

# MARKETING SERVICE

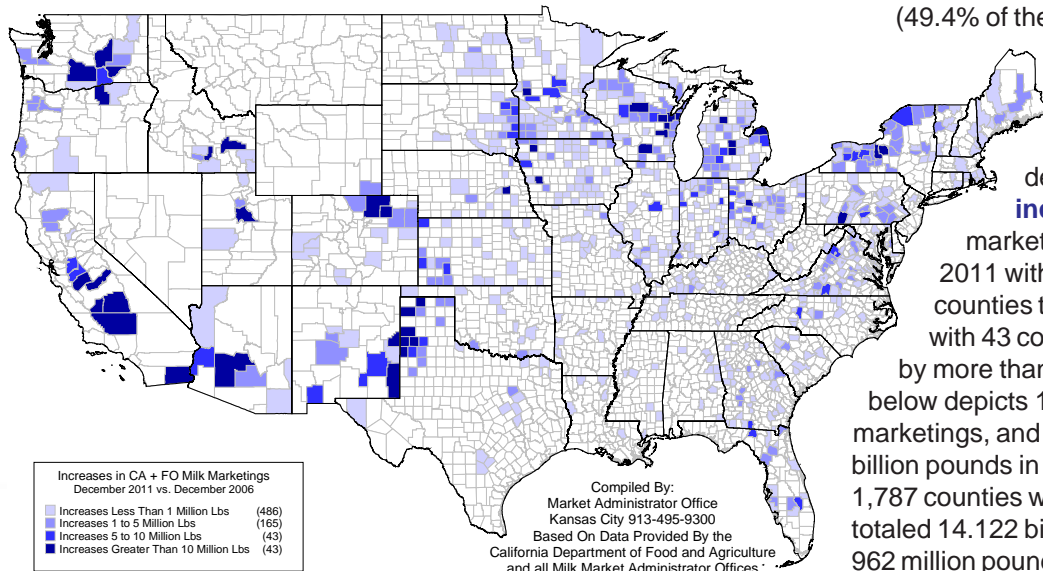
B U L L E T I N

## California & Federal Order Marketings by County

The origin of milk marketings remains highly concentrated, with 57 counties accounting for 50% of the December 2011 California & Federal order (CA+FO) total.\* These 57 counties represent only 3.2% of the 1,787 counties with CA+FO milk marketings, and this number is **down** from 62 counties that comprised 50% of the total in December 2006. While each of

### 737 Counties Increased Marketings

the 57 largest counties marketed more than 43.195 million pounds, there were 882 counties (49.4% of the CA+FO total) that marketed less than one million pounds each in December 2011.

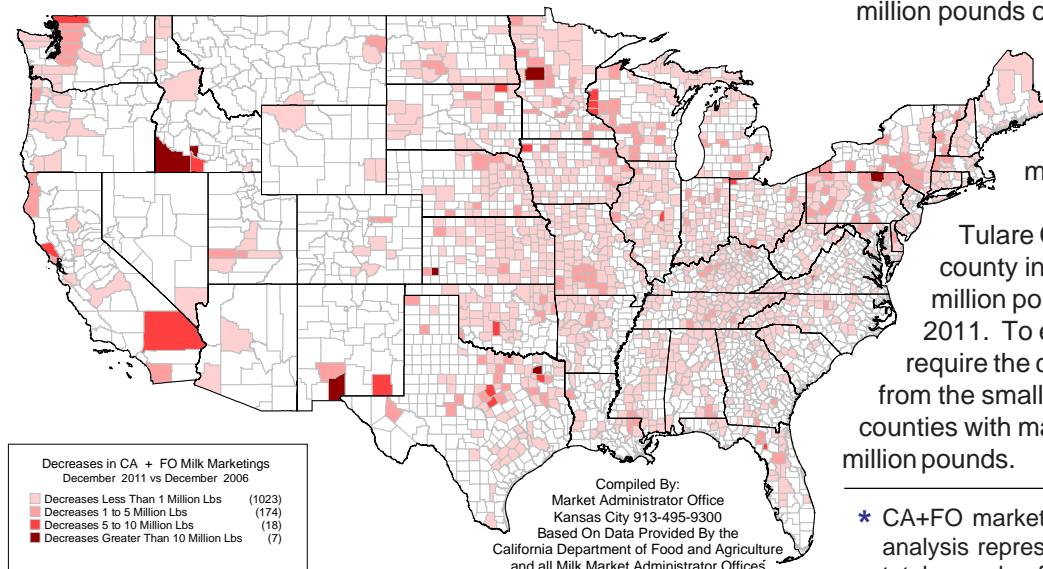


The top map on this page depicts 737 counties with **increased** CA+FO milk marketings, comparing December 2011 with 2006. Marketings from these counties totaled 10.542 billion pounds, with 43 counties increasing marketings by more than 10 million pounds. The map below depicts 1,222 counties with **decreased** marketings, and these counties marketed 3.581 billion pounds in December 2011. Milk from all 1,787 counties with CA+FO order marketings totaled 14.122 billion pounds, an **increase** of 962 million pounds (+7.3%) compared with December 2006.

California milk marketings included in this analysis totaled 3.345 billion pounds, or 23.7% of the CA+FO December 2011 total. The magnitude of milk from nine California counties with the most marketings - - over 150 million pounds each - - dwarfs a majority of all other counties combined. Ranking all the counties with CA+FO milk marketings in ascending order would require marketings from 1,569 counties (87.8% of the 1,787 total) to equal the amount from these nine California counties (3.171 billion pounds). Not all of these 1,569 counties would be considered small in terms of milk marketings,

### 1,222 Counties Decreased Marketings

since counties with up to 12.690 million pounds would be included in this grouping. Twelve million pounds of milk is equal to the monthly production from approximately 6,800 cows, assuming the U.S. 2011 annual production average of 21,345 pounds of milk per cow.



Tulare County (CA), the largest dairy county in the U.S., marketed 941.7 million pounds of milk in December 2011. To equal this total would require the combined milk marketings from the smallest 1,237 counties, or all counties with marketings up to 3.243 million pounds.

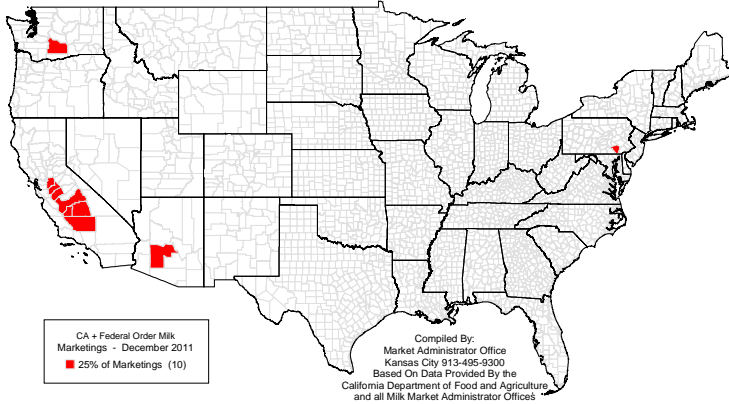
\* CA+FO marketings included in this analysis represent over 85% of the total pounds of milk produced in the U.S. in December 2011.



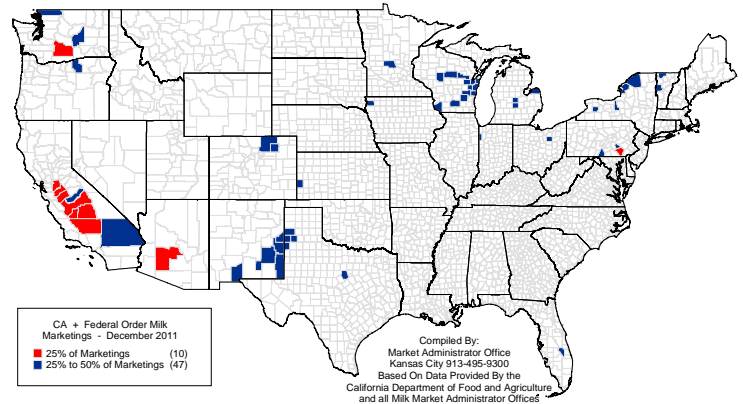
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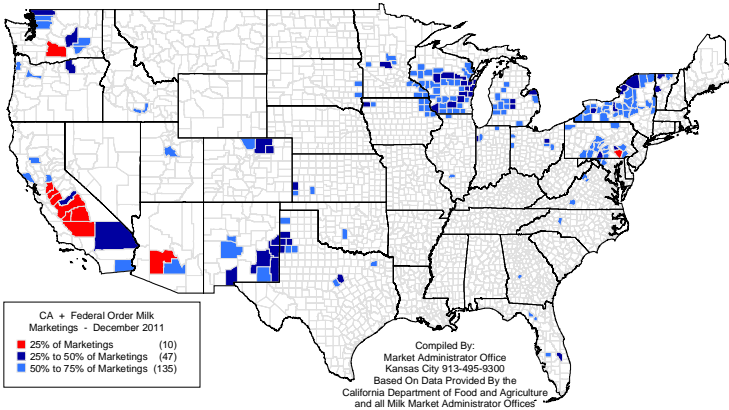
**10 Counties Marketed 25% of All  
CA + Federal Order Milk During December 2011**



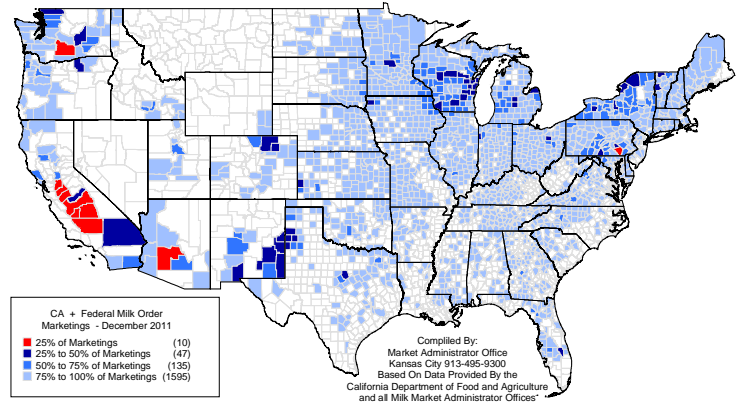
**57 Counties Marketed 50% Of All  
CA + Federal Order Milk During December 2011**



**192 Counties Marketed 75% Of All  
CA + Federal Order Milk During December 2011**



**1787 Counties Marketed 100% Of All  
CA + Federal Order Milk During December 2011**

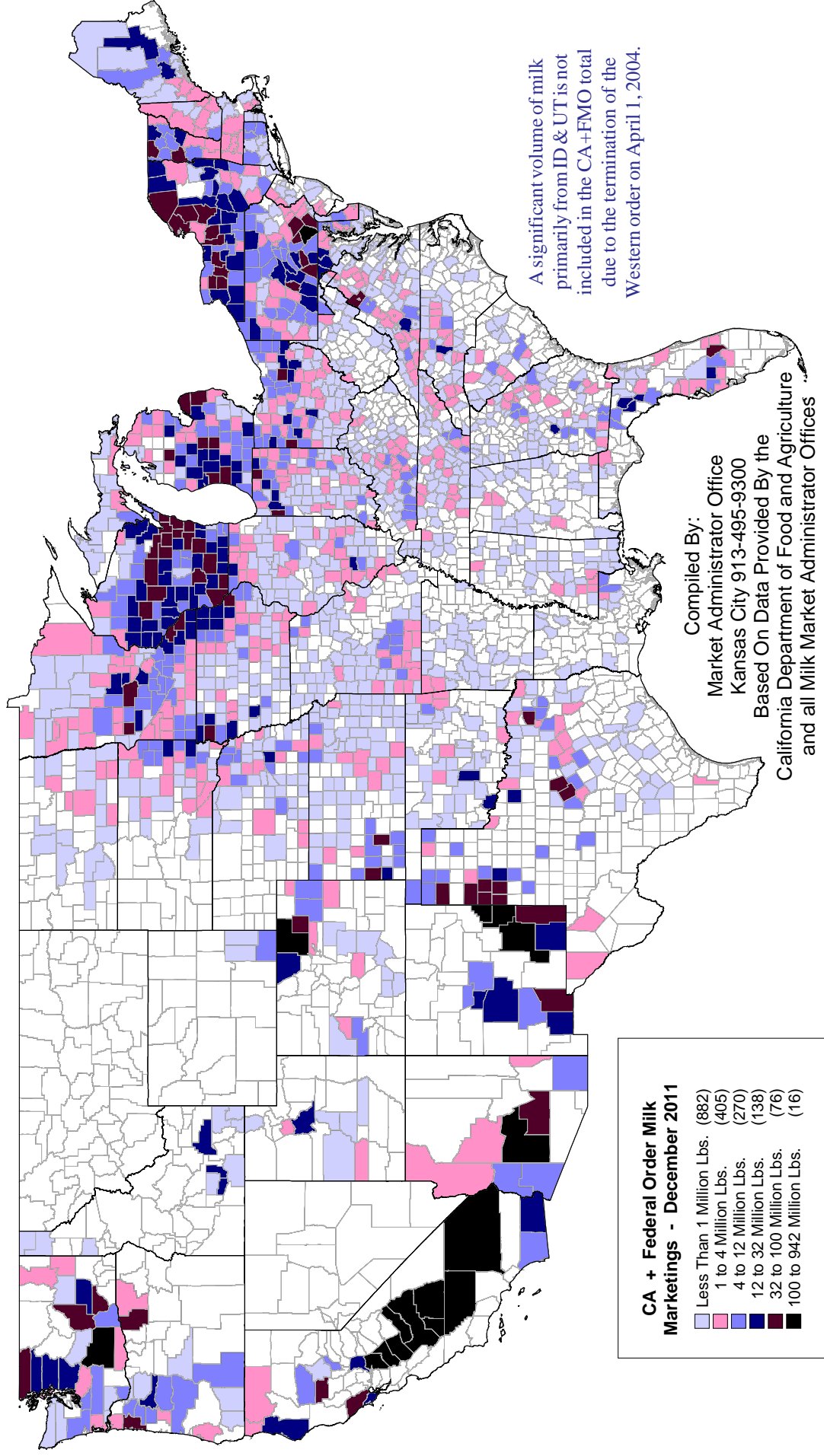


**Ten Counties Marketed 25% Of The CA + Federal Order Milk  
During December 2011**

|                        | Dec '11 Mktgs         | Dec '06 Mktgs         | Percent<br>Change | Dec 2011<br>As % Of<br>12/11 Total |
|------------------------|-----------------------|-----------------------|-------------------|------------------------------------|
| Tulare, CA             | 941,701,510           | 843,545,566           | +11.64            | 6.67                               |
| Merced, CA             | 471,605,466           | 431,578,117           | +9.27             | 3.34                               |
| Kings, CA              | 363,554,704           | 311,618,139           | +16.67            | 2.57                               |
| Stanislaus, CA         | 338,099,343           | 329,345,270           | +2.66             | 2.39                               |
| Kern, CA               | 333,390,950           | 310,589,622           | +7.34             | 2.36                               |
| Maricopa, AZ           | 301,411,586           | 239,120,576           | +26.05            | 2.13                               |
| Fresno, CA             | 221,061,460           | 221,259,418           | -0.09             | 1.57                               |
| Yakima, WA             | 210,591,548           | 172,080,943           | +22.38            | 1.49                               |
| San Joaquin, CA        | 199,389,041           | 192,622,515           | +3.51             | 1.41                               |
| Lancaster, PA          | 190,839,738           | 188,077,041           | +1.47             | 1.35                               |
| <b>10-County Total</b> | <b>3,571,645,346</b>  | <b>3,239,837,207</b>  | <b>+10.24</b>     | <b>25.29</b>                       |
| <b>CA + FO Total</b>   | <b>14,122,436,434</b> | <b>13,160,170,574</b> | <b>+7.31</b>      |                                    |

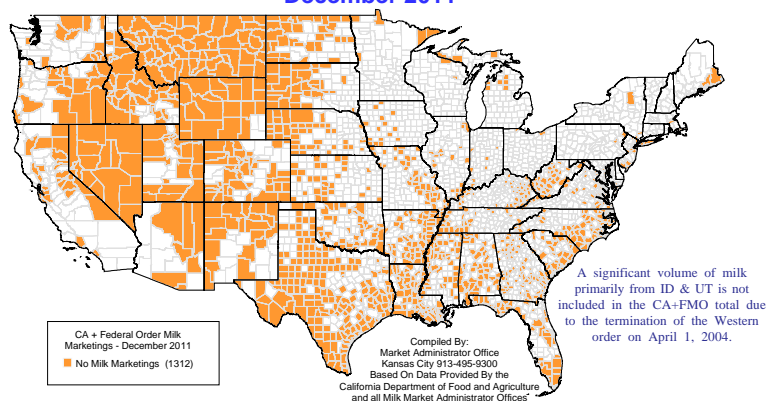
# CA + Federal Order Milk Marketings By County

## December 2011



|                   | Statistical<br>Uniform Price |              | Producer Price<br>Differential |             | Class I<br>Utilization |              |
|-------------------|------------------------------|--------------|--------------------------------|-------------|------------------------|--------------|
|                   | Apr '12                      | Mar '12      | Apr '12                        | Mar '12     | Apr '12                | Mar '12      |
| Northeast         | 17.20                        | 17.64        | 1.48                           | 1.92        | 36.95                  | 39.84        |
| Appalachian       | 18.10                        | 18.48        | -----                          | -----       | 62.62                  | 64.44        |
| Florida           | 20.31                        | 20.83        | -----                          | -----       | 83.39                  | 86.36        |
| Southeast         | 18.24                        | 18.62        | -----                          | -----       | 56.66                  | 58.88        |
| Upper Midwest     | 15.92                        | 15.98        | 0.20                           | 0.26        | 10.64                  | 11.01        |
| <b>Central</b>    | <b>16.03</b>                 | <b>16.22</b> | <b>0.31</b>                    | <b>0.50</b> | <b>28.81</b>           | <b>27.55</b> |
| Mideast           | 16.23                        | 16.55        | 0.51                           | 0.83        | 32.47                  | 34.29        |
| Pacific Northwest | 15.87                        | 16.14        | 0.15                           | 0.42        | 27.53                  | 26.60        |
| Southwest         | 16.90                        | 17.18        | 1.18                           | 1.46        | 30.58                  | 32.40        |
| Arizona           | 16.02                        | 16.40        | -----                          | -----       | 27.77                  | 27.92        |

**Counties With No CA + Federal Order Milk Marketings  
December 2011**



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