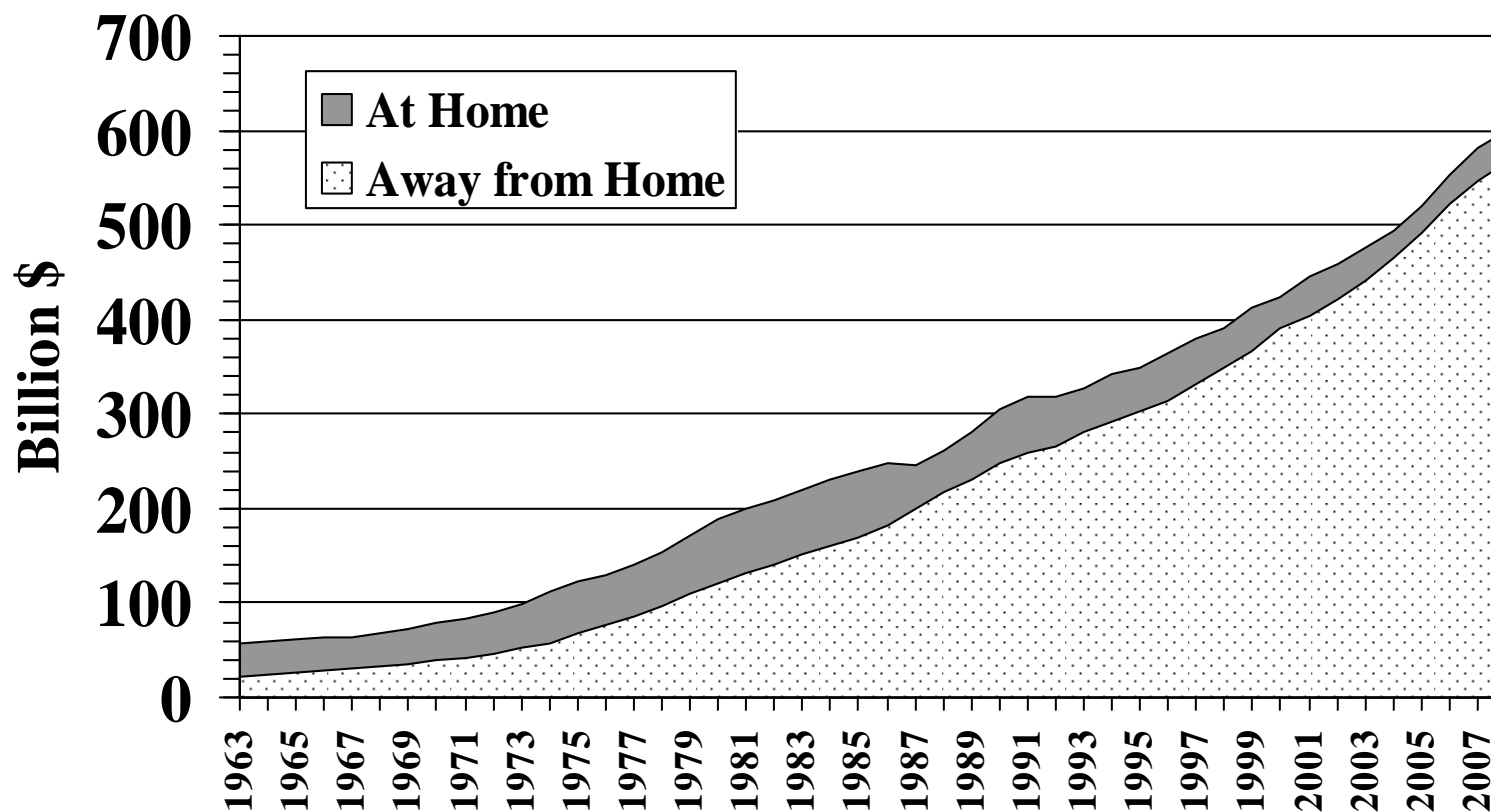
*Over a third went for food marketing labor costs.*



\* Other costs includes depreciation, rent, advertising and promotion, interest, taxes, licenses, insurance, professional services, local for-hire transportation, food service in schools, colleges, hospitals, and other institutions, and miscellaneous items.

Source: ERS, Food Markets Branch

# Consumer Food Expenditures: At Home vs. Away from Home, 1963 - 2008



Food-at-home includes cash purchases, food stamps, donations, and WIC Program benefits. Home production includes nonfarm, sport fish and game, and farm at retail prices. Food-away-from home includes food purchased by families and individuals, expense-account meals, food furnished to employees, food furnished to inmates and patients, and food and cash donated to schools and institutions.

Source: <http://www.ers.usda.gov/briefing/CPIFoodAndExpenditures/Data/2008/2008table1a.xls>

**Per Capita Consumption of Major Food Commodities <sup>1/</sup>**

Commodities	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	<i>Lbs.</i>										
Beef	62.6	63.6	64.3	64.5	63.1	64.5	62.0	63.0	62.5	62.8	62.2
Pork	44.7	48.2	49.3	47.8	47.0	48.2	48.5	47.9	46.6	46.0	47.3
Chicken	50.0	50.4	53.6	54.2	54.0	56.8	57.6	59.3	60.6	60.9	59.9
Turkey	13.6	13.9	13.8	13.7	13.8	14.0	13.8	13.5	13.2	13.3	13.8
Fish and Shellfish	14.3	14.5	14.8	15.2	14.7	15.6	16.3	16.5	16.2	16.5	16.3
Eggs	30.2	30.8	32.2	32.4	32.5	32.8	32.8	33.1	32.8	33.1	32.1
Fluid Whole Milk	71.0	69.5	70.1	69.2	67.2	66.6	65.6	62.8	59.8	58.0	55.0
Fluid Lower Fat Milk	97.4	95.6	95.2	94.7	93.9	94.5	93.9	94.2	94.5	95.5	96.0
Fluid Skim Milk	33.5	33.4	32.2	29.9	28.9	27.9	26.8	26.6	27.0	27.2	27.2
Fats and Oils--total fat content	62.5	62.9	65.5	81.7	82.7	87.3	86.9	86.5	85.5	84.6	84.9
Fresh Fruits	129.9	129.1	130.2	128.5	125.8	126.8	128.3	128.1	126.3	129.4	126.2
Fresh Vegetables	196.6	192.8	198.9	199.3	196.3	195.5	200.2	201.5	198.3	196.2	202.2
Flour and Cereal Products	196.8	194.5	196.0	199.3	195.0	192.2	193.7	192.0	192.1	194.0	196.9
Caloric Sweeteners	147.8	149.0	151.3	148.9	147.1	146.3	141.6	141.8	142.3	139.1	136.3

<sup>1/</sup> In pounds, retail weight unless otherwise states. 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.

Meats and fish are boneless, trimmed weight.

Eggs exclude shipments to the U.S. territories.

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

Fruits and vegetables are farm weight.

Flour and cereal products include rye, corn, oats, and barley products. Excludes quantities used in alcoholic beverages, corn sweeteners, and fuel.

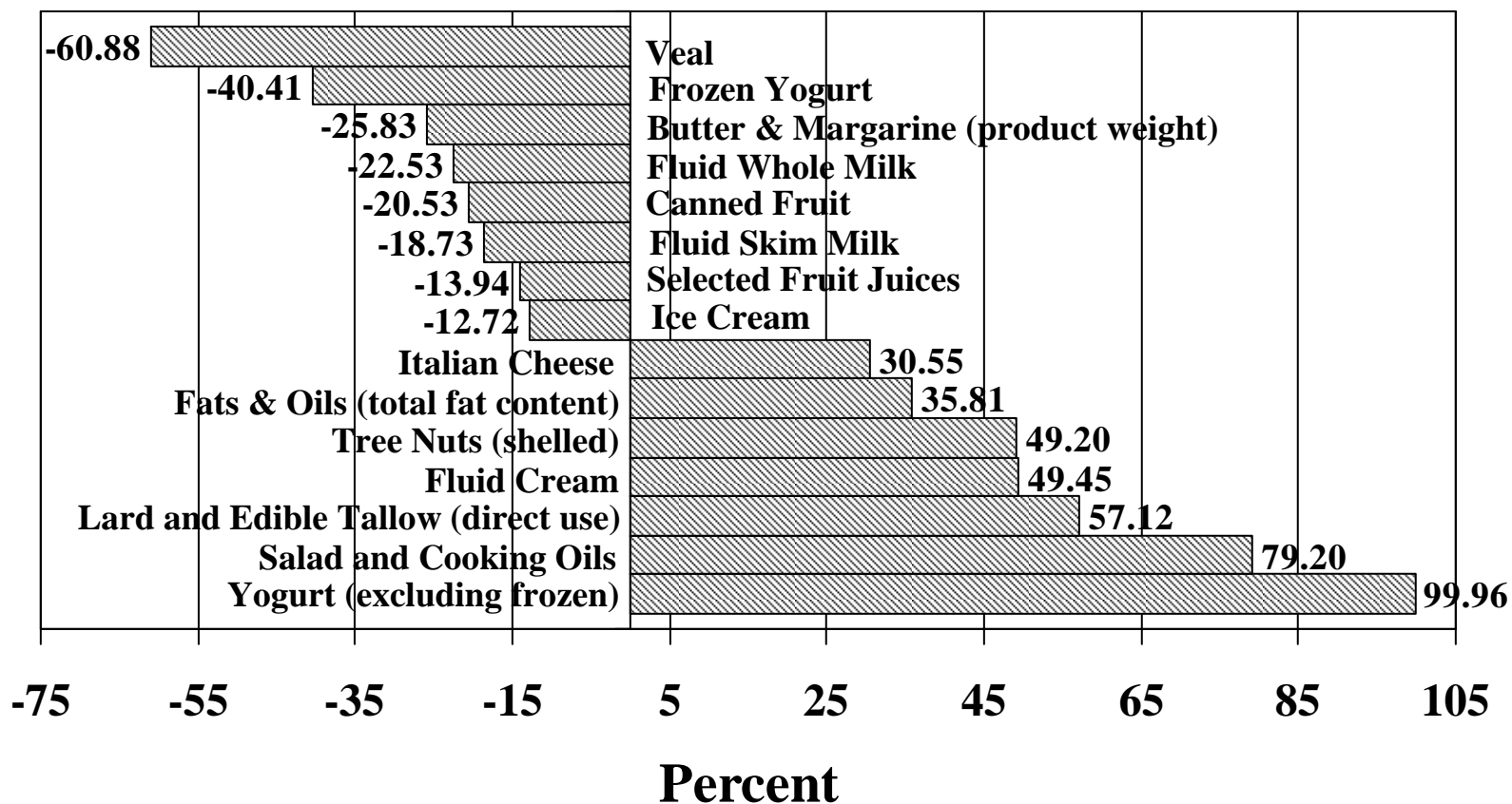
Calorice sweeteners are dry weight equivalent.

**Per Capita Consumption of Major Food Commodities<sup>1/</sup>**

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Red meats <sup>2,3,4</sup>	109.0	113.2	115.1	113.7	111.4	114.1	111.8	112.2	110.3	110.0	110.6
Beef	62.6	63.6	64.3	64.5	63.1	64.5	62.0	63.0	62.5	62.8	62.2
Veal	0.8	0.7	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.3
Lamb & mutton	0.8	0.9	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.8	0.8
Pork	44.7	48.2	49.3	47.8	47.0	48.2	48.5	47.9	46.6	46.0	47.3
Poultry <sup>2,3,4</sup>	63.6	64.3	67.4	67.9	67.8	70.8	71.3	72.8	73.7	74.3	73.7
Chicken	50.0	50.4	53.6	54.2	54.0	56.8	57.6	59.3	60.6	60.9	59.9
Turkey	13.6	13.9	13.8	13.7	13.8	14.0	13.8	13.5	13.2	13.3	13.8
Fish and shellfish <sup>3</sup>	14.3	14.5	14.8	15.2	14.7	15.6	16.3	16.5	16.2	16.5	16.3
Eggs <sup>4</sup>	30.2	30.8	32.2	32.4	32.5	32.8	32.8	33.1	32.8	33.1	32.1
Dairy products											
Cheese (excluding cottage) <sup>2,5</sup>	27.5	27.8	29.0	29.8	30.0	30.5	30.5	31.3	31.6	32.5	32.7
American	11.8	11.9	12.6	12.7	12.8	12.8	12.5	12.9	12.7	13.1	12.8
Italian	10.8	11.1	11.6	12.1	12.4	12.5	12.6	12.9	13.3	13.7	14.1
Other cheeses <sup>6</sup>	4.9	4.9	4.7	4.8	5.0	4.8	5.2	5.4	5.4	5.6	5.8
Cottage cheese	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.7	2.7	2.6	2.6
Beverage milks <sup>2</sup>	201.9	198.5	197.6	193.8	190.0	189.0	186.3	183.6	181.3	180.8	178.2
Fluid whole milk <sup>7</sup>	71.0	69.5	70.1	69.2	67.2	66.6	65.6	62.8	59.8	58.0	55.0
Fluid lower fat milk <sup>8</sup>	97.4	95.6	95.2	94.7	93.9	94.5	93.9	94.2	94.5	95.5	96.0
Fluid skim milk	33.5	33.4	32.2	29.9	28.9	27.9	26.8	26.6	27.0	27.2	27.2
Fluid cream products <sup>9</sup>	8.8	8.9	9.4	9.8	10.7	10.5	11.9	12.6	12.8	12.9	13.2
Yogurt (excluding frozen)	5.8	5.9	6.2	6.5	7.0	7.4	8.2	9.2	10.3	11.1	11.5
Ice cream	16.1	16.3	16.7	16.7	16.3	16.7	16.4	13.8	14.6	14.7	14.0
Lowfat ice cream <sup>10</sup>	7.8	8.1	7.5	7.3	7.3	6.5	7.5	7.3	6.7	6.9	7.0
Frozen yogurt	2.0	2.1	1.9	2.0	1.5	1.5	1.5	1.3	1.3	1.3	1.2
All dairy products, milk equivalent, milkfat basis <sup>11</sup>	567.3	572.2	584.0	590.9	584.0	584.4	593.5	592.7	597.7	606.0	606.1
Fats and oils--total fat content	62.5	62.9	65.5	81.7	82.7	87.3	86.9	86.5	85.5	84.6	84.9
Butter and margarine (product weight)	12.5	12.5	12.5	12.7	11.4	10.9	9.7	9.7	8.5	9.3	9.3
Shortening	20.5	20.4	21.0	31.5	32.5	32.8	32.5	32.5	29.0	24.9	21.0
Lard and edible tallow (direct use)	2.9	3.8	4.2	4.8	4.2	4.7	5.1	4.7	5.3	5.6	4.6
Salad and cooking oils	28.0	27.3	28.8	33.7	35.6	39.7	40.2	40.0	42.8	44.6	50.2
Fruits and vegetables <sup>2</sup>	710.4	709.2	709.0	709.4	699.8	681.4	701.8	700.4	687.8	675.3	680.0
Fruit	288.2	290.4	287.5	286.0	286.2	268.5	279.7	278.6	270.8	269.5	263.0
Fresh fruits	129.9	129.1	130.2	128.5	125.8	126.8	128.3	128.1	126.3	129.4	126.2
Canned fruit	19.9	16.9	19.2	17.5	17.6	16.7	17.2	16.9	16.5	15.4	15.9
Dried fruit	10.6	12.1	10.2	10.4	9.8	10.4	9.9	9.3	10.1	10.2	9.6
Frozen fruit	3.8	4.3	3.9	4.6	4.9	4.1	5.1	4.4	5.1	4.5	4.4
Selected fruit juices	123.2	127.7	123.7	124.6	127.9	110.3	118.9	119.5	112.4	109.2	106.1
Vegetables	422.2	418.8	421.5	423.4	413.6	412.8	422.1	421.8	416.9	405.8	417.0
Fresh	196.6	192.8	198.9	199.3	196.3	195.5	200.2	201.5	198.3	196.2	202.2
Canning	105.5	105.3	102.9	103.2	96.8	100.6	101.1	102.8	105.1	94.7	97.2
Freezing	80.0	80.3	80.8	79.3	79.4	76.9	78.9	79.0	76.4	74.5	76.0
Dehydrated and chips	31.9	32.3	30.5	33.2	33.4	32.3	34.7	31.8	30.2	32.9	32.9
Legumes	8.3	8.1	8.4	8.5	7.7	7.5	7.3	6.7	7.0	7.5	8.7
Peanuts (shelled)	5.9	5.9	6.0	5.9	5.9	5.9	6.4	6.7	6.7	6.5	6.3
Tree nuts (shelled)	2.2	2.2	2.8	2.6	2.9	3.2	3.5	3.5	2.7	3.3	3.3
Flour and cereal products <sup>13</sup>	196.8	194.5	196.0	199.3	195.0	192.2	193.7	192.0	192.1	194.0	196.9
Wheat flour	146.8	143.0	144.0	146.3	141.0	136.7	136.7	134.5	134.2	135.6	138.1
Rice (milled basis)	17.6	18.6	18.7	19.1	19.3	20.1	20.9	20.8	20.8	20.7	20.5
Caloric sweeteners <sup>14</sup>	147.8	149.0	151.3	148.9	147.1	146.3	141.6	141.8	142.3	139.1	136.3
Coffee (green bean equiv.)	9.1	9.3	9.8	10.3	9.5	9.2	9.5	9.6	9.5	9.5	9.6
Cocoa (chocolate liquor equiv.)	4.0	4.3	4.5	4.7	4.5	3.9	4.2	4.8	5.2	5.2	4.8
-- = 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.											
Note: The data are proxies for consumption. For information about the food availability data, please see <a href="http://www.ers.usda.gov/data/foodconsumption/">http://www.ers.usda.gov/data/foodconsumption/</a>											
Information contact: Hodan Farah Wells (202) 694-5578											
Source: USDA/ERS "Amber Waves", March 2010											



# The U.S. Per Capita Food Consumption Percent Change Between 1997 and 2007



# Per Capita Consumption of Meat, Poultry, and Fish Boneless, Trimmed, Equivalent, 1970 - 2007

