

Projections of Food and Commodity Consumption, 2000-2020

The first step in forecasting food and commodity consumption is to project the values of the exogenous economic, social, and demographic variables that affect food consumption. The projected values of some variables are reported in table 4. Values of other exogenous variables that are not in table 4 are assumed to remain constant at the mean values of the sample data, the 1994-96 and 1998 CSFII. These projected exogenous variables were first used to project future

Table 4—Projected economic, social, and demographic variables, 2000-2020

Variables	2000	2005	2010	2015	2020
Exogenous variables					
Income	15.166	16.125	17.216	18.685	20.216
High school	0.352	0.345	0.339	0.332	0.326
Some college	0.241	0.248	0.255	0.263	0.270
College	0.235	0.242	0.249	0.257	0.264
No high school	0.173	0.165	0.157	0.148	0.140
Age 0-4	0.068	0.066	0.067	0.067	0.067
Age 5-9	0.073	0.068	0.066	0.066	0.067
Age 10-14	0.073	0.072	0.067	0.065	0.066
Age 15-19	0.072	0.073	0.072	0.067	0.065
Age 20-29	0.135	0.137	0.140	0.140	0.133
Age 30-44	0.235	0.213	0.194	0.189	0.192
Age 45-54	0.134	0.144	0.146	0.133	0.119
Age 55-64	0.086	0.102	0.116	0.126	0.129
Age 65-74	0.065	0.063	0.070	0.083	0.096
Age 75+	0.059	0.060	0.060	0.061	0.069
Midwest	0.229	0.223	0.219	0.214	0.211
South	0.356	0.358	0.360	0.361	0.363
West	0.225	0.231	0.237	0.244	0.252
Northeast	0.190	0.188	0.184	0.181	0.174
Nonmetro	0.179	0.171	0.164	0.158	0.151
Suburb	0.493	0.504	0.514	0.523	0.532
City	0.328	0.325	0.322	0.319	0.317
Black	0.124	0.125	0.127	0.128	0.129
White	0.704	0.683	0.662	0.643	0.625
Hispanic	0.126	0.141	0.155	0.167	0.180
Asian	0.039	0.044	0.049	0.053	0.058
Other race	0.007	0.007	0.007	0.009	0.008
HH type1	0.235	0.218	0.198	0.183	0.167
HH type2	0.281	0.290	0.297	0.306	0.314
HH type3	0.092	0.091	0.090	0.089	0.087
Predicted eating out and knowledge					
Eating out	22.939	22.978	23.033	23.148	23.336
Knowledge	16.954	16.963	16.974	17.006	17.041

Note: See table 1 for units of measurement.

values of eating out and diet-health knowledge, and then all the projected variables were used to forecast food consumption in 2000-2020. The food-commodity translation database was used to convert food consumption to commodity consumption.

Economic, Social, and Demographic Variables, 2000-2020

We assumed that real household income would grow by 1 percent annually between 2000 and 2020, using the mean household income in the sample data, 1994-98. This growth level is conservative, compared with an observed average increase of 1.8 percent per year during 1978-88 and 1.2 percent annually during 1988-98.

The design of the 1994-96 and 1998 CSFII was based on the 1990 Census results, which were used by the U.S. Census Bureau project the current population and households. However, the 2000 Census results show the United States has been undergoing rapid demographic expansion. The prospect of a dynamic demographic future, setting the United States apart from most other industrialized countries, is the result of a high tide of immigration that began rising in the 1960s and shows no signs of diminishing in the near future. Therefore, we modified population, household, and education projections used in this study from Census projections (see box, "Modification of Census Population, Household, and Education Projections," p. 13). Over the 2000-2020 period, the proportions of Blacks, Asians, and, especially, Hispanics in the U.S. population are expected to increase, while the proportion of Whites declines (fig. 3).

Over the two decades, the Hispanic population is expected to grow by 1.2 million annually, compared with an annual growth of 500,000 among non-Hispanic Whites and 400,000 each among Blacks and Asians. Growth among Whites, Blacks, and Native Americans is expected to come largely from natural increase (births minus deaths), while growth among the Hispanic and Asian populations is expected to come from a combination of natural increase and immigration. Higher birth, death, and immigration rates all contribute to a younger age structure among minority populations and, consequently, a built-in growth momentum. We assumed that the U.S. population will grow by about 50 million, from 281.4 million in 2000 to 331.9 million in 2020.

The regional population distribution will also change. The Northeast will decline from 19 percent of the

population in 2000 to 17.4 percent in 2020. Likewise, the North Central will decline from 22.9 percent in 2000 to 21.1 percent in 2020. Over the same period, the South will increase from 35.6 to 36.3 percent, while the West will increase from 22.5 to 25.2 percent.

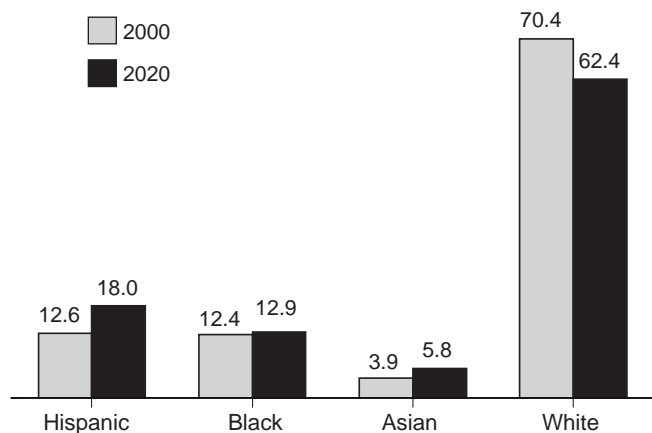
Age distribution, expressed as a share of the total population, will change to reflect the aging of U.S. population (fig. 4). The proportion of the population age 20-29 will decline from 13.5 to 13.3 percent between 2000 and 2020, while the proportion of the

population age 30-44 will decline from 23.5 to 19.2 percent. With the aging of the baby boom generation, whose members currently range in age from 37 to 55, the proportion of the population age 45-64 will increase from 22 to 24.8 percent over the next two decades. Likewise, the proportion of the population age 65-74 will increase from 6.5 to 9.6 percent and the population over age 74 will increase from 5.9 percent of the total population in 2000 to 6.9 percent in 2020. Without another baby boom, the U.S. population under age 18 will increase by 7 million by 2020 but decline as a percentage of the total.

Figure 3

Racial and ethnic distribution of the U.S. population, 2000-2020

Percent of population



Source: U.S. Census Bureau, adjusted by ERS.

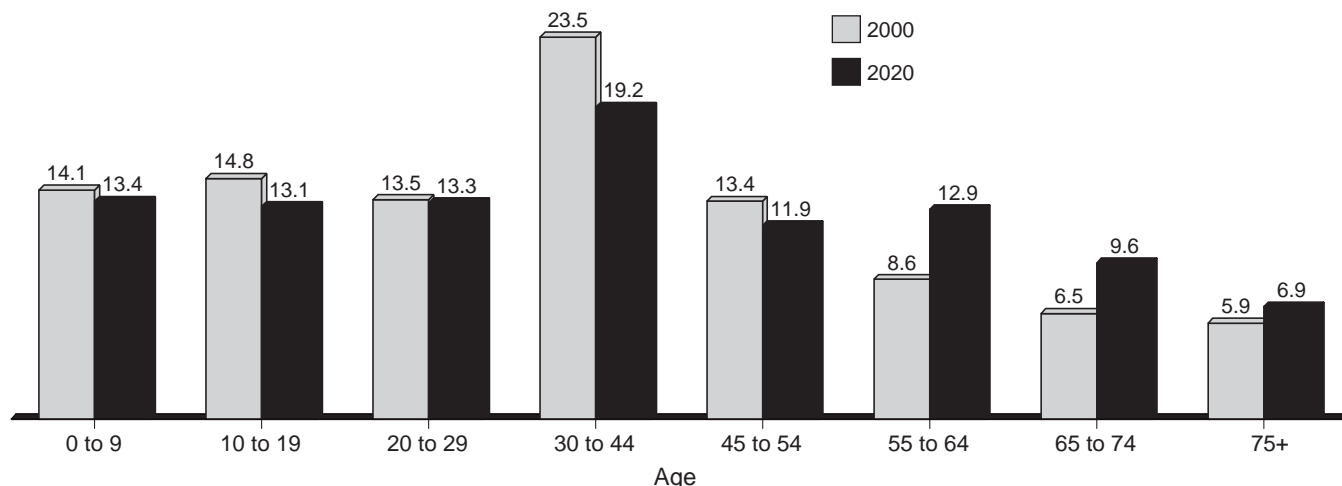
The rate of household formation in the United States has exceeded population growth for decades, resulting in a steady decrease in the average household size. At the same time, the share of U.S. households consisting of a married couple with children has declined, while the share of single-person households has risen. Average household size will continue to shrink over the next two decades, dropping below 2.4 persons by 2020 as the number of “empty nest” households rises from 28 to 31 percent. The aging of the U.S. population will also contribute to a higher proportion of single-person households.

Educational progress in the United States has been one of the demographic hallmarks of the past century, as the share of the population completing high school rose from 40 to 83 percent and the share of those with college degrees rose from 10 to 23 percent. Average educational attainment has advanced over the past

Figure 4

Aging of the U.S. population, 2000-2020

Percent of population



Source: U.S. Census Bureau, adjusted by ERS.

Modification of Census Population, Household, and Education Projections

Population, household, and education projections used in this study are modified versions of projections from the U.S. Census Bureau (Hollman et al., Day, and Day and Bauman). The Census population series includes projections by single year of age, sex, race, Hispanic origin, and nativity (foreign-born or native) out to the year 2100. The number of households by type (family/non-family; with and without children; married/not married; living alone) was projected out to 2010.

Educational attainment projections by sex and race are available to 2028. These projections are not intended as forecasts or predictions, but represent the results of assumptions about future trends in population change, household formation, schooling, and the economy at large. In the case of the population series, projections are based on assumptions about fertility, mortality, and immigration.

The current population and household projections provided by the U.S. Census Bureau are based on

the 1990 Census, as enumerated, and postcensal estimates up through 1999. The number of people counted in the 2000 Census was 6 million more than anticipated by the estimates (281 million versus 275 million). Various factors undoubtedly contributed to the higher count, including a more complete count in 2000 than in 1990 and a possibility of more duplications in 2000.

Any statement about the relative importance of different factors at this point is speculative. It is likely that the level of unauthorized immigration, clearly the most difficult component of the population equation to keep tabs on, was significantly higher than expected. To account for these discrepancies, population and household projections were multiplied by the ratio of the 2000 Census result and the 2000 projection. For instance, the 2000 Census showed 39.9 million people age 24 to 29, and the projection was 37.4 million, for a ratio of 1.06. Projections for that age group for 2010 and 2020 were multiplied by 1.06.

several decades, in part, because older, less educated generations have been replaced by more educated younger generations. Generational replacement effects have diminished, but it is also reasonable to assume that college attendance will continue to rise, especially among women, and that overall education levels among the rapidly increasing foreign-born population will rise toward the higher levels seen in native-born population groups of the same race and ethnic background. Thus, by 2020, a projected 86 percent of the U.S. population will have a high school degree and 26 percent will have completed college (fig. 5).

Assumptions Underlying the Forecasts

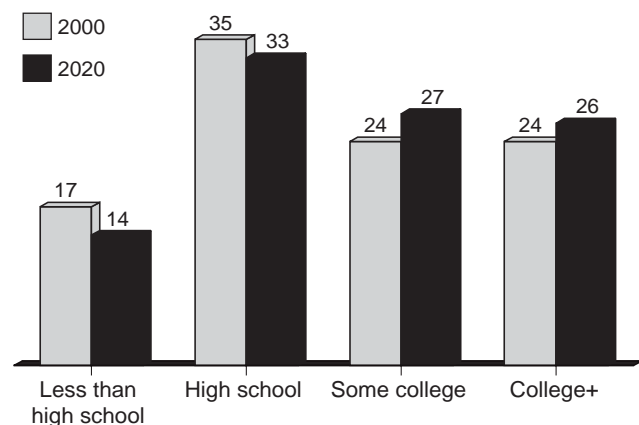
We made two assumptions for projection purposes. First, the analysis is based on a cross-section of data collected over a short period of time. Given no price information from the survey, we had to drop prices from the consumption equations. As such, relative prices are assumed the same for all households. Thus, the observed consumption behavior is for a fixed set of food and nonfood prices. As supply and demand conditions change over time, relative prices will change and the consumption patterns suggested here could be quite different. However, with the inclusion

of regional and seasonal dummy variables in the model, systematic price variations by region and season should have been captured.

Second, there is an implicit assumption that as any individual moves from one demographic group to

Figure 5
Educational attainment of the U.S. population, 2000-2020

Percent of population



Source: U.S. Census Bureau, adjusted by ERS.

another, his/her preferences immediately take on the characteristics of the new group. For example, the eating habits of those living in the South in the year 2000 are assumed to continue into the year 2020. Similarly, younger age groups will assume the eating habits of older age groups as they age.

We made these two assumptions in forecasting food and commodity consumption for the five periods between 2000 and 2020—the base scenario. However, a sensitivity analysis can be conducted to examine the effect of relaxing the second assumption. There are many demographic characteristics incorporated in the analysis, so there are many alternative scenarios possible for conducting sensitivity analyses. In this study, we focused on the relationship between eating out and age.

As shown earlier, eating out exhibits an inverted U shape with respect to age. The popularity in eating out rises with age among children, peaks among those age 14-19, and declines with age among adults. In the sensitivity analysis, we assumed that in 2020, consumers age 45 and over will eat out as much as those in the 30-44 age group—the alternative scenario. Differences in the predicted consumption between the base and alternative scenarios would indicate how sensitive predicted consumption is to the assumption about eating out.

Projections of Food Consumption, 2000-2020

The response of the endogenous variable in a Tobit model to changes in the exogenous variables can be decomposed into two components (McDonald and Moffitt). Using the eating-out model as an example, a change in exogenous variables will affect the probability that a respondent will eat out as well as the total amount of eating out. The forecast values of eating out after incorporating the two components are reported in table 4. The projected exogenous economic, social, and demographic variables together with the forecast eating out and diet-health knowledge were then fitted into the 50 Tobit equations to forecast food consumption at home and away from home, on a per capita basis. The projected per capita food consumption at home and away from home, in grams, is given in table 5.

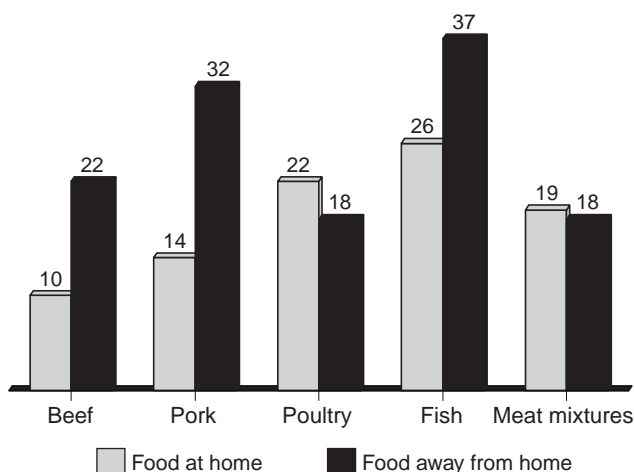
To show the projected changes in per capita food consumption, we indexed the projections, treating the 2000 consumption as the base (table 6). The per capita consumption of fish, fruit juice, other fruit, tomatoes,

legumes and nuts, other vegetables, and other grain products is projected to increase both at home and away from home. But, the per capita consumption of milk, cheese, fried potatoes, and soft drinks is projected to decline both at home and away from home. The per capita consumption of beef, pork, eggs, fats and oils, other potatoes, and grain mixtures is projected to decline at home but rise away from home.

Even though the per capita consumption of some foods is projected to decline, the total U.S. consumption of all 25 food groups is projected to increase both at home and away from home. This is because the U.S. population is projected to grow from 281 million in 2000 to 332 million in 2020. Figures in table 7 show the growth of the two market components, with the 2000 figures as the base. Take the meat group as an example: the growth of the away-from-home markets for beef, pork, fish, and other meat was predicted to outpace the growth of the at-home markets (fig. 6). But, the growth of the at-home markets for poultry and meat mixtures was predicted to exceed their away-from-home counterparts.

We also report shares of the at-home and away-from-home market components for all food groups (table 8), and these shares indicate the relative growth of these two markets. For example, the growth of the away-from-home fried-potato market was predicted to outpace its at-home counterpart, so the dominance of the away-from-home market will be reinforced over time. As shown in figure 7, the market shares for the meat group were predicted to be quite stable over time, with the

Figure 6
Total U.S. consumption of meat groups
Percent change, 2000-2020



Source: Economic Research Service, USDA.

Table 5—Projected per capita daily food consumption, at home and away from home, 2000-2020

Food group	2000		2005		2010		2015		2020	
	At home	Away	At home	Away	At home	Away	At home	Away	At home	Away
	<i>Grams</i>									
Meats										
Beef	16.62	5.63	16.42	5.67	16.13	5.72	15.82	5.76	15.49	5.81
Pork	7.83	1.40	7.81	1.44	7.77	1.48	7.70	1.52	7.60	1.57
Poultry	16.15	8.58	16.29	8.55	16.42	8.53	16.54	8.54	16.66	8.58
Fish	6.16	3.57	6.26	3.71	6.37	3.85	6.49	4.00	6.58	4.14
Other meat	20.92	5.02	20.51	4.96	20.06	4.90	19.62	4.87	19.17	4.85
Meat mixtures	58.54	36.11	58.85	36.02	58.98	35.89	59.00	35.91	59.02	36.02
Eggs	11.22	3.87	11.29	3.91	11.31	3.95	11.21	3.99	11.05	4.03
Dairy										
Milk	170.03	11.74	168.60	11.58	167.48	11.42	167.05	11.32	167.22	11.32
Cheese	12.86	3.45	12.79	3.40	12.74	3.35	12.76	3.32	12.77	3.32
Other dairy products	55.07	20.15	55.00	19.94	55.18	19.73	55.69	19.64	56.28	19.79
Fats and oils	10.42	3.78	10.38	3.82	10.32	3.87	10.29	3.94	10.25	4.00
Fruit										
Fruit juice	75.58	7.89	77.02	7.91	78.69	7.94	80.59	7.95	82.34	8.02
Other fruit	73.71	7.30	75.74	7.35	78.17	7.44	81.26	7.57	84.18	7.75
Vegetables										
Fried potatoes	8.59	11.77	8.37	11.56	8.13	11.34	7.90	11.11	7.68	10.99
Other potatoes	26.39	5.95	26.13	5.97	25.79	6.01	25.48	6.05	25.09	6.07
Tomatoes	23.58	7.05	23.85	7.10	24.12	7.15	24.46	7.23	24.72	7.33
Legumes and nuts	27.65	3.50	27.98	3.57	28.34	3.67	28.66	3.79	28.98	3.94
Other vegetables	81.97	22.83	82.73	23.26	83.46	23.72	84.33	24.30	85.00	24.92
Grains										
Breakfast cereals	14.64	0.20	14.58	0.20	14.56	0.20	14.65	0.20	14.81	0.20
Grain mixtures	70.17	31.38	69.32	31.34	68.45	31.24	67.39	31.28	66.54	31.57
Other grain products	152.65	30.34	153.77	30.67	154.58	31.03	155.18	31.52	155.81	32.12
Sweeteners	22.96	6.13	22.78	6.12	22.58	6.11	22.45	6.12	22.34	6.14
Coffee and tea	248.17	50.78	249.83	52.26	250.08	53.58	249.86	55.13	247.16	56.20
Fruit drinks	73.02	7.77	71.79	7.79	70.60	7.78	69.07	7.74	67.91	7.75
Soft drinks	195.40	90.43	193.00	89.24	189.36	87.70	185.56	86.24	182.25	85.32

exception of fish, which was predicted to experience a surge in the share of the away-from-home market.

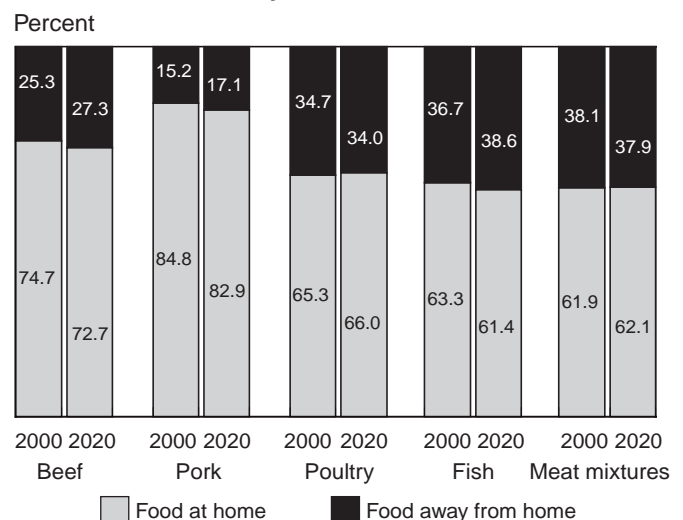
The at-home and away-from-home figures were aggregated into total food consumption, which was then indexed with the 2000 level as the base (table 9). Fish and fruits are predicted to lead the increase in total consumption, with about 30-percent growth over the next two decades. The consumption of fried potatoes, other meat, fruit drinks, and soft drinks is predicted to experience the smallest growth, no more than 10 percent over the next two decades.

Projections of Commodity Consumption, 2000-2020

The projections of food consumption are measured in terms of edible weights, and represent the aggregated

Figure 7

Market share of meat group, 2000-2020: At home versus away from home



Source: Economic Research Service, USDA.

Table 6—Index of projected per capita daily food consumption, at home and away from home, 2000-2020

Food group	2000		2005		2010		2015		2020	
	At home	Away	At home	Away	At home	Away	At home	Away	At home	Away
<i>2000=100</i>										
Meats										
Beef	100	100	99	101	97	102	95	102	93	103
Pork	100	100	100	103	99	106	98	109	97	112
Poultry	100	100	101	100	102	99	102	100	103	100
Fish	100	100	102	104	103	108	105	112	107	116
Other meat	100	100	98	99	96	98	94	97	92	97
Meat mixtures	100	100	101	100	101	99	101	99	101	100
Eggs	100	100	101	101	101	102	100	103	98	104
Dairy										
Milk	100	100	99	99	99	97	98	96	98	96
Cheese	100	100	99	99	99	97	99	96	99	96
Other dairy products	100	100	100	99	100	98	101	97	102	98
Fats and oils	100	100	100	101	99	102	99	104	98	106
Fruit										
Fruit juice	100	100	102	100	104	101	107	101	109	102
Other fruit	100	100	103	101	106	102	110	104	114	106
Vegetables										
Fried potatoes	100	100	97	98	95	96	92	94	89	93
Other potatoes	100	100	99	100	98	101	97	102	95	102
Tomatoes	100	100	101	101	102	101	104	103	105	104
Legumes and nuts	100	100	101	102	102	105	104	108	105	113
Other vegetables	100	100	101	102	102	104	103	106	104	109
Grains										
Breakfast cereals	100	100	100	100	99	100	100	100	101	100
Grain mixtures	100	100	99	100	98	100	96	100	95	101
Other grain products	100	100	101	101	101	102	102	104	102	106
Sweeteners	100	100	99	100	98	100	98	100	97	100
Coffee and tea	100	100	101	103	101	106	101	109	100	111
Fruit drinks	100	100	98	100	97	100	95	100	93	100
Soft drinks	100	100	99	99	97	97	95	95	93	94

weights of various foods classified under the same group. For example, the “meat mixtures” food group includes about 1,000 different foods reported eaten in the 1994-96 and 1998 CSFII. The “beef” food group includes different cuts of beef and beef prepared by different cooking methods. Furthermore, beef is an ingredient in many foods that are classified under meat mixtures, a group separate from the beef group. Clearly, the projections of food consumption by food groups offer limited use to those who are interested in commodity consumption.

In this study, we translated food consumption into commodity consumption, which is expressed in terms

of farm- or retail-level weight. We developed the translation database using EPA’s Food Commodity Intake Database, USDA’s Pyramid Servings Database, and a conversion-factor database developed for this study. The translation database can be used to derive commodity consumption, commodity by commodity. In this study, commodities having minor shares of total farm receipts were aggregated into groups, resulting in 22 commodity groups. For each physical unit of a food group, we calculated the mean amount of each commodity included. The commodity content of food may vary by its source—at home and away from home. In an attempt to improve forecasting accuracy, we derived two sets of mean commodity

Table 7—Index of projected total U.S. food consumption, at home and away from home, 2000-2020

Food group	2000		2005		2010		2015		2020	
	At home	Away	At home	Away	At home	Away	At home	Away	At home	Away
<i>2000=100</i>										
Meats										
Beef	100	100	103	105	106	111	108	116	110	122
Pork	100	100	104	107	108	115	111	123	114	132
Poultry	100	100	105	104	111	108	116	113	122	118
Fish	100	100	106	109	113	117	119	127	126	137
Other meat	100	100	102	103	104	106	106	110	108	114
Meat mixtures	100	100	105	104	110	108	114	113	119	118
Eggs	100	100	105	106	110	111	113	117	116	123
Dairy										
Milk	100	100	104	103	107	106	111	109	116	114
Cheese	100	100	104	103	108	106	112	109	117	114
Other dairy products	100	100	104	103	109	107	115	111	121	116
Fats and oils	100	100	104	106	108	111	112	118	116	125
Fruit										
Fruit juice	100	100	106	105	113	110	121	114	129	120
Other fruit	100	100	107	105	115	111	125	118	135	125
Vegetables										
Fried potatoes	100	100	102	103	103	105	104	107	105	110
Other potatoes	100	100	103	105	106	110	109	115	112	120
Tomatoes	100	100	106	105	111	110	118	116	124	123
Legumes and nuts	100	100	106	107	112	114	118	123	124	133
Other vegetables	100	100	105	106	111	113	117	121	122	129
Grains										
Breakfast cereals	100	100	104	104	108	109	113	113	119	118
Grain mixtures	100	100	103	104	106	108	109	113	112	119
Other grain products	100	100	105	106	110	111	115	118	120	125
Sweeteners	100	100	99	100	98	100	98	100	97	100
Coffee and tea	100	100	101	103	101	106	101	109	100	111
Fruit drinks	100	100	98	100	97	100	95	100	93	100
Soft drinks	100	100	99	99	97	97	95	95	93	94

content, one for at home and the other for away from home. Each 100 grams of at-home grain mixture, for example, contains an average of 28 grams of tomatoes, 22 grams of grain, 8 grams of other vegetables, 4 grams of beef, 4 grams of nuts and seeds, and some amounts of 17 other commodities. The mean commodity contents for all food groups are not reported here, but are available upon request.

The amount of each commodity predicted for at-home and away-from-home consumption per person per day is presented in table 10. Consumption of milk, cheese, and yogurt is expressed in terms of servings, while consumption of all other commodities is expressed in grams. Total per capita daily consumption of the 22

commodities is the sum of at-home and away-from-home consumption (table 11).

To facilitate an easier understanding of the growth of the at-home, away-from-home, and total commodity markets over the next two decades, table 12 presents only the figures for the beginning and ending years—2000 and 2020. Fruits are predicted to lead all commodities in the growth of the at-home market, with a 24-28 percent growth (fig. 8), followed by a 23-percent increase for fish, 22 percent for lettuce, and 21 percent for nuts and seeds as well as other vegetables. Fried potatoes consumed at home are predicted to grow the least, by only 5 percent. Fried potatoes consumed away from home are also predicted to experience slow growth—

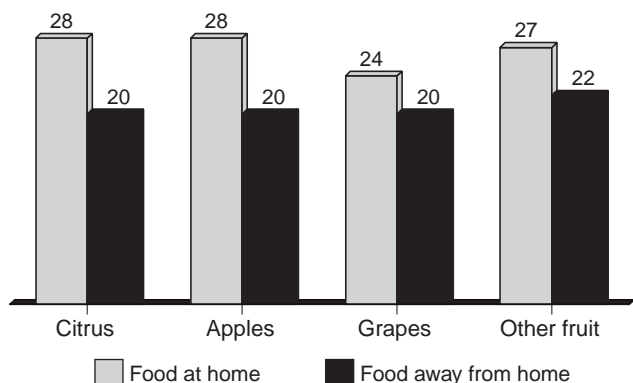
Table 8—Relative shares of projected food consumption at home and away from home, 2000-2020

Food group	2000		2005		2010		2015		2020	
	At home	Away	At home	Away	At home	Away	At home	Away	At home	Away
	<i>Percent</i>									
Meats										
Beef	74.70	25.30	74.33	25.67	73.84	26.16	73.31	26.69	72.72	27.28
Pork	84.84	15.16	84.47	15.53	84.03	15.97	83.47	16.53	82.89	17.11
Poultry	65.30	34.70	65.58	34.42	65.79	34.21	65.94	34.06	65.99	34.01
Fish	63.33	36.67	62.81	37.19	62.32	37.68	61.87	38.13	61.36	38.64
Other meat	80.64	19.36	80.54	19.46	80.38	19.62	80.12	19.88	79.81	20.19
Meat mixtures	61.85	38.15	62.03	37.97	62.17	37.83	62.16	37.84	62.10	37.90
Eggs	74.36	25.64	74.30	25.70	74.10	25.90	73.73	26.27	73.30	26.70
Dairy										
Milk	93.54	6.46	93.57	6.43	93.62	6.38	93.66	6.34	93.66	6.34
Cheese	78.86	21.14	79.02	20.98	79.18	20.82	79.36	20.64	79.38	20.62
Other dairy products	73.21	26.79	73.39	26.61	73.67	26.33	73.93	26.07	73.99	26.01
Fats and oils	73.40	26.60	73.07	26.93	72.71	27.29	72.34	27.66	71.93	28.07
Fruit										
Fruit juice	90.54	9.46	90.69	9.31	90.83	9.17	91.02	8.98	91.13	8.87
Other fruit	90.99	9.01	91.15	8.85	91.31	8.69	91.48	8.52	91.57	8.43
Vegetables										
Fried potatoes	42.20	57.80	41.99	58.01	41.75	58.25	41.54	58.46	41.14	58.86
Other potatoes	81.61	18.39	81.39	18.61	81.11	18.89	80.81	19.19	80.52	19.48
Tomatoes	76.97	23.03	77.06	22.94	77.14	22.86	77.19	22.81	77.12	22.88
Legumes and nuts	88.77	11.23	88.68	11.32	88.55	11.45	88.33	11.67	88.04	11.96
Other vegetables	78.21	21.79	78.05	21.95	77.87	22.13	77.63	22.37	77.33	22.67
Grains										
Breakfast cereals	98.68	1.32	98.67	1.33	98.66	1.34	98.66	1.34	98.66	1.34
Grain mixtures	69.10	30.90	68.87	31.13	68.66	31.34	68.30	31.70	67.82	32.18
Other grain products	83.42	16.58	83.37	16.63	83.28	16.72	83.12	16.88	82.91	17.09
Sweeteners	78.93	21.07	78.82	21.18	78.70	21.30	78.59	21.41	78.43	21.57
Coffee and tea	83.01	16.99	82.70	17.30	82.35	17.65	81.92	18.08	81.47	18.53
Fruit drinks	90.38	9.62	90.21	9.79	90.07	9.93	89.92	10.08	89.76	10.24
Soft drinks	68.36	31.64	68.38	31.62	68.35	31.65	68.27	31.73	68.11	31.89

Figure 8

Growth of fruit consumption, 2000-2020, at home versus away from home

Percent change



Source: Economic Research Service, USDA.

10 percent over the next two decades (fig. 9). Fish is predicted to lead in the growth of the away-from-home commodity market, with a 30-percent increase (fig. 10).

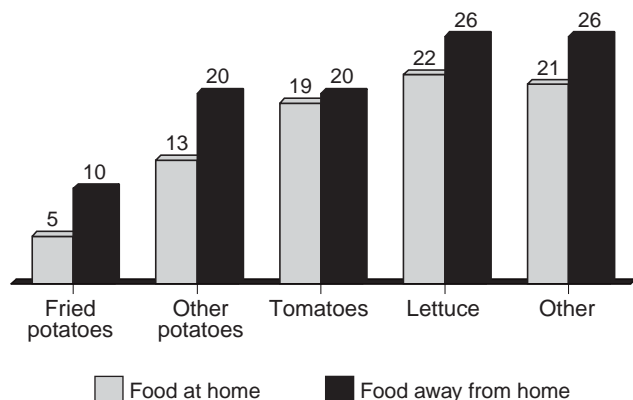
Table 12 also shows the shares of at-home and away-from-home markets for the 22 commodities for 2000 and 2020. In general, the shifts between at-home and away-from-home market shares are quite small. For meats, only poultry is predicted to have a shrinking away-from-home market, although the decrease is quite small. A small decline in the away-from-home market share is also predicted for citrus fruits and apples. No change in the distribution of market shares is predicted for all dairy products, grapes, other fruits, nuts and seeds, other potatoes, tomatoes, other vegetables, grains, and sugar.

Table 9—Index of projected total food consumption, 2000-2020

Food group	2000	2005	2010	2015	2020
	2000=100				
Meats					
Beef	100	104	107	110	113
Pork	100	105	109	113	117
Poultry	100	105	110	115	120
Fish	100	107	114	122	130
Other meat	100	103	105	107	109
Meat mixtures	100	105	109	114	118
Eggs	100	105	110	114	118
Dairy					
Milk	100	104	107	111	116
Cheese	100	104	107	112	116
Other dairy products	100	104	108	114	119
Fats and oils	100	104	109	114	118
Fruit					
Fruit juice	100	106	113	120	128
Other fruit	100	107	115	124	134
Vegetables					
Fried potatoes	100	102	104	106	108
Other potatoes	100	104	107	111	114
Tomatoes	100	106	111	117	123
Legumes and nuts	100	106	112	118	125
Other vegetables	100	106	111	118	124
Grains					
Breakfast cereals	100	104	108	113	119
Grain mixtures	100	104	107	110	114
Other grain products	100	105	110	116	121
Sweeteners	100	104	107	111	116
Coffee and tea	100	106	111	116	120
Fruit drinks	100	103	106	108	110
Soft drinks	100	103	106	108	110

**Figure 9
Growth of vegetable consumption, 2000-2020,
at home versus away from home**

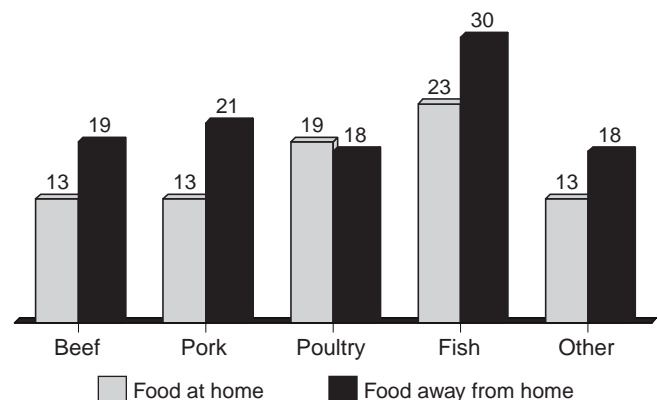
Percent change



Source: Economic Research Service, USDA.

**Figure 10
Growth of meat consumption, 2000-2020,
at home versus away from home**

Percent change



Source: Economic Research Service, USDA.

Table 10—Projected per capita daily commodity consumption, at home and away from home, 2000-2020

Commodity group	2000		2005		2010		2015		2020	
	At home	Away	At home	Away	At home	Away	At home	Away	At home	Away
Meats (grams)¹										
Beef	33.55	16.88	33.28	16.88	32.89	16.88	32.45	16.92	32.00	17.01
Pork	18.35	4.96	18.19	4.98	17.99	4.99	17.76	5.04	17.51	5.09
Poultry	25.81	11.93	25.89	11.89	25.93	11.86	25.95	11.86	25.97	11.91
Fish	7.96	4.15	8.06	4.26	8.15	4.36	8.25	4.48	8.32	4.59
Other meat	1.02	0.31	1.01	0.31	1.00	0.31	0.99	0.31	0.98	0.31
Eggs (grams)	15.61	4.35	15.69	4.39	15.72	4.44	15.63	4.49	15.49	4.54
Dairy (servings)										
Milk	0.88	0.13	0.88	0.13	0.87	0.13	0.87	0.13	0.87	0.13
Cheese	0.29	0.17	0.29	0.17	0.29	0.17	0.29	0.17	0.29	0.17
Yogurt	0.03	²	0.03	²	0.03	²	0.03	²	0.03	²
Vegetable oils (grams)	19.42	9.27	19.43	9.29	19.40	9.31	19.38	9.37	19.35	9.46
Fruit (grams)³										
Citrus	924.06	112.20	939.84	112.43	958.26	112.90	979.34	113.02	998.95	113.99
Apples	224.46	21.15	228.41	21.20	233.00	21.30	238.34	21.35	243.31	21.56
Grapes	92.89	9.18	93.91	9.19	95.11	9.22	96.59	9.24	98.00	9.31
Other fruit	161.53	18.33	163.83	18.40	166.63	18.51	170.15	18.66	173.54	18.92
Nuts and seeds (grams)	18.45	4.55	18.56	4.59	18.67	4.63	18.77	4.70	18.88	4.79
Vegetables (grams)³										
Fried potatoes ⁴	12.86	13.56	12.53	13.32	12.17	13.06	11.82	12.80	11.49	12.66
Other potatoes	29.95	6.39	29.72	6.41	29.41	6.45	29.12	6.50	28.74	6.52
Tomatoes	74.98	23.85	75.24	23.90	75.42	23.94	75.59	24.09	75.72	24.35
Lettuce	9.71	7.38	9.80	7.48	9.88	7.59	9.98	7.74	10.06	7.90
Other vegetables	113.45	27.85	114.32	28.21	115.11	28.58	116.01	29.10	116.72	29.69
Grains (grams)	122.42	36.53	122.81	36.71	123.06	36.89	123.27	37.22	123.60	37.72
Sugar (grams)	81.18	24.49	80.84	24.42	80.37	24.31	79.93	24.26	79.57	24.33

¹Boneless, trimmed equivalent. Includes fat. ²Greater than zero but less than one hundredth of a serving. ³Fresh equivalent. ⁴Includes french-fried potatoes, potato chips, potato sticks, hash browns, and other potato-based snacks.

Table 11—Projected per capita daily commodity consumption, 2000-2020

Commodity group	2000	2005	2010	2015	2020
Meats (grams)					
Beef	50.43	50.17	49.77	49.38	49.02
Pork	23.31	23.17	22.98	22.80	22.59
Poultry	37.74	37.78	37.78	37.82	37.89
Fish	12.12	12.32	12.51	12.72	12.91
Other meat	1.34	1.32	1.31	1.30	1.29
Eggs (grams)	19.97	20.09	20.16	20.12	20.03
Dairy (servings)					
Milk	1.01	1.00	1.00	1.00	1.00
Cheese	0.46	0.46	0.46	0.45	0.45
Yogurt	0.03	0.03	0.03	0.03	0.03
Vegetable oils (grams)	28.69	28.72	28.72	28.75	28.81
Fruit (grams)					
Citrus	1,036.27	1,052.27	1,071.17	1,092.36	1,112.95
Apples	245.61	249.61	254.31	259.69	264.87
Grapes	102.07	103.11	104.33	105.83	107.31
Other fruit	179.86	182.24	185.14	188.81	192.46
Nuts and seeds (grams)	22.99	23.14	23.30	23.47	23.67
Vegetables (grams)					
Fried potatoes	26.43	25.84	25.23	24.62	24.15
Other potatoes	36.34	36.14	35.86	35.62	35.26
Tomatoes	98.83	99.14	99.36	99.67	100.07
Lettuce	17.09	17.28	17.47	17.72	17.96
Other vegetables	141.31	142.53	143.70	145.12	146.41
Grains (grams)	158.94	159.51	159.94	160.49	161.32
Sugar (grams)	105.66	105.26	104.67	104.19	103.89

See footnotes in table 10.

Table 12—Growth of commodity markets and shares of at-home and away-from-home markets, 2000 and 2020

Commodity group	Market growth: 2000 to 2020		Commodity market share			
			2000		2020	
	At home	Away	At home	Away	At home	Away
	<i>Percent</i>					
Meats						
Beef	13	19	67	33	65	35
Pork	13	21	79	21	77	23
Poultry	19	18	68	32	69	31
Fish	23	30	66	34	64	36
Other meat	13	18	77	23	76	24
Eggs	17	23	78	22	77	23
Dairy						
Milk	17	18	87	13	87	13
Cheese	18	18	63	37	63	37
Yogurt	18	0	97	3	97	3
Vegetable oils	18	20	68	32	67	33
Fruit						
Citrus	28	20	89	11	90	10
Apples	28	20	91	9	92	8
Grapes	24	20	91	9	91	9
Other fruit	27	22	90	10	90	10
Nuts and seeds	21	24	80	20	80	20
Vegetables						
Fried potatoes	5	10	49	51	48	52
Other potatoes	13	20	82	18	82	18
Tomatoes	19	20	76	24	76	24
Lettuce	22	26	57	43	56	44
Other vegetables	21	26	80	20	80	20
Grains	19	22	77	23	77	23
Sugar	16	17	77	23	77	23

See footnotes in table 10.