

Whole Milk for Healthy Kids Act of 2021

H.R.1861

In March, U.S. Representatives, Antonio Delgado, D-N.Y., and Glenn ‘GT’ Thompson, R-Penn., introduced the bipartisan Whole Milk for Healthy Kids Act of 2021. The bill would allow for unflavored and flavored whole milk to be offered in school cafeterias. The current regulations passed in May of 2017 allow for only fat-free and low-fat (1%) white and flavored milk in school programs. The current ruling is an improvement from the Healthy, Hunger-Free Kids Act passed in 2010 that amended nutritional standards in the school lunch program. The 2010 Act mandated that flavored milk be fat-free within the program.

The Whole Milk for Healthy Kids Act of 2021 highlights the many benefits milk provides to young Americans. Milk provides numerous essential nutrients and multiple health benefits and is critical to youth development.

Rep. Thompson

“Milk provides nine essential nutrients as well as a great deal of long-term health benefits. Due to the baseless demonization of milk over the years, we’ve lost nearly an entire generation of milk drinkers, and these young people are missing out on the benefits of whole milk. It is my hope the Whole Milk for Healthy Kids Act will give children a wide variety of milk options and bolster milk consumption—a win-win for growing children and America’s dairy farmers.”



U.S. House Ag Committee ranking member
G.T. Thompson (R-Pa.)

Rep. Delgado

“The Whole Milk for Healthy Kids Act will help young people maintain a healthy diet while supporting our upstate dairy farmers and processors. I am proud to lead this bipartisan effort to provide more choices for healthy and nutritious milk in schools. This legislation is good for young people and good for our dairy producers in today’s tough farm economy.”

The recent 2020 Dietary Guidelines for Americans restated dairy’s critical role in providing essential nutrients. The Dietary Guidelines Advisory Committee also found that 79% of 9-13-year-olds do not meet the

recommended intake for dairy. School children milk consumption has also been dropping. From 2014 to 2016, schools served 232 million less half pints of milk and milk was among the most discarded items in school waste studies. These declines in school consumption can create a whole generation who will pass on dairy since

they did not have whole milk options that they like.

A Pennsylvania school, working with the Grassroots PA Dairy Advisory Committee and 97 Milk, provided milk at all fat levels to their middle and high school students during the 2019-2020 school year. The findings showed that students selected whole milk 3 to 1 over low-fat milk. During this trial the school milk sales also grew by 65% and the volume of discarded milk dropped 95%.

Dairy Sales Trends

In the U.S., whole milk sales have increased year-over-year (YOY) since 2014 for a total increase of 16.4%, or 2.3 billion pounds, over the six-year period ending in 2019. 2014 sales were 13.8 billion pounds and increased to 16.1 billion pounds at the end of 2019. Flavored whole milk has increased YOY since 2014 (534 million pounds) for a total increase of 246 million pounds, or 46% growth in sales at the end of 2019 (780 million pounds).

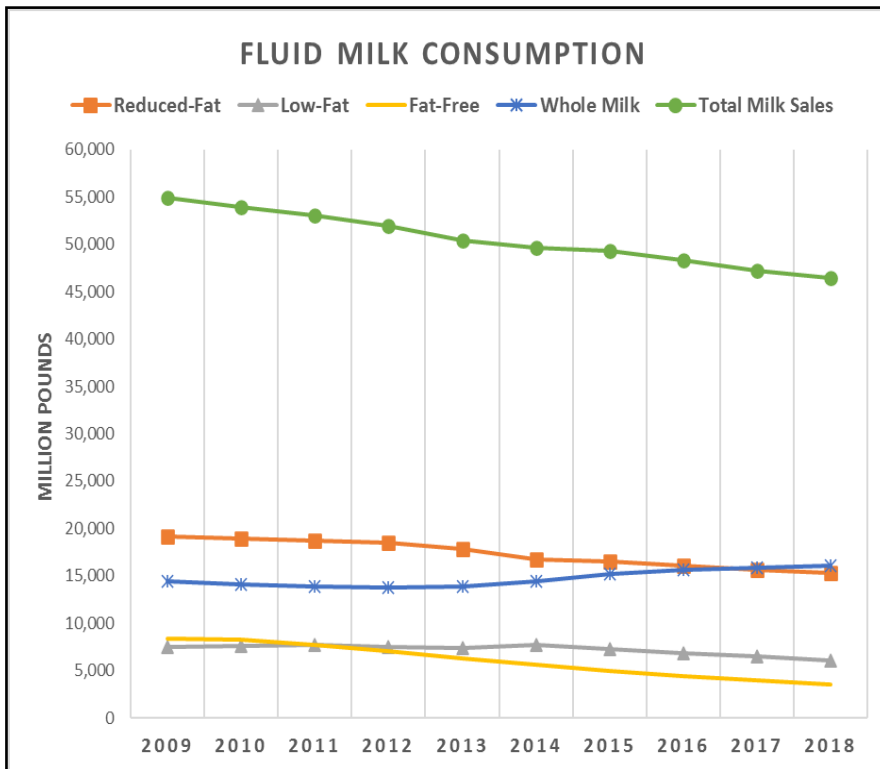
However, total fluid milk sales have been on the decline since 2009. Sharp declines in reduced-fat, low-fat, and fat-free milk have dropped fluid milk consumption by 16.3% from 2009 to 2019. In 2009 fluid milk consumption made up 29% of the total U.S. production, in 2019 it has lowered to 21%. Since 1975 fluid milk consumption has declined 43%. In 1975 the average person drank about 29 gallons of milk per year, compared to 16.6 gallons in 2019.

But dairy consumption has not been decreasing across the board. In 1975 per capita

consumption of dairy was at 539 pounds, and in 2019 it has increased to 653 pounds per person, representing an overall increase of 21%. Cheese, butter, and yogurt have been increasing consumption since 1975. Total cheese consumption in 2019 increased 80% compared to 1975, butter consumption was up 32% and yogurt consumption has jumped 570%.

The Whole Milk for Healthy Kids Act of 2021 offers the chance to bring a generation back to fluid milk by providing a nutritious whole milk beverage that tastes great in schools.

To help support the Whole Milk for Healthy Kids Act of 2021 please contact your Representative if they are not listed below and ask them to co-sponsor the bill introduced by Rep. Thompson and Rep. Delgado. The contact for your Representative to sign on to support the bill is Nick Rockwell in Rep. Thompson’s office. Nick.Rockwell@mail.house.gov



- Rep. Davis, Rodney [R-IL-13]
- Rep. Perry, Scott [R-PA-10]
- Rep. Stefanik, Elise M. [R-NY-21]
- Rep. Keller, Fred [R-PA-12]
- Rep. Bacon, Don [R-NE-2]
- Rep. Joyce, John [R-PA-13]
- Rep. Allen, Rick W. [R-GA-12]
- Rep. Fulcher, Russ [R-ID-1]
- Rep. Smith, Adrian [R-NE-3]
- Rep. Johnson, Dusty [R-SD-At Large]
- Rep. Grothman, Glenn [R-WI-6]
- Rep. Meuser, Daniel [R-PA-9]
- Rep. Tonko, Paul [D-NY-20]
- Rep. Kind, Ron [D-WI-3]
- Rep. Lamb, Conor [D-PA-17]
- Rep. Cartwright, Matt [D-PA-8]
- Rep. Rose, John W. [R-TN-6]
- Rep. Reschenthaler, Guy [R-PA-14]
- Rep. Tenney, Claudia [R-NY-22]
- Rep. Emmer, Tom [R-MN-6]

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NAJ Milk & Component Outlook - 2021 Prices through March

2021 AVERAGE STATISTICAL BLEND PRICE FOR EACH FEDERAL ORDER		2021 MILK VOLUME (Million #)		2021 AVERAGE JERSEY REGULATED BLEND PRICE	
Northeast (Boston)	\$16.08	Northeast (Boston)	6,773	Northeast (Boston)	\$19.79
Appalachian (Charlotte)	\$17.65	Appalachian (Charlotte)	1,376	Appalachian (Charlotte)	\$20.31
Southeast (Atlanta)	\$17.75	Southeast (Atlanta)	1,191	Southeast (Atlanta)	\$20.37
Florida (Tampa)	\$19.63	Florida (Tampa)	624	Florida (Tampa)	\$22.01
Mideast (Cleveland)	\$15.20	Mideast (Cleveland)	4,164	Mideast (Cleveland)	\$18.23
Upper Midwest (Chicago)	\$15.21	Upper Midwest (Chicago)	2,899	Upper Midwest (Chicago)	\$18.87
Central (Kansas City)	\$14.67	Central (Kansas City)	2,813	Central (Kansas City)	\$18.17
California (Los Angeles)	\$14.81	California (Los Angeles)	5,888	California (Los Angeles)	\$16.78
Southwest (Dallas)	\$15.08	Southwest (Dallas)	3,020	Southwest (Dallas)	\$18.12
Arizona (Phoenix)	\$15.09	Arizona (Phoenix)	1,028	Arizona (Phoenix)	\$17.33
<u>Pacific Northwest (Seattle)</u>	<u>\$14.77</u>	<u>Pacific Northwest (Seattle)</u>	<u>1,810</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$18.05</u>
ALL FMMO MARKET AVERAGE	\$15.99	ALL FMMO MARKET TOTAL	31,587	ALL FMMO MARKET AVERAGE	\$18.91

Prices reflect Federal Order minimum blend prices for city shown.

Total Grade A milk volume sold under FMMO.

Prices reflect FMMO minimum prices at Jersey component values.

2021 AVERAGE JERSEY BLEND WITH ESTIMATED PROTEIN OR CHEESE YIELD PREMIUMS		2021 AVERAGE DOLLAR DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE		2021 AVERAGE PERCENT DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE	
Northeast (Boston)	\$20.08	Northeast (Boston)	\$4.01	Northeast (Boston)	25.0%
Appalachian (Charlotte) (includes protein prem.)	\$20.70	Appalachian (Charlotte)	\$2.34	Appalachian (Charlotte)	12.8%
Southeast (Atlanta)	\$20.37	Southeast (Atlanta)	\$2.07	Southeast (Atlanta)	11.3%
Florida (Tampa)	\$22.01	Florida (Tampa)	\$2.37	Florida (Tampa)	12.1%
Mideast (Cleveland) (includes protein premium)	\$18.94	Mideast (Cleveland)	\$3.75	Mideast (Cleveland)	24.7%
Upper Midwest (Chicago) (includes cy premium)	\$19.15	Upper Midwest (Chicago)	\$3.95	Upper Midwest (Chicago)	26.0%
Central (Kansas City)	\$18.17	Central (Kansas City)	\$3.52	Central (Kansas City)	24.0%
California (Los Angeles)	\$16.78	California (Los Angeles)	\$1.96	California (Los Angeles)	13.3%
Southwest (Dallas)	\$18.12	Southwest (Dallas)	\$3.05	Southwest (Dallas)	20.2%
Arizona (Phoenix) (includes protein)	\$17.72	Arizona (Phoenix)	\$2.65	Arizona (Phoenix)	17.6%
<u>Pacific Northwest (Seattle)</u>	<u>\$18.05</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$3.30</u>	<u>Pacific Northwest (Seattle)</u>	<u>22.4%</u>
ALL FMMO MARKET AVERAGE	\$19.10	ALL FMMO MARKET AVERAGE	\$3.00	ALL FMMO MARKET AVERAGE	19.0%

Includes a protein premium of \$0.05 for every 0.01% increase in protein over the market average.

Prices reflect difference between Jersey price with premiums, and the statistical blend price.

Percent difference in Jersey price with premiums, over the statistical blend price.

ESTIMATED JERSEY MILK COMPOSITION	2021	REGULATED MILK PRICES	2021	AVERAGE JERSEY PRICE ADJUSTMENT PER CWT:	2021
Butterfat	5.20	FMMO Milkfat	\$1.5698	FMMO Milkfat Adjustment	\$1.88
TRUE Protein	3.89	FMMO True Protein	\$2.9042	FMMO True Protein Adjustment	\$1.80
Other Solids	5.73	FMMO Other Solids	\$0.3165	FMMO Other Solids Adjustment	\$0.06
Solids Not Fat (SNF)	9.62				
Cheese Yield (90% Fat Recovery, 38% Moisture)	13.45				
CME Block Cheese Price	\$1.69				

NAJ Milk & Component Outlook - March 2021 Jersey Price Comparisons

<u>MAR'21 STATISTICAL BLEND PRICE</u>		<u>MAR'21 MONTHLY MILK VOLUME</u> (Million #)		<u>MAR'21 JERSEY REGULATED BLEND PRICE</u>	
Northeast (Boston)	\$16.50	Northeast (Boston)	2,354	Northeast (Boston)	\$20.18
Appalachian (Charlotte)	\$17.94	Appalachian (Charlotte)	489	Appalachian (Charlotte)	\$22.13
Southeast (Atlanta)	\$17.92	Southeast (Atlanta)	440	Southeast (Atlanta)	\$19.92
Florida (Tampa)	\$20.11	Florida (Tampa)	206	Florida (Tampa)	\$22.52
Mideast (Cleveland)	\$15.68	Mideast (Cleveland)	1,476	Mideast (Cleveland)	\$18.77
Upper Midwest (Chicago)	\$15.64	Upper Midwest (Chicago)	965	Upper Midwest (Chicago)	\$19.31
Central (Kansas City)	\$15.15	Central (Kansas City)	981	Central (Kansas City)	\$18.73
California (Los Angeles)	\$14.85	California (Los Angeles)	2,037	California (Los Angeles)	\$16.47
Southwest (Dallas)	\$15.68	Southwest (Dallas)	1,027	Southwest (Dallas)	\$18.73
Arizona (Phoenix)	\$15.55	Arizona (Phoenix)	357	Arizona (Phoenix)	\$17.92
<u>Pacific Northwest (Seattle)</u>	<u>\$15.15</u>	<u>Pacific Northwest (Seattle)</u>	<u>627</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$18.38</u>
ALL FMMO MARKET AVERAGE	\$16.38	ALL FMMO MARKET TOTAL	10,958	ALL FMMO MARKET AVERAGE	\$19.37

Prices reflect Federal Order minimum blend prices for city shown.

Total Grade A milk volume sold under FMMO during month.

Prices reflect FMMO minimum prices at Jersey component values.

<u>MAR'21 JERSEY BLEND WITH ESTIMATED PROTEIN OR CHEESE YIELD PREMIUMS</u>		<u>MAR'21 DOLLAR DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE</u>		<u>MAR'21 PERCENT DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE</u>	
Northeast (Boston)	\$20.45	Northeast (Boston)	\$3.95	Northeast (Boston)	24.0%
Appalachian (Charlotte) (includes protein prem.)	\$22.51	Appalachian (Charlotte)	\$2.40	Appalachian (Charlotte)	11.9%
Southeast (Atlanta)	\$19.92	Southeast (Atlanta)	\$2.00	Southeast (Atlanta)	11.2%
Florida (Tampa)	\$22.52	Florida (Tampa)	\$2.41	Florida (Tampa)	12.0%
Mideast (Cleveland) (includes protein premium)	\$19.43	Mideast (Cleveland)	\$3.75	Mideast (Cleveland)	23.9%
Upper Midwest (Chicago) (includes cy premium)	\$19.57	Upper Midwest (Chicago)	\$3.93	Upper Midwest (Chicago)	25.1%
Central (Kansas City)	\$18.73	Central (Kansas City)	\$3.58	Central (Kansas City)	23.6%
California (Los Angeles)	\$16.47	California (Los Angeles)	\$1.62	California (Los Angeles)	10.9%
Southwest (Dallas)	\$18.73	Southwest (Dallas)	\$3.05	Southwest (Dallas)	19.5%
Arizona (Phoenix) (includes protein)	\$18.29	Arizona (Phoenix)	\$2.74	Arizona (Phoenix)	17.6%
<u>Pacific Northwest (Seattle)</u>	<u>\$18.38</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$3.23</u>	<u>Pacific Northwest (Seattle)</u>	<u>21.3%</u>
ALL FMMO MARKET AVERAGE	\$19.55	ALL FMMO MARKET AVERAGE	\$2.97	ALL FMMO MARKET AVERAGE	18.3%

Includes a protein premium of \$0.05 for every 0.01% increase in protein over the market average.

Prices reflect difference between Jersey price with premiums, and the statistical blend price.

Percent difference in Jersey price with premiums, over the statistical blend price.

<u>ESTIMATED JERSEY MILK COMPOSITION</u>	<u>Mar-21</u>	<u>REGULATED MILK PRICES</u>	<u>Mar-21</u>	<u>AVERAGE JERSEY PRICE ADJUSTMENT PER CWT:</u>	<u>Mar-21</u>
Butterfat	5.15	FMMO Milkfat	\$ 1.7176	FMMO Milkfat Adjustment	\$2.04
TRUE Protein	3.86	FMMO True Protein	\$ 2.6954	FMMO True Protein Adjustment	\$1.66
Other Solids	5.73	FMMO Other Solids	\$ 0.3652	FMMO Other Solids Adjustment	(\$0.02)
Solids Not Fat (SNF)	9.59				
Cheese Yield (90% Fat Recovery, 38% Moisture)	13.35				
CME Block Cheese Price	\$ 1.74				