Figure 1

Estimating U.S. food consumption

Production + Beginning Stocks + Imports

minus

Exports + Farm and Industrial Use + Ending Stocks

equals

U.S. Food Consumption (disappearance)

Figure 2

Changes in U.S. per capita food consumption, 1970-97

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee</td>
<td>-32%</td>
</tr>
<tr>
<td>Beverage milk</td>
<td>-23%</td>
</tr>
<tr>
<td>Eggs</td>
<td>-23%</td>
</tr>
<tr>
<td>Red meat</td>
<td>-16%</td>
</tr>
<tr>
<td>Alcoholic beverages</td>
<td>17%</td>
</tr>
<tr>
<td>Fish</td>
<td>24%</td>
</tr>
<tr>
<td>Fruits and vegetables</td>
<td>24%</td>
</tr>
<tr>
<td>Fats and oils</td>
<td>25%</td>
</tr>
<tr>
<td>Caloric sweeteners 1/</td>
<td>26%</td>
</tr>
<tr>
<td>Flour and cereal products</td>
<td>48%</td>
</tr>
<tr>
<td>Poultry</td>
<td>92%</td>
</tr>
<tr>
<td>Carbonated soft drinks</td>
<td>118%</td>
</tr>
<tr>
<td>Cheese</td>
<td>146%</td>
</tr>
</tbody>
</table>

1/ Includes caloric sweeteners used in soft drinks.

1998 total per capita meat consumption was 19 pounds above the 1970 level—a new record high

Pounds per capita 1/

1/ Boneless, trimmed equivalent.

Beef is still America’s most popular meat but chicken is gaining.

Pounds per capita 1/

1/ Boneless, trimmed equivalent.

Figure 5

Long-term decline in total per capita egg consumption levels off in the 1990’s

Number per capita

Figure 6

Commercial sales of dairy products reached a 28-year high in 1997

Pounds per capita 1/

Donations 2/

Commercial sales 3/

1/ Milk-equivalent, milkfat basis.  2/ Includes donated butter, cheese, nonfat dry milk, and evaporated milk.  3/ Includes milk produced and consumed on farms.

Per capita consumption of beverage milk declined 23 percent between 1970 and 1997

1/ Includes flavored milk and buttermilk.

In 1945, Americans drank more than four times as much milk as carbonated soft drinks; in 1997, they downed nearly two and a half times more soda than milk.

Gallons per capita

1/ 1947 is the first year for which data on soft drink consumption is available.

Figure 9

Per capita consumption of cheese in 1997 was 2-1/2 times higher than in 1970.

1/ Natural equivalent of cheese and cheese products. Excludes full-skim American and cottage-type cheeses.

Figure 10

Per capita consumption of total fluid cream products nearly doubled between 1970 and 1997

Half pints per capita

Total fluid cream products

Cream 1/

Sour cream

1/ Half and half, light, and heavy.

Total per capita consumption of fruits and vegetables increased 24 percent between 1970 and 1997.  

Pounds per capita

1/ Fresh-weight equivalent.  2/ Publication of *Diet, Nutrition, and Cancer*, which emphasized the importance of fruits and vegetables in the daily diet.

Source: Calculated by USDA/Economic Research Service from the Consumer Price Index.
Figure 12

Fruits and vegetables have led in retail price increases, 1982-97

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits and vegetables</td>
<td>93</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>84</td>
</tr>
<tr>
<td>Sugar and sweets</td>
<td>52</td>
</tr>
<tr>
<td>Eggs</td>
<td>50</td>
</tr>
<tr>
<td>Meat, poultry, and fish</td>
<td>49</td>
</tr>
<tr>
<td>Fats and oils</td>
<td>47</td>
</tr>
<tr>
<td>Dairy products</td>
<td>47</td>
</tr>
<tr>
<td>Nonalcoholic beverages</td>
<td>36</td>
</tr>
<tr>
<td>All food</td>
<td>61</td>
</tr>
<tr>
<td>All items</td>
<td>66</td>
</tr>
</tbody>
</table>

Source: Calculated by USDA/Economic Research Service from the Consumer Price Index.
Price increases for fresh fruits and vegetables were more than double those for processed, 1982-97

Source: Calculated by USDA/Economic Research Service from the Consumer Price Index.
Figure 14

Changes in per capita consumption of fresh and processed fruits and vegetables, 1982-97

Fruit:

- Fresh: 24%
- Processing: 5%

Better quality, increased variety, and yearround availability have boosted consumption of fresh fruits and vegetables...

Vegetables:

- Fresh: 25%
- Processing: 24%

while price, convenience, and increasing preference for fast-food eateries and ethnic foods have hiked consumption of frozen vegetables (especially french fries) and canned tomato products.

In 1997, per capita consumption of total added fats and oils was 7 percent below 1993’s all-time high level but remained a fourth above the 1970 level.
In 1997, Americans consumed more than two-fifths of a pound of caloric sweeteners per day

Pounds per capita (dry weight)

1/ Includes honey, molasses, and other refiner’s syrups.

In 1997, Americans consumed three fourths more caloric sweeteners per capita than in 1909.

Consumption of candy reached a high of 25 pounds per person in 1997.
Consumption of flour and cereal products increased 48 percent between 1970 and 1997, to 200 pounds.

Pounds per capita

1/ Includes oat, rye, and barley products.

In 1997, Americans consumed 100 pounds less of flour and cereal products than did their counterparts in 1909.
Figure 21

Per capita beverage consumption, gallons in 1997

1/ Includes fruit cocktails and ades.

Sources of food energy in the U.S. food supply: Fat consumption as a percentage of total calories has declined since 1970 but remains well above the 1909 level.

- **1909**
  - Total calories = 3,400 per capita per day
  - Protein: 12%
  - Carbohydrates: 56%
  - Fat: 32%

- **1970**
  - Total calories = 3,300 per capita per day
  - Protein: 11%
  - Carbohydrates: 47%
  - Fat: 42%

- **1994**
  - Total calories = 3,800 per capita per day
  - Protein: 11%
  - Carbohydrates: 51%
  - Fat: 38%

Source: USDA/Center for Nutrition Policy and Promotion.
In 1970, the meat and grain groups contributed equal amounts of calories to the U.S. food supply. By 1994, grains had surged ahead.

1970 Total food energy = 3,300 calories per capita per day
1994 Total food energy = 3,800 calories per capita per day

Source: USDA/Center for Nutrition Policy and Promotion.
In 1994, grains outpaced sweeteners as the leading contributor to total carbohydrate consumption.

Source: USDA/Center for Nutrition Policy and Promotion.
A 3-percent increase in total fat consumption between 1970 and 1994 reflects an increase in the use of vegetable fats and oils.

1970
Total fat = 154 grams per capita per day

1994
Total fat = 159 grams per capita per day

Source: USDA/Center for Nutrition Policy and Promotion.
Meat, poultry, and fish contributed 30 percent less saturated fat to the U.S. food supply in 1994 than in 1970.

Source: USDA/Center for Nutrition Policy and Promotion.
Figure 27

Consumer Price Index for all items and food, annual percentage change

Figure 28

Consumer Price Index, food at home and away from home, annual percentage change

Total food expenditures have been increasing, yet the percent of income spent for food has been decreasing.

Total food spending by families and individuals declined to 10.7 percent of disposable income in 37 years.