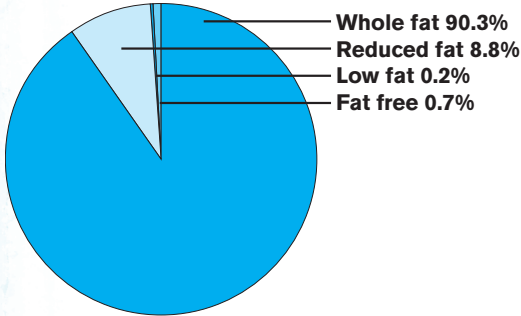


Mozzarella is America's cheese

Of the 33+ pounds of cheese we eat in a year, 10.8 pounds are Mozzarella and 9.6 pounds are Cheddar.

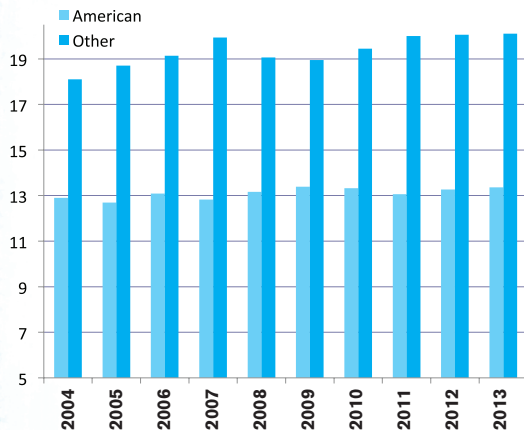
We like fat in our cheese



Source: IRI, Chicago

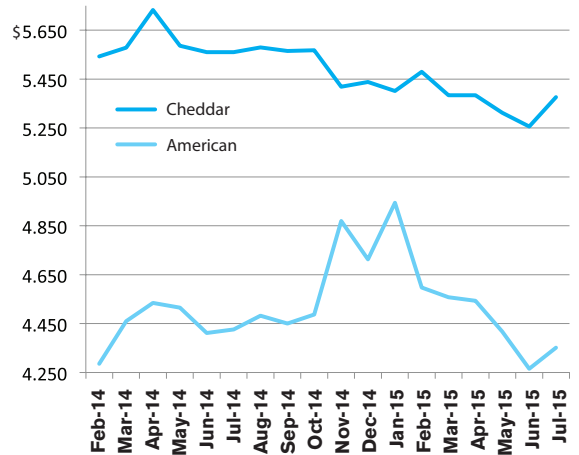


Cheese consumption is steady in the last 3 years



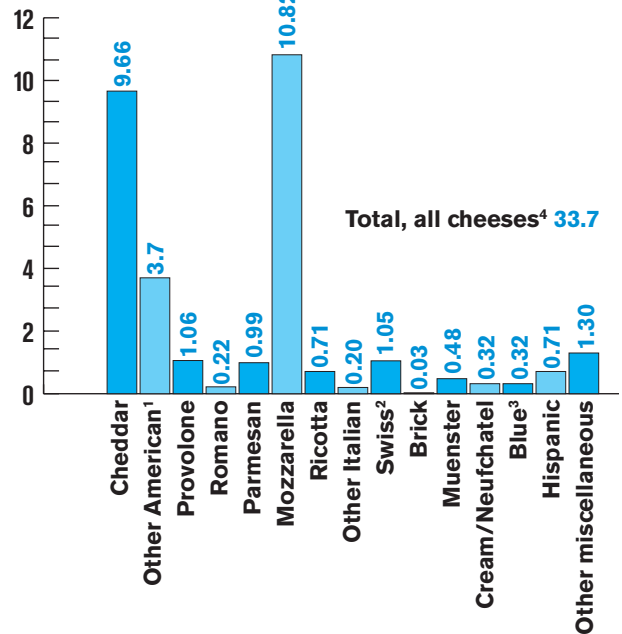
Per capita consumption, measured in pounds.
Preliminary figures for 2013.
Source: USDA

Cheddar prices outpace those for American cheese



Price per pound of natural cheddar and processed American cheeses
Source: Bureau of Labor Statistics

Lotsa mozza: Mozzarella is No. 1 (per capita, 2013)



¹ Includes Colby, washed curd, stirred curd, Monterey and Jack
² Includes imported Emmentaler and Gruyere
³ Includes gorgonzola
⁴ Includes imported cheeses not produced from cow's milk

Source: U.S. Department of Agriculture, Economic Research Service

