

Purchases of Dairy Products

summer and winter surveys in Sacramento show seasonal expense and sources of dairy products

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A major item of food expense of 262 Sacramento families—interviewed in one week in August 1952 and again in January 1953—was the reported average weekly expenditure for dairy products of \$5.60 per family in summer and \$4.74 in winter.

The 258 families who reported their total expenditure for all food averaged \$26.59 during the week in August. The 260 families who reported their total food expense in January averaged \$24.11. These families spent 21.1% of their food dollar for dairy products in the summer and 19.7% in the winter.

The expense per person for all food and for dairy products was both higher in the summer than in the winter. That for all food was \$7.82 and \$7.25 respectively, and that for dairy products was \$1.65 and \$1.43. The milk equivalent quantity of these dairy products was also higher in summer, that is, 6.1 quarts per person as contrasted with 5.4 quarts in winter. The term, milk equivalent, refers to the quantity of protein and mineral in each dairy product, excluding butter, equivalent to the amount of these nutrients in fluid milk.

As families spent more money for food, they also spent more money for dairy products. The families studied who spent from \$10 to \$20 per week for their food spent \$3.76 in the summer and \$3.36 in the winter for dairy products. Those spending from \$30 to \$40 for food spent \$6.66 in the summer and \$6.21 for dairy products in the winter. These differences in expenditures become less significant when considered on a per person basis since the families who had larger food bills also had larger families.

For example, families having larger weekly food bills—\$30 to \$40—had averages per person of \$8.81 for food and \$1.74 for dairy products in the summer and averages of \$7.45 and \$1.38 in the winter. Those families having smaller weekly food expense—\$10 to \$20—had averages per person of \$6.20 for food and \$1.49 for dairy products in the summer and corresponding averages of \$6.28 and \$1.38 in the winter.

Families spending from \$10 to \$40 per week for food—90% of all families studied—averaged \$1.38 per person for dairy products in the winter. The few families at the extremes of food expense range showed considerable variation from the above average: families spending less than \$10 per week for food averaged 58¢ per person for dairy products; families spending \$40 or more for food averaged \$1.83 per person for dairy products.

Although the amount of money spent for dairy products increased as the families spent more for food, there was a slight tendency for the proportion of the total food expense that was used for dairy products to decrease as the total expense for food increased. This was true especially among those families studied who spent \$10 or more per week for food. For example, in families spending \$10 to \$20 per week for food, dairy products accounted for 24% of the total food expense in summer, and for 22% in the winter. On the other hand, 19.8% was used for dairy products in the summer and 18.5% in the winter by families spending \$30 to \$40 for food.

The families studied spent larger amounts for food per household as size

of income increased and—except those families with incomes under \$2,000 in the winter—they also averaged higher expense per household for dairy products in both summer and winter.

The proportion of the food expense which was used for dairy products remained much the same for most of the income groups. In the summer this proportion varied from 19% to 21% for families with incomes from \$2,000 to \$6,000. Those with incomes under \$2,000 spent nearly 27% of their food expense for dairy products, and those with incomes over \$6,000 spent about 21.7%.

In the winter, the families with incomes below \$6,000 spent from 19% to 21% of their food expense for dairy products. Those with incomes of \$6,000 and above spent about 18.4% of their food expense for dairy products.

Expense for fluid milk accounted for over half—about 52%—of the total expense for all dairy products in both summer and winter. This was 11% of the total food expense in summer and 10.3% in winter. The actual average expense per family per week for fluid milk was \$2.91 in summer and \$2.47 in winter. Of this, an average of \$2.66 was spent for whole milk in summer and an average of \$2.21 per family in the winter. This was 91% of the expense for fluid milk in the summer and almost 90% in the winter, or approximately 47% of the total expense for dairy products in both summer and winter.

Although the amount spent for ice cream, sherbet, and ice milk was very much less than that for fluid milk, it took the second largest per cent of ex-

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Total Expense for Dairy Products and Quantities Consumed According to Total Food Expenditure.

Weekly Food Expenditure Class	Number of households		Average Expense for Dairy Products						Av. milk equivalent consumed per person	
			Per household		Per person		% of total food expenditure		Summer	Winter
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter		
All classes	258	260	\$5.62	\$4.75	\$1.65	\$1.43	21.12	19.69	6.09	5.37
Less than \$10.00 . . .	3	4	2.95	1.22	1.32	0.58	31.65	16.35	3.82	3.19
\$10.00—19.99	71	93	3.76	3.36	1.49	1.38	24.06	22.05	5.50	5.28
\$20.00—29.99	96	98	5.01	4.57	1.55	1.37	20.88	19.16	5.91	5.18
\$30.00—39.99	56	42	6.66	6.21	1.74	1.38	19.80	18.50	6.16	5.38
\$40.00 and over . . .	32	23	9.97	9.04	1.91	1.83	20.78	19.38	7.07	6.24

* Milk Equivalent refers to the quantity of protein and mineral in each dairy product, excluding butter, equivalent to the amount of these nutrients in fluid milk.

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pense for dairy products. In the summer, the families averaged 92¢ for these products and in the winter, only 48¢. This was 16% of the total amount spent for dairy products in summer and 10% in winter.

The next highest expense was for American Cheddar cheese, for which an average of 41¢ was spent per family in the summer and 40¢ in the winter. Because of the lower total expense for all dairy products in the winter, the proportion of the total expense for all dairy products which was spent for this type of cheese was higher in the winter—8.4% as compared to 7.4% in summer.

Expense for cottage cheese was also important, especially in the summer when an average of 34¢ was spent per family. The average expense in the winter was lower—29¢ per family. This product accounted for slightly over 6% of the total expense for dairy products in both summer and winter.

About the same average amount was spent for butter in both summer and winter, 37¢ per family in the summer and 38¢ in the winter. The proportion of total expense for dairy products was 6.6% in the summer and 8.0% in the winter.

Expense for half-and-half was about 50% higher than that for all kinds of cream in both summer and winter. Slightly more was spent for each of these products in winter than in summer. Together they accounted for 5.3% of the expense for all dairy products in the summer and for 6.8% in the winter.

The average expense for evaporated milk was 20¢ per family in both summer and winter. That for condensed and dry milk together was only 2¢ in summer and 4¢ per family in the winter. The average expense for non-fat milk increased from 1¢ per family in summer to 3¢ per family in the winter.

Family practices in buying whole milk, half-and-half, cottage cheese, and butter at retail stores and in having them delivered varied little in the two seasons.

Expense for Major Dairy Products

	Average expense per household in a week		Per Cent of Food Dollar*		Per Cent of Expense for all Dairy Products	
	Summer	Winter	Summer	Winter	Summer	Winter
All dairy products	\$5.60	\$4.74	21.12	19.69	100.00	100.00
Fluid milk	2.91	2.47	11.00	10.28	51.96	52.13
Whole milk	2.66	2.21	10.05	9.21	47.48	46.65
Other fluid milk	0.25	0.26	0.95	1.07	4.48	5.48
Half and half	0.18	0.21	0.67	0.88	3.15	4.47
All cream	0.12	0.12	0.46	0.45	2.17	2.39
Evaporated milk	0.20	0.20	0.75	0.83	3.60	4.21
Condensed and dry milk	0.02	0.04	0.07	0.18	0.34	0.91
Cottage cheese	0.34	0.29	1.27	1.22	6.06	6.19
American Cheddar cheese	0.41	0.40	1.55	1.66	7.37	8.42
Other cheese	0.13	0.15	0.50	0.61	2.34	3.15
Frozen desserts	0.92	0.48	3.44	2.00	16.38	10.14
Butter	0.37	0.38	1.41	1.58	6.63	7.99

* For households reporting food expense.

Almost 60% of the families bought all their whole milk at retail stores in both summer and winter. Almost 39% had all or some of it delivered in each season.

However, nearly 34% of the families had all their whole milk delivered in the summer and only 24% had it all delivered in the winter. About 6% had some delivered and bought some at retail stores in the summer and over 15% followed this practice in the winter.

Purchase of whole milk at chain stores was more common than purchase at independent stores, since about 40% of the families bought all their milk at chain stores in both summer and winter as contrasted with about 17% who bought it all at independent stores.

Almost 62% of all the whole milk used in the week in August was obtained at retail stores and almost 65% at this source in the winter.

Families who had all their whole milk delivered used about 2/3 quart less than the average used by all families in both summer and winter. Those who bought all their milk at retail stores used almost one quart less than the average of 12.90 quarts per household in summer and about 1/2 quart less than the average of 10.95 quarts per household in the winter. However, those families who procured milk at both sources used almost

twice as much as the average in the summer, and almost three quarts more than the average in the winter.

Those families using half-and-half averaged 2.05 pounds per household in the summer and 2.25 pounds per household in the winter. Over 80% of all the families who used half-and-half obtained all of it at retail stores in both summer and winter. About 60% of them bought it all at chain stores. The families who had all their half-and-half delivered used slightly less than the average and those purchasing all of it at retail stores used slightly more than the average during both seasons.

Almost 90% of the families studied bought all their cottage cheese at retail stores in the summer and almost 94% obtained it from this source in the winter. There was very little difference in the average quantities used by families buying cottage cheese at the two sources.

Almost 94% of the families studied bought all their butter from retail stores in the summer and almost 97% obtained it all from this source in the winter. Here again, there was very little difference in the quantities used by the families buying the product from retail stores and by those having it delivered.

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Total Expense For Food and For Dairy Products According to Family Income

Income Class	Number of Households		Average Expense for Food***				Average Expense for Dairy Produce			
			Per Household		Per Person		Per Household		Per Person	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
All classes	262	262	\$26.59	\$24.11	\$7.80	\$7.25	\$5.60	\$4.74	\$1.66	\$1.43
Less than \$2,000	21*	19	17.15	16.80	7.21	7.12	4.61	3.47	1.95	1.47
\$2,000-2,999	28	27	20.58	17.96	7.32	6.45	4.03	3.47	1.43	1.25
\$3,000-3,999	69	60**	24.41	22.11	7.18	6.42	5.15	4.62	1.51	1.35
\$4,000-5,999	81*	82**	29.05	23.79	7.68	6.93	5.84	4.83	1.56	1.41
\$6,000 and over	57*	66	33.22	31.26	9.23	8.57	7.22	5.75	2.00	1.58
Not classified	6	8	17.01	21.06	6.60	7.34	3.03	3.65	1.18	1.27

* 1 household in the less than \$2000, 2 households in \$4000-5999 and 1 household in over \$6000 groups did not report food expense.

** 1 household in \$3000-3999 and 1 household in \$4000-5999 did not report food expense.

*** For those reporting food expense.