

PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS:

**BY SIZE AND TYPE OF CONTAINER
AND DISTRIBUTION METHOD
DURING NOVEMBER 1987**



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U.S. DEPARTMENT OF AGRICULTURE/WASHINGTON, D.C.**

Preface

This publication presents information relating to the containers in which fluid milk products are sold, and the methods of distribution used to market these items by handlers regulated under Federal milk marketing orders. These orders are established under the authority of the Agricultural Marketing Agreement Act of 1937.

This information in this report is based on a survey of fluid milk sales under Federal milk marketing orders during November 1987. Its purpose was to update a similar survey in November 1985, and to see if trends observed in past surveys are continuing. Data were obtained from milk handlers regulated under 43 marketing orders.

The data in this report are for volume weights of milk in 1,000 pounds. The number of each size of container can be approximated by dividing the weights shown in the report by the conversion factors shown in Appendix C.

This is the fifteenth report in a series. Similar data have been distributed based on surveys made in November 1963 through 1967, 1969, and every other year through 1985.

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TABLE OF CONTENTS

	<u>Page No.</u>
Preface.....	2
Table of Contents.....	3
Introduction and definitions.....	4
Historical Perspective.....	5
Chart 1: Fluid milk sales by type of container, November of selected years.....	6
Chart 2: Fluid milk sales by method of distribution, November of selected years.....	7
Chart 3: Fluid milk sales by size of container, November 1963 and 1987.....	8
Table 1: Percentage of whole milk items, lowfat and skim milk items, and total fluid milk items, sold by type of container, by handlers regulated under Federal milk orders, November of selected years.....	9
Table 2: Percentage of whole milk items, lowfat and skim milk items, and total fluid milk items, sold by size of container, by handlers regulated under Federal milk orders, November of selected years.....	10
Table 3: Summary of fluid milk sales by size and type of containers, by handlers regulated under Federal milk orders, November of selected years, 1963 to 1985.....	11
Table 4: Summary of fluid milk sales by size and type of containers, by handlers regulated under 43 Federal milk orders, November 1987.....	16
Table 5: Total fluid milk items sold in various sizes and types of containers by handlers regulated under selected Federal milk orders, November 1987.....	17
Table 6: Individual fluid milk products sold in various sizes and types of containers by handlers regulated under 43 Federal milk orders, November 1987.....	29
Table 7: Percentage of total fluid milk items distributed by handlers regulated under Federal milk orders, grouped by region, by type and size of container, November 1987.....	33
Table 8: Size and type of containers in which the larger volumes of selected fluid cream and specialty products are sold by handlers regulated under Federal milk orders, November 1987.....	34
Table 9: Percentage of fluid milk products distributed by handlers regulated under Federal milk orders, by method of distribution and type of wholesale outlet November of selected years, 1963 to 1987.....	36
Table 10: Percentage of fluid milk products distributed by handlers regulated under Federal milk orders, grouped by region, by method of distribution, November 1987.....	37
Table 11: Percentage of fluid milk products distributed by handlers regulated under Federal milk orders, grouped by region, by type of chain store, November 1987.....	38
Table 12: Percentage of fluid milk products distributed by handlers regulated under Federal milk orders, by method of distribution, by marketing area, November 1987.....	39
Appendix A: Milk marketing areas under Federal orders as of July 1, 1987.....	41
Appendix B: Fluid milk product sales, United States, 1965, and 1970-87.....	42
Appendix C: Conversion factors.....	43
Appendix D: Federal milk order markets grouped by region.....	44
Appendix E: Reported sales of market whole milk and lowfat milk in California, by type of trade and container characteristics, October 1987.....	45

INTRODUCTION

Handlers regulated under Federal milk orders process approximately three-quarters of all the fluid milk products sold in the United States. In general, the sizes and types of containers, and methods of distribution used to market this production would be representative of the entire country. In addition, although these surveys are based on November fluid milk sales, the relationships shown would be representative in other months of the year. Two exceptions would be sales in half-pint containers and sales through school outlets which would not be applicable to sales in a nonschool month.

In general, the historical trend has shown a shift in fluid milk sales from glass to paper to plastic containers, from small to large containers, and from home-delivery to wholesale delivery.

DEFINITIONS

Type of Container. Containers are categorized by glass, paper, plastic, and metal cans. The paper category includes plastic-coated and wax-coated containers. Plastic includes rigid plastic containers, plastic pouches, and corrugated paper boxes or plastic containers with plastic linings. Containers larger than one gallon shown in the plastic column, for the most part, are bag-in-box containers. Metal cans larger than one gallon are included in the glass category. Subtotals shown under glass represent quantities of milk sold in glass and metal cans.

Method of Distribution. Sales are divided into home-delivery and wholesale. Home-delivery includes sales to homes or sales to others for delivery to homes. In some instances, home-delivery may include minor sales to institutions and vendors. Wholesale includes all sales other than home-delivered. Wholesale is broken down into chain stores, institutional outlets, and all other.

Chain stores are defined as 11 or more stores (supermarket, dairy, or convenience) nationwide, primarily engaged in food retailing, and either being under common management, being franchised by a common company, or belonging to a common purchasing association. Chain stores are categorized into supermarkets or dairy and convenience stores. Also identified are vertically integrated chain stores. A chain of stores is vertically integrated if the fluid milk products sold in its stores are processed by a plant owned by the chain.

Institutional outlets are military installations and schools (elementary, high school, colleges, and universities). All other wholesale outlets include nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

HISTORICAL PERSPECTIVE

There has been a significant historical change in the types and sizes of containers in which fluid milk products have been sold and in the methods of distribution used to sell these products. The trend has been from glass to paper to plastic containers, from small to large containers, and from home-delivery to wholesale delivery. Some factors often cited in explaining these trends are: changes in consumer preferences and life styles; significant changes in the costs of packaging materials and delivery systems; technological developments in the container industry, particularly containers produced from by-products of the petroleum industry; and the increasing market share of supermarkets which brought about an additional handling of fluid milk containers by consumers.

In the first survey taken in 1963, sales of fluid milk products in glass containers accounted for about 32 percent and plastic accounted for 15 percent of the total. In the most recent survey, two-thirds of fluid milk products were sold in plastic containers, about one-third in paper containers, with less than one-half percent remaining in glass containers.

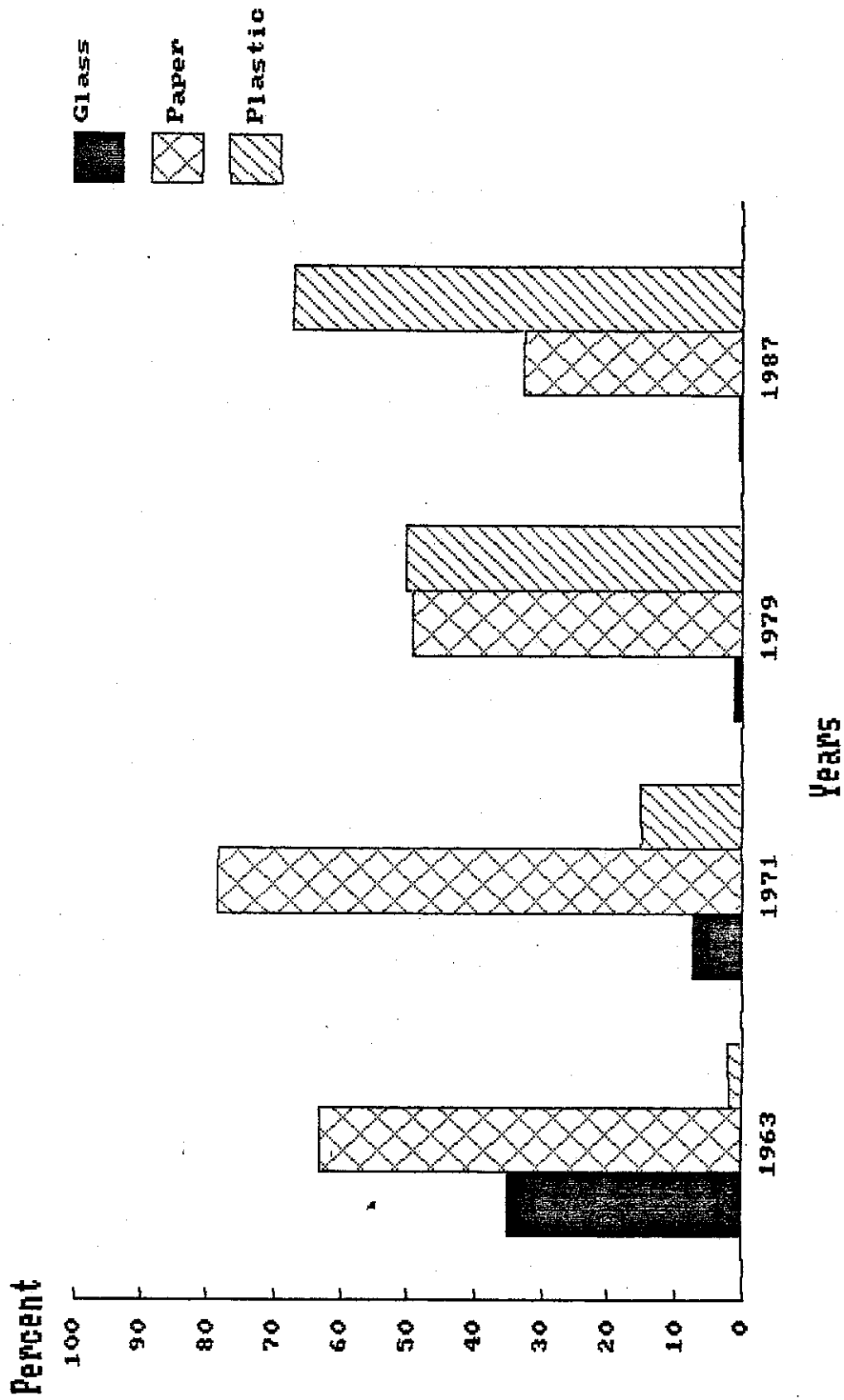
In November 1987, slightly over 60 percent of fluid milk sales were made in gallon containers. This market share has more than doubled since 1971 and is nearly five times greater than the share found in the 1963 survey. This increase has come at the expense of half-gallons for which the market share has dropped from 56 percent of total sales in 1963 to 21 percent in 1987, and at the expense of quarts whose market share decreased from 15 percent to 5 percent during the same time period.

The importance of home-delivery of milk has decreased with every survey that has been taken. Since the first survey in 1963, the market share has dropped from about 30 percent to 1.2 percent in 1987.

Surveys made prior to 1977 categorized all methods of distribution other than home-delivery as wholesale. Since 1977, information on the following types of wholesale distribution have been surveyed: food chain stores; supermarkets and dairy/convenience stores; institutional outlets--military and schools; and all other wholesale. Sales of fluid milk products in supermarket chain stores continued to be the predominate method of wholesale distribution with over 51 percent of the market share in the most recent survey, down slightly from 53 percent in November 1985. Along with information from other sources in earlier years, this marks the first time in nearly 20 years that supermarkets have not shown a market share increase. Convenience store's market share increased for the first time in eight years, in 1987. The "all other" category, of which nonchain food stores are the larger proportion, remained unchanged from 1985.

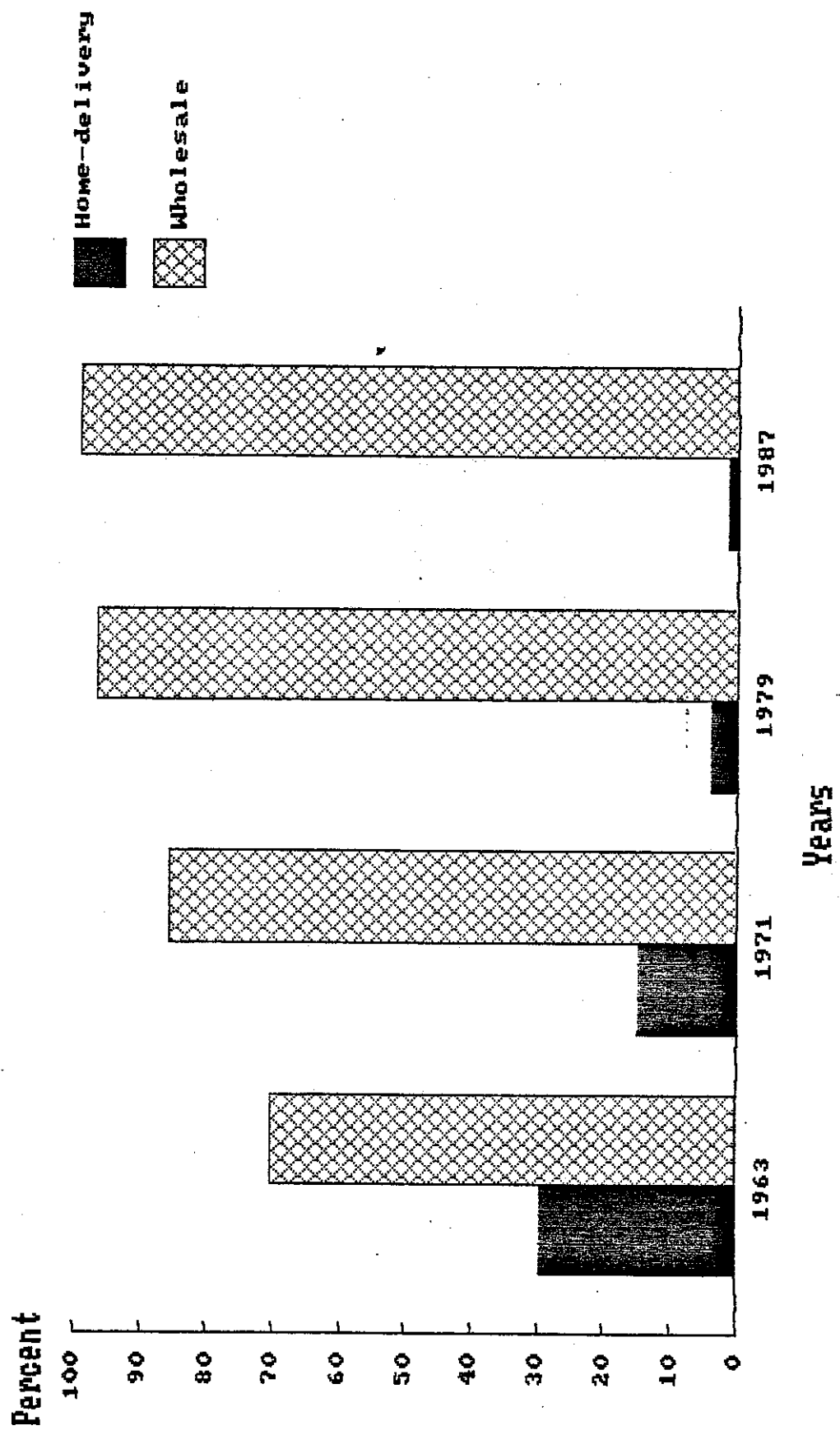
The following charts and tables provide historical information from past surveys and detailed information from the current survey. Information is presented for individual Federal milk order marketing areas, regional groups of these markets, and for all markets combined. Additional information is shown in several appendix tables.

**CHART 1--FLUID MILK SALES BY TYPE OF CONTAINER,
NOVEMBER OF SELECTED YEARS**



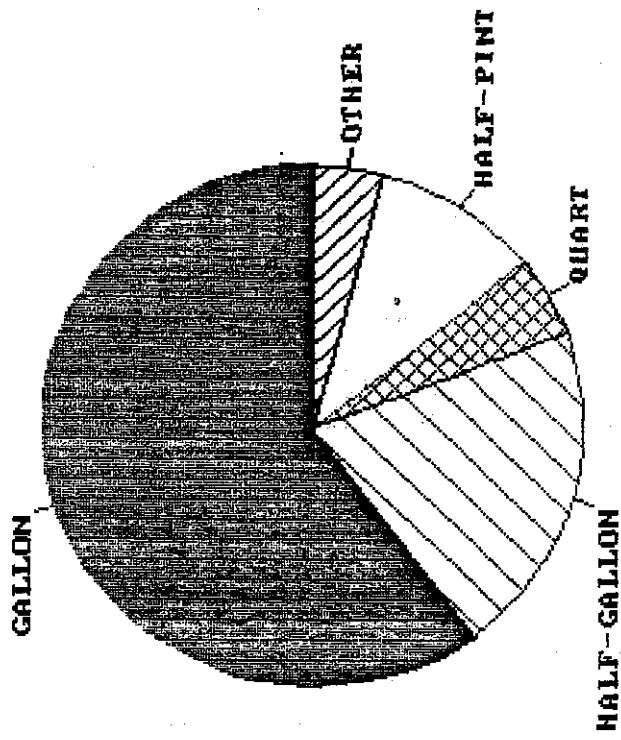
(Data for Chart in Table 1)

CHART 2--FLUID MILK SALES BY METHOD OF DISTRIBUTION, NOVEMBER OF SELECTED YEARS

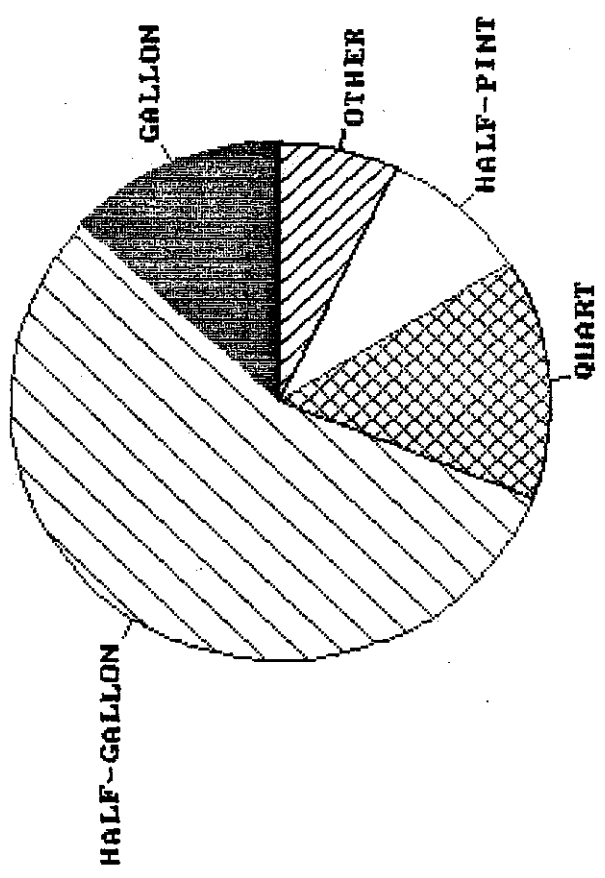


(Data for Chart in Table 9)

**CHART 3--FLUID MILK SALES BY SIZE OF CONTAINER,
NOVEMBER 1963 and 1987**



1987



1963

(Data for Chart in Table 2)

TABLE 1--PERCENTAGE OF WHOLE MILK ITEMS, LOWFAT AND SKIM MILK ITEMS, AND TOTAL FLUID MILK ITEMS SOLD BY TYPE OF CONTAINER, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, NOVEMBER OF SELECTED YEARS 1/

Year	Number of markets 2/	Glass	Paper	Plastic	Other 3/	Total
<u>WHOLE MILK ITEMS 4/</u>						
1963	68	33	62	5/	5	100
1964	67	32	62	3	3	100
1965	68	29	64	5	2	100
1966	68	26	66	6	2	100
1967	71	21	70	8	1	100
1969	66	13	75	11	1	100
1971	61	7	77	16	*	100
1973	61	4	70	26	*	100
1975	56	3	66	31	*	100
1977	47	1	57	42	*	100
1979	47	1	48	51	*	100
1981	48	*	41	59	*	100
1983	46	*	36	63	*	100
1985	44	*	34	65	*	100
1987	43	*	33	67	*	100
<u>LOWFAT AND SKIM MILK ITEMS 6/</u>						
1963	68	25	73	5/	2	100
1964	67	22	75	1	2	100
1965	68	22	75	2	1	100
1966	68	20	76	3	1	100
1967	71	16	79	4	1	100
1969	66	10	82	7	1	100
1971	61	6	83	11	*	100
1973	61	4	74	22	*	100
1975	56	2	69	29	*	100
1977	47	1	60	39	*	100
1979	47	1	51	48	*	100
1981	48	*	44	56	*	100
1983	46	*	40	60	*	100
1985	44	*	35	65	*	100
1987	43	*	33	67	*	100
<u>TOTAL FLUID MILK ITEMS 7/</u>						
1963	68	32	63	5/	5	100
1964	67	31	64	2	3	100
1965	68	29	65	4	2	100
1966	68	25	67	6	2	100
1967	71	20	71	8	1	100
1969	66	12	76	11	1	100
1971	61	7	78	15	*	100
1973	61	4	71	25	*	100
1975	56	2	67	31	*	100
1977	47	1	58	41	*	100
1979	47	1	49	50	*	100
1981	48	1	42	57	*	100
1983	46	*	38	62	*	100
1985	44	*	34	65	*	100
1987	43	*	33	67	*	100

* Less than one-half of one percent.

1/ Based on total sales including both wholesale and home-delivered.

2/ Number of markets for which complete data were available. See Appendix D for the Federal milk order markets included in current survey.

3/ Percentages represent metal cans and plastic bag-in-box containers in 1963; metal cans only, 1964 to date.

4/ Whole milk items include plain and flavored whole milk and miscellaneous whole milk products.

5/ Data not available.

6/ Lowfat and skim milk items include plain, fortified, and flavored skim and lowfat milk, buttermilk, and miscellaneous products.

7/ Whole milk items and lowfat and skim milk items combined.

TABLE 2--PERCENTAGE OF WHOLE MILK ITEMS, LOWFAT AND SKIM MILK ITEMS, AND TOTAL FLUID MILK ITEMS SOLD BY SIZE OF CONTAINER, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, NOVEMBER OF SELECTED YEARS 1/

Year	Number of markets 2/	Gallon	Half-Gallon	Quart	Pint	Half-pint	Other	Bulk 3/		Total
								5-10 qts.	Over 10 qts.	
<u>WHOLE MILK ITEMS 4/</u>										
1963	68	14	56	14	1	10	*	**	5**	100
1964	67	17	54	11	1	11	*	1	5	100
1965	68	18	53	11	1	11	*	1	5	100
1966	68	19	52	10	1	12	*	1	5	100
1967	71	20	52	8	1	12	1	1	5	100
1969	66	23	45	12	1	12	1	1	5	100
1971	61	30	41	10	1	13	*	1	4	100
1973	61	37	36	8	1	12	1	1	4	100
1975	56	43	33	7	1	11	1	*	4	100
1977	47	48	28	6	2	12	1	*	3	100
1979	47	52	26	6	2	10	1	*	3	100
1981	48	57	24	6	2	8	*	*	3	100
1983	46	58	23	6	2	7	*	*	3	100
1985	44	59	22	6	3	7	*	*	3	100
1987	43	60	21	6	3	8	*	*	3	100
<u>LOWFAT AND SKIM MILK ITEMS 5/</u>										
1963	68	5	56	32	1	4	*	**	2**	100
1964	67	6	60	27	1	3	*	1	2	100
1965	68	8	60	24	1	3	1	1	2	100
1966	68	13	60	20	1	3	*	1	2	100
1967	71	16	61	16	1	3	*	1	2	100
1969	66	19	58	14	1	3	1	2	2	100
1971	61	27	55	11	1	3	*	1	2	100
1973	61	38	46	8	1	4	*	1	2	100
1975	56	44	38	6	1	8	1	*	2	100
1977	47	50	32	5	1	10	*	*	2	100
1979	47	54	26	4	1	12	1	*	2	100
1981	48	57	23	4	1	13	*	*	2	100
1983	46	58	22	4	1	13	*	*	2	100
1985	44	60	22	4	1	11	*	*	2	100
1987	43	61	21	4	1	11	*	*	2	100
<u>TOTAL FLUID MILK ITEMS 6/</u>										
1963	68	13	56	15	1	9	1	**	5**	100
1964	67	16	54	13	1	10	1	1	4	100
1965	68	17	54	12	1	10	1	1	4	100
1966	68	18	53	11	1	10	1	1	5	100
1967	71	19	53	9	1	11	1	1	5	100
1969	66	23	48	12	1	10	1	1	4	100
1971	61	29	44	10	1	11	1	1	3	100
1973	61	37	38	8	1	10	1	1	4	100
1975	56	43	34	7	1	11	1	*	3	100
1977	47	49	29	6	1	11	1	*	3	100
1979	47	53	26	5	1	11	1	*	3	100
1981	48	57	24	5	1	10	*	*	3	100
1983	46	58	23	5	1	10	*	*	3	100
1985	44	60	22	5	2	9	*	*	2	100
1987	43	60	21	5	2	10	*	*	2	100

* Less than one-half of one percent.

** "5-10 quarts" and "over 10 quarts" are combined.

1/ Based on total sales including both wholesale and home-delivered. 2/ Number of markets for which complete data were available. See Appendix D for the Federal milk order markets included in current survey. 3/ Percentages represent metal cans and plastic bag-in-box containers. 4/ Whole milk items include plain and flavored whole milk and miscellaneous whole milk products. 5/ Lowfat and skim milk items include plain, fortified, and flavored skim and lowfat milk, buttermilk, and miscellaneous products. 6/ Whole milk items and lowfat and skim milk items combined.

TABLE 3--SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINERS, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS 1/, NOVEMBER OF SELECTED YEARS, 1963 TO 1987 2/

Size of container	- Type of container			Total
	Glass	Paper	Plastic	
<u>Thousand pounds</u>				
<u>1963 (68 markets)*</u>				
Gallons	132,765	81,223		213,988
Half gallons	253,863	680,149		934,012
Quarts	123,251	145,571		268,822
Pints	2,499	31,028		33,527
Half pints	21,339	140,855		162,194
Other	1,131	6,202		7,333
Bulk: 3/	---	---		81,308
Total	534,848	1,085,028		1,701,184
<u>1964 (67 markets)</u>				
Gallons	184,133	112,688	2,674	299,495
Half gallons	266,863	737,495	73	1,004,431
Quarts	102,665	147,007	1	249,673
Pints	2,976	37,812	6	40,794
Half pints	18,328	173,549	23	191,900
Other	150	7,702	12	7,864
<u>Total glass</u>	<u>575,115</u>			
Bulk: 4/				
(5-10 qts.)	7,697	0	13,027	20,724
(over 10 qts.)	46,566	0	34,280	80,846
<u>Total can</u>	<u>54,263</u>			
Total	629,378	1,216,253	50,096	1,895,727
<u>1965 (68 markets)</u>				
Gallons	182,434	165,212	22,662	370,308
Half gallons	320,433	890,438	133	1,211,004
Quarts	121,315	170,628	73	292,016
Pints	2,658	43,686	151	46,495
Half pints	18,832	216,884	257	235,973
Other	312	11,018	49	11,379
<u>Total glass</u>	<u>645,984</u>			
Bulk: 4/				
(5-10 qts.)	7,424	0	24,441	31,865
(over 10 qts.)	45,630	0	53,817	99,447
<u>Total can</u>	<u>53,054</u>			
Total	699,038	1,497,866	101,583	2,298,487

TABLE 3--SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINER, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS 1/, NOVEMBER OF SELECTED YEARS, 1963 TO 1987 2/ -CONTINUED

Size of container	Type of container			Total
	Glass	Paper	Plastic	
<u>Thousand pounds</u>				
<u>1966 (68 markets)</u>				
Gallons	142,176	217,693	33,642	393,511
Half gallons	292,989	882,261	1,288	1,176,538
Quarts	100,127	156,071	50	256,248
Pints	1,847	40,473	183	42,503
Half pints	14,690	222,174	577	237,441
Other	189	11,318	75	11,582
<u>Total glass</u>	<u>552,018</u>			
Bulk: 4/				
(5-10 qts.)	4,389	6	27,658	32,053
(over 10 qts.)	42,928	2	60,049	102,979
<u>Total can</u>	<u>47,317</u>			
<u>Total</u>	<u>599,335</u>	<u>1,529,998</u>	<u>123,522</u>	<u>2,252,855</u>
<u>1967 (71 markets)</u>				
Gallons	123,583	254,464	57,226	435,273
Half gallons	252,263	968,973	7,033	1,228,269
Quarts	80,847	153,915	244	235,006
Pints	1,123	40,844	203	42,170
Half pints	9,887	243,970	725	254,582
Other	136	14,677	148	14,961
<u>Total glass</u>	<u>467,839</u>			
Bulk: 4/				
(5-10 qts.)	1,192	2	32,814	34,008
(over 10 qts.)	31,483	0	74,599	106,082
<u>Total can</u>	<u>32,675</u>			
<u>Total</u>	<u>500,514</u>	<u>1,676,845</u>	<u>172,992</u>	<u>2,350,351</u>
<u>1969 (66 markets)</u>				
Gallons	98,399	471,542	145,112	715,053
Half gallons	187,711	1,285,794	32,618	1,506,123
Quarts	91,942	325,434	407	417,783
Pints	764	54,447	364	55,575
Half pints	4,447	318,378	1,697	324,522
Other	90	24,607	874	25,571
<u>Total glass</u>	<u>383,353</u>			
Bulk: 4/				
(5-10 qts.)	2,434	57	40,682	43,173
(over 10 qts.)	23,068	0	117,973	141,041
<u>Total can</u>	<u>25,502</u>			
<u>Total</u>	<u>408,855</u>	<u>2,480,259</u>	<u>339,727</u>	<u>3,228,841</u>

Continued

TABLE 3--SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINER, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS 1/, NOVEMBER OF SELECTED YEARS, 1963 TO 1987 2/-CONTINUED

Size of container	Type of container			Total
	Glass	Paper	Plastic	
Thousand pounds				
1971 (61 markets)				
Gallons	50,569	623,993	311,173	985,735
Half gallons	115,633	1,319,249	49,518	1,484,400
Quarts	55,536	306,610	2,898	365,044
Pints	509	58,213	460	59,182
Half pints	3,359	365,346	2,773	371,478
Other	72	22,901	594	23,567
<u>Total glass</u>	<u>225,678</u>			
Bulk: 4/				
(5-10 qts.)	2,246	35	29,942	32,223
(over 10 qts.)	11,777	2	107,885	119,664
<u>Total can</u>	<u>14,023</u>			
Total	239,701	2,696,349	505,243	3,441,293

1973 (61 markets)				
Gallons	33,020	598,926	641,224	1,273,170
Half gallons	69,259	1,185,786	56,594	1,311,639
Quarts	30,852	263,617	1,205	295,674
Pints	609	61,644	885	63,138
Half pints	1,340	348,131	7,619	357,090
Other	16	22,704	2,127	24,847
<u>Total glass</u>	<u>135,096</u>			
Bulk: 4/				
(5-10 qts.)	290	26	19,146	19,462
(over 10 qts.)	10,575	6	111,238	121,819
<u>Total can</u>	<u>10,865</u>			
Total	145,961	2,480,840	840,038	3,466,839

1975 (56 markets)				
Gallons	11,470	567,698	842,788	1,421,956
Half gallons	49,224	1,042,423	43,877	1,135,524
Quarts	18,911	223,425	1,670	244,006
Pints	220	55,966	1,785	57,971
Half pints	427	352,407	10,874	363,708
Other	143	27,535	9,498	37,176
<u>Total glass</u>	<u>80,395</u>			
Bulk: 4/				
(5-10 qts.)	23	17	9,603	9,643
(over 10 qts.)	3,389	17	105,957	109,363
<u>Total can</u>	<u>3,412</u>			
Total	83,807	2,269,488	1,026,052	3,379,347

Continued -

TABLE 3--SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINERS, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS 1/, NOVEMBER OF SELECTED YEARS, 1963 TO 1987 2/ -CONTINUED

Size of container	Type of container			
	Glass	Paper	Plastic	Total
<u>Thousand pounds</u>				
<u>1977 (47 markets)</u>				
Gallons	5,130	434,546	1,256,516	1,696,192
Three quarts		1,737	3,493	5,230
Half gallons	28,111	943,160	50,142	1,021,413
Quarts	11,019	189,153	894	201,066
Pints	6	43,164	184	43,354
Third quarts		2,034	5	2,039
Ten ounces		9,824		9,824
Half pints	344	379,474	1,907	381,725
<u>Total glass</u>	<u>44,610</u>			
Six gallons	531		49,946	50,477
Five gallons	2,681		47,009	49,690
Two and one-half gallons	35		5,372	5,407
<u>Total can</u>	<u>3,247</u>			
All other sizes**	665	1,181	5,649	7,495
<u>Total of all sizes</u>	<u>48,522</u>	<u>2,004,273</u>	<u>1,421,117</u>	<u>3,473,912</u>
<u>1979 (47 markets)</u>				
Gallons	1,602	264,126	1,596,523	1,862,251
Three quarts		311	**	311
Half gallons	20,607	343,425	47,123	911,155
Quarts	6,378	178,829	242	185,449
Pints	4	46,635	267	46,906
Third quarts		1,649	7	1,656
Ten ounces	**	9,310	**	9,310
Half pints	6,086	377,155	2,301	385,542
<u>Total glass</u>	<u>34,677</u>			
Six gallons	**	43,859	43,859	
Five gallons	1,859		53,815	55,674
Two and one-half gallons			1,814	1,814
<u>Total can</u>	<u>1,859</u>			
All other sizes**	599	425	7,426	8,450
<u>Total of all sizes</u>	<u>37,135</u>	<u>1,721,865</u>	<u>1,753,377</u>	<u>3,512,377</u>
<u>1981 (48 markets)</u>				
Gallons	1,033	131,866	1,756,268	1,889,167
Three quarts	**	**	2,652	2,652
Half gallons	14,579	718,339	53,141	786,059
Quarts	3,748	165,641	1,575	170,964
Pints	**	45,477	135	45,612
Third quarts		720	12	732
Ten ounces		8,588		8,588
Half pints	60	321,270	1,105	322,435
<u>Total glass</u>	<u>19,420</u>			
Six gallons			34,997	34,997
Five gallons	436		56,394	56,830
Two and one-half gallons	**		2,162	2,162
<u>Total can</u>	<u>436</u>			
All other sizes**	70	1,107	2,444	3,621
<u>Total of all sizes</u>	<u>19,926</u>	<u>1,393,008</u>	<u>1,910,885</u>	<u>3,323,819</u>

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TABLE 3--SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINERS, BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS 1/, NOVEMBER OF SELECTED YEARS, 1963 TO 1985 2/ -CONTINUED

Size of container	Type of container			
	Glass	Paper	Plastic	Total
Thousand pounds				
1983 (46 markets)				
Gallons	568	65,963	1,960,991	2,027,522
Three quarts		273	55	328
Half gallons	11,553	690,400	92,646	794,599
Quarts	2,985	169,302	2,059	174,346
Pints	17	53,099	232	53,348
Third quarts		554		554
Ten ounces		8,221		8,221
Half pints	383	331,752	1,214	333,349
<u>Total glass</u>	<u>15,506</u>			
Six gallons	**		32,308	32,308
Five gallons	156		55,724	55,880
Two and one-half gallons	**		2,179	2,179
<u>Total can</u>	<u>156</u>			
All other sizes	200	1,287	1,877	3,364
<u>Total of all sizes</u>	<u>15,862</u>	<u>1,320,851</u>	<u>2,149,285</u>	<u>3,485,998</u>
1985 (44 markets)				
Gallons	**	33,616	2,124,251	2,157,867
Three quarts			416	416
Half gallons	10,763	653,221	137,125	801,109
Quarts	2,437	169,346	2,402	174,185
Pints	**	58,190	617	58,807
Third quarts		256		256
Ten ounces		8,354	**	8,354
Half pints	**	325,701	2,104	327,805
<u>Total glass</u>	<u>13,200</u>			
Six gallons			31,792	31,792
Five gallons	**	**	56,837	56,837
Two and one-half gallons			2,907	2,907
<u>Total can</u>	<u>5/</u>			
All other sizes	458	1,888	2,076	4,422
<u>Total of all sizes</u>	<u>13,658</u>	<u>1,250,572</u>	<u>2,360,527</u>	<u>3,624,757</u>

* Data for plastic were not available. ** Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual business. Quantities are included in "all other sizes". 1/ Number of markets for which complete data were available. 2/ Based on total sales including both wholesale and home deliveries. Data for 1963-1975 include sales of whole milk items, lowfat and skim milk items, mixtures, cream items, and eggnog; Data for 1977 to date represent sales of whole milk items and lowfat and skim milk items only. 3/ Includes 5-10 quart containers; breakdown by type of container was not available. 4/ Quantities indicated under glass represent metal cans; under plastic represent mostly bag-in-box containers. 5/ Less than 500 pounds.

FOOTNOTES FOR TABLE 4

** Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual business. Quantities are included in "all other sizes."
 1/ Based on total sales including both wholesale and home-delivered. See Appendix D for the Federal milk order markets included. 2/ Two and one-half gallon and larger containers under glass represent metal can, under plastic represent mostly bag-in-box containers. 3/ Whole milk items include plain and flavored whole milk and miscellaneous whole milk products. 4/ Lowfat and skim milk items include plain, solids added, and flavored lowfat and skim milk, buttermilk and miscellaneous products. 5/ Whole milk items and lowfat and skim milk items combined.

TABLE 4.-- SUMMARY OF FLUID MILK SALES BY SIZE AND TYPE OF CONTAINERS, BY HANDLERS REGULATED UNDER 43 FEDERAL MILK ORDERS, NOVEMBER 1987 ^{1/}

SIZE OF CONTAINER ^{2/}	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
WHOLE MILK ITEMS ^{3/}				
GALLONS	95	6,719	977,976	984,790
THREE QUARTS		**	**	**
HALF GALLONS	2,998	260,868	82,610	346,476
QUARTS	1,196	90,155	1,837	93,188
PINTS	**	49,700	1,029	50,729
THIRD QUARTS		225		225
TEN OUNCES		3,363	**	3,363
HALF PINTS	**	123,583	202	123,785
<u>TOTAL GLASS</u>	<u>4,289</u>			
SIX GALLONS	14		18,979	18,993
FIVE GALLONS	216		23,007	23,223
TWO AND ONE-HALF GALLONS	**		996	996
<u>TOTAL CAN</u>	<u>230</u>			
ALL OTHER SIZES	11	1,990	629	2,630
<u>TOTAL OF ALL SIZES</u>	<u>4,530</u>	<u>536,603</u>	<u>1,107,265</u>	<u>1,648,398</u>
LOWFAT AND SKIM MILK ITEMS ^{4/}				
GALLONS	29	22,381	1,105,750	1,128,160
THREE QUARTS		**	**	**
HALF GALLONS	4,746	291,153	89,860	385,759
QUARTS	639	68,090	1,522	70,251
PINTS		9,625	470	10,095
THIRD QUARTS		175		175
TEN OUNCES		4,293	**	4,293
HALF PINTS	**	208,281	2,170	210,451
<u>TOTAL GLASS</u>	<u>5,414</u>			
SIX GALLONS			9,033	9,033
FIVE GALLONS	44		27,965	28,009
TWO AND ONE-HALF GALLONS			978	978
<u>TOTAL CAN</u>	<u>44</u>			
ALL OTHER SIZES	40	2,984	1,640	4,664
<u>TOTAL OF ALL SIZES</u>	<u>5,498</u>	<u>606,982</u>	<u>1,239,388</u>	<u>1,851,868</u>
TOTAL FLUID MILK ITEMS ^{5/}				
GALLONS	124	29,100	2,083,726	2,112,950
THREE QUARTS		**	**	**
HALF GALLONS	7,744	552,021	172,470	732,235
QUARTS	1,835	158,245	3,359	163,439
PINTS	**	59,325	1,499	60,824
THIRD QUARTS		400		400
TEN OUNCES		7,656	**	7,656
HALF PINTS	**	331,864	2,372	334,236
<u>TOTAL GLASS</u>	<u>9,703</u>			
SIX GALLONS	14		28,012	28,026
FIVE GALLONS	260		50,972	51,232
TWO AND ONE-HALF GALLONS	**		1,974	1,974
<u>TOTAL CAN</u>	<u>274</u>			
ALL OTHER SIZES	51	4,974	2,269	7,294
<u>TOTAL OF ALL SIZES</u>	<u>10,028</u>	<u>1,143,585</u>	<u>2,346,653</u>	<u>3,500,266</u>

See footnotes on page 15.

TABLE 5.-- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
<u>THOUSAND POUNDS</u>				
<u>ALABAMA-WEST FLORIDA</u>				
GALLONS	**		50,241	50,241
HALF GALLONS	10,522		7,087	17,609
QUARTS	3,061		**	3,061
PINTS	2,203		**	2,203
THIRD QUARTS	93			93
TEN OUNCES	13			13
HALF PINTS	11,092		246	11,338
<u>TOTAL GLASS</u>				
SIX GALLONS			606	606
FIVE GALLONS			487	487
<u>TOTAL CAN</u>				
ALL OTHER SIZES	15		246	261
<u>TOTAL OF ALL SIZES</u>	<u>26,999</u>		<u>58,913</u>	<u>85,912</u>
<u>CENTRAL ARIZONA</u>				
GALLONS			42,730	42,730
HALF GALLONS	13,552			13,552
QUARTS	2,391			2,391
PINTS	1,534			1,534
TEN OUNCES	222			222
HALF PINTS	4,738			4,738
<u>TOTAL GLASS</u>				
SIX GALLONS			1,416	1,416
<u>TOTAL CAN</u>				
ALL OTHER SIZES			7	7
<u>TOTAL OF ALL SIZES</u>	<u>22,437</u>		<u>44,153</u>	<u>66,590</u>
<u>CENTRAL ARKANSAS</u>				
GALLONS	30		23,746	23,776
HALF GALLONS	39	1,812	4,029	5,880
QUARTS	7	588		595
PINTS		**		**
HALF PINTS		**		**
<u>TOTAL GLASS</u>	76			
FIVE GALLONS	20		716	736
<u>TOTAL CAN</u>	20			
ALL OTHER SIZES		3,422		3,422
<u>TOTAL OF ALL SIZES</u>	<u>96</u>	<u>5,822</u>	<u>28,491</u>	<u>34,409</u>

CONTINUED

TABLE 5.-- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
CENTRAL ILLINOIS 3/				
GALLONS				
HALF GALLONS				
QUARTS				
PINTS				
TEN OUNCES				
HALF PINTS				
<u>TOTAL GLASS</u>				
SIX GALLONS				
FIVE GALLONS				
<u>TOTAL CAN</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>				

CHICAGO REGIONAL				
GALLONS	**	**	169,254	169,254
HALF GALLONS	**	16,485	8,986	25,471
QUARTS		8,194	**	8,194
PINTS		1,137	**	1,137
TEN OUNCES		888		888
HALF PINTS		21,835		21,835
<u>TOTAL GLASS</u>				
SIX GALLONS			1,334	1,334
FIVE GALLONS			4,098	4,098
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	608	94	252	954
<u>TOTAL OF ALL SIZES</u>	608	48,633	183,924	233,165

EASTERN OHIO-WESTERN PENNSYLVANIA				
GALLONS		**	94,548	94,548
HALF GALLONS	**	36,615	2,870	39,485
QUARTS	**	5,871	**	5,871
PINTS		2,407	**	2,407
THIRD QUARTS		**		**
TEN OUNCES		22		22
HALF PINTS		14,128		14,128
<u>TOTAL GLASS</u>				
SIX GALLONS			1,043	1,043
FIVE GALLONS			1,044	1,044
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	56	4,404	707	5,167
<u>TOTAL OF ALL SIZES</u>	56	63,447	100,212	163,715

CONTINUED

TABLE 5.-- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
EASTERN COLORADO				
GALLONS	**		34,035	34,035
THREE QUARTS		**		**
HALF GALLONS	**	10,118	1,267	11,385
QUARTS	**	1,924		1,924
PINTS		876		876
TEN OUNCES		186		186
HALF PINTS		4,062		4,062
<u>TOTAL GLASS</u>				
SIX GALLONS			428	428
FIVE GALLONS	**		965	965
TWO AND ONE-HALF GALLONS			138	138
<u>TOTAL CAN</u>				
ALL OTHER SIZES	347	173	15	535
<u>TOTAL OF ALL SIZES</u>	347	17,339	36,848	54,534
GEORGIA				
GALLONS		**	73,148	73,148
HALF GALLONS	**	5,557	13,029	18,586
QUARTS	**	5,545	370	5,915
PINTS		2,080		2,080
TEN OUNCES		132		132
HALF PINTS		13,587	78	13,665
<u>TOTAL GLASS</u>				
FIVE GALLONS			1,483	1,483
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	157	274	56	487
<u>TOTAL OF ALL SIZES</u>	157	27,175	83,164	115,496
GREAT BASIN				
GALLONS	**		37,750	37,750
HALF GALLONS	482	2,881	2,382	5,745
QUARTS	30	1,063	66	1,159
PINTS		549	9	558
TEN OUNCES		168		168
HALF PINTS	**	3,773		3,773
<u>TOTAL GLASS</u>	512			
SIX GALLONS			**	**
FIVE GALLONS			953	953
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	10	846	92	948
<u>TOTAL OF ALL SIZES</u>	522	9,280	41,252	51,054

CONTINUED

TABLE 5. --TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS & HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
GREATER KANSAS CITY				
GALLONS			20,216	20,216
HALF GALLONS		1,292	4,595	5,887
QUARTS		852		852
PINTS		461		461
TEN OUNCES		4		4
HALF PINTS		2,918		2,918
<u>TOTAL GLASS</u>				
FIVE GALLONS			1,043	1,043
<u>TOTAL CAN</u>				
ALL OTHER SIZES		32	3	35
<u>TOTAL OF ALL SIZES</u>		5,559	25,857	31,416
GREATER LOUISIANA				
GALLONS			23,519	23,519
HALF GALLONS		5,560	**	5,560
QUARTS		905		905
PINTS		814		814
TEN OUNCES		**		**
HALF PINTS		6,343	**	6,343
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			828	828
<u>TOTAL CAN</u>				
ALL OTHER SIZES		34	1,573	1,607
<u>TOTAL OF ALL SIZES</u>		13,656	25,920	39,576
INDIANA				
GALLONS		13,135	55,308	68,443
HALF GALLONS		15,006	934	15,940
QUARTS		2,337	**	2,337
PINTS		610	**	610
TEN OUNCES		461		461
HALF PINTS		7,834	**	7,834
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			2,244	2,244
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES			325	325
<u>TOTAL OF ALL SIZES</u>		39,383	58,911	98,194

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS & HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
IOWA				
GALLONS			43,348	43,348
HALF GALLONS		6,483	958	7,441
QUARTS		1,845		1,845
PINTS		321		321
TEN OUNCES		593		593
HALF PINTS		8,665	**	8,665
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS	**		2,103	2,103
<u>TOTAL CAN</u>				
ALL OTHER SIZES	4		153	157
<u>TOTAL OF ALL SIZES</u>	4	17,907	46,562	64,473

LAKE MEAD 3/

GALLONS				
HALF GALLONS				
QUARTS				
PINTS				
THIRD QUARTS				
TEN OUNCES				
HALF PINTS				
<u>TOTAL GLASS</u>				
SIX GALLONS				
<u>TOTAL CAN</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>				

LOUISVILLE-LEXINGTON-EVANSVILLE

GALLONS		35,352	35,352
HALF GALLONS	2,281	3,695	5,976
QUARTS	1,129	**	1,129
PINTS	1,344		1,344
TEN OUNCES	**		**
HALF PINTS	7,360	**	7,360
<u>TOTAL GLASS</u>			
SIX GALLONS		**	**
FIVE GALLONS		729	729
<u>TOTAL CAN</u>			
ALL OTHER SIZES	94	336	430
<u>TOTAL OF ALL SIZES</u>	12,208	40,112	52,320

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
<u>THOUSAND POUNDS</u>				
<u>MEMPHIS</u>				
GALLONS	**		16,098	16,098
HALF GALLONS		1,387	3,039	4,426
QUARTS		671		671
PINTS		551		551
TEN OUNCES		**		**
HALF PINTS		3,223		3,223
<u>TOTAL GLASS</u>				
FIVE GALLONS			384	384
<u>TOTAL CAN</u>				
ALL OTHER SIZES		32		32
<u>TOTAL OF ALL SIZES</u>		5,864	19,521	25,385
<u>MIDDLE ATLANTIC</u>				
GALLONS	**	2,011	139,213	141,224
HALF GALLONS	428	50,168	8,324	58,920
QUARTS	84	15,619	567	16,270
PINTS	**	6,169	328	6,497
THIRD QUARTS		29		29
TEN OUNCES		370		370
HALF PINTS		20,689		20,689
<u>TOTAL GLASS</u>	512			
SIX GALLONS	5		2,366	2,371
FIVE GALLONS	192		2,626	2,818
TWO AND ONE-HALF GALLONS			177	177
<u>TOTAL CAN</u>	197			
ALL OTHER SIZES	2	484	60	546
<u>TOTAL OF ALL SIZES</u>	711	95,539	153,661	249,911
<u>NEBRASKA-WESTERN IOWA</u>				
GALLONS			33,990	33,990
HALF GALLONS		6,865	437	7,302
QUARTS	5	1,280		1,285
PINTS		316		316
TEN OUNCES		**		**
HALF PINTS		4,867		4,867
<u>TOTAL GLASS</u>	5			
FIVE GALLONS			1,501	1,501
<u>TOTAL CAN</u>				
ALL OTHER SIZES		12	47	59
<u>TOTAL OF ALL SIZES</u>	5	13,340	35,975	49,320

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
NEW ENGLAND				
GALLONS		1,007	118,279	119,286
HALF GALLONS	1,198	47,001	13,016	61,215
QUARTS	394	11,571	**	11,965
PINTS		2,533	**	2,533
TEN OUNCES		**		**
HALF PINTS	**	19,995	**	19,995
<u>TOTAL GLASS</u>	1,592			
SIX GALLONS			5,732	5,732
FIVE GALLONS	**		2,181	2,181
TWO AND ONE-HALF GALLONS	**		1,397	1,397
<u>TOTAL CAN</u>				
ALL OTHER SIZES	7	1,066	947	2,020
<u>TOTAL OF ALL SIZES</u>	1,599	83,173	141,552	226,324
NEW ORLEANS-MISSISSIPPI				
GALLONS			32,783	32,783
HALF GALLONS		6,229	4,827	11,056
QUARTS		1,716		1,716
PINTS		1,383		1,383
HALF PINTS		9,082		9,082
<u>TOTAL GLASS</u>				
SIX GALLONS			805	805
FIVE GALLONS			255	255
<u>TOTAL CAN</u>				
ALL OTHER SIZES		922		922
<u>TOTAL OF ALL SIZES</u>		19,332	38,670	58,002
NEW YORK-NEW JERSEY				
GALLONS		4	145,649	145,653
HALF GALLONS	2,101	119,130	4,758	126,039
QUARTS	1,036	47,157	267	48,460
PINTS		7,326		7,326
THIRD QUARTS		**		**
TEN OUNCES		428		428
HALF PINTS		32,378	1	32,379
<u>TOTAL GLASS</u>	3,137			
SIX GALLONS			6,927	6,927
FIVE GALLONS			1,771	1,771
<u>TOTAL CAN</u>				
ALL OTHER SIZES		964	1	965
<u>TOTAL OF ALL SIZES</u>	3,137	207,437	159,374	369,948

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
OHIO VALLEY				
ALL SIZES	**	**	110,983	110,983
ONE HALF GALLONS		14,690	4,986	19,676
QUARTS		3,300	43	3,343
HALF PINTS		2,675	44	2,719
EIGHT OUNCES		53		53
ONE HALF PINTS		13,432		13,432
<u>TOTAL GLASS</u>				
ONE GALLONS			**	**
ONE AND ONE HALF GALLONS			2,027	2,027
<u>TOTAL CAN</u>				
ALL OTHER SIZES	61	201	25	287
<u>TOTAL OF ALL SIZES</u>	<u>61</u>	<u>34,351</u>	<u>118,108</u>	<u>152,520</u>
OREGON-WASHINGTON				
ALL SIZES		502	50,272	50,774
ONE HALF GALLONS	**	10,811	1,024	11,835
QUARTS	**	2,693		2,693
HALF PINTS		1,147		1,147
THIRD QUARTS		**		**
EIGHT OUNCES		469		469
ONE HALF PINTS		4,340		4,340
<u>TOTAL GLASS</u>				
ONE GALLONS	**		1,240	1,240
ONE AND ONE HALF GALLONS	**		**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	875	8	598	1,481
<u>TOTAL OF ALL SIZES</u>	<u>875</u>	<u>19,970</u>	<u>53,134</u>	<u>73,979</u>
PUGET SOUND-INLAND				
ALL SIZES			41,768	41,768
ONE HALF GALLONS		26,030	**	26,030
QUARTS		3,789		3,789
HALF PINTS		1,324		1,324
EIGHT OUNCES		227		227
ONE HALF PINTS		5,108		5,108
<u>TOTAL GLASS</u>				
ONE GALLONS			1,907	1,907
ONE AND ONE HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES			1,133	1,133
<u>TOTAL OF ALL SIZES</u>		<u>36,478</u>	<u>44,808</u>	<u>81,286</u>

CONTINUED

TABLE 5. --TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
<u>THOUSAND POUNDS</u>				
<u>RIO GRANDE VALLEY</u>				
GALLONS		68	16,787	16,855
HALF GALLONS	32	5,736	34	5,802
QUARTS		873		873
PINTS		392		392
HALF PINTS		2,934		2,934
<u>TOTAL GLASS</u>	32			
SIX GALLONS			**	**
FIVE GALLONS			488	488
<u>TOTAL CAN</u>				
ALL OTHER SIZES			267	267
<u>TOTAL OF ALL SIZES</u>	32	10,003	17,576	27,611
<u>SOUTHEASTERN FLORIDA</u>				
GALLONS			32,839	32,839
HALF GALLONS		8,112	7,459	15,571
QUARTS		3,665	403	4,068
PINTS		1,807		1,807
HALF PINTS		5,359		5,359
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES			1,078	1,078
<u>TOTAL OF ALL SIZES</u>		18,943	41,779	60,722
<u>SOUTHERN ILLINOIS</u>				
GALLONS			72,096	72,096
HALF GALLONS	**	12,232	1,786	14,013
QUARTS	**	2,302	**	2,302
PINTS		975		975
TEN OUNCES		361		361
HALF PINTS		10,724		10,724
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			3,892	3,892
<u>TOTAL CAN</u>				
ALL OTHER SIZES	670	51	323	1,044
<u>TOTAL OF ALL SIZES</u>	670	26,645	78,097	105,412

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
SOUTHERN MICHIGAN				
GALLONS		7,153	107,915	115,068
HALF GALLONS	386	11,236	12,295	23,917
QUARTS	124	4,459	314	4,897
PINTS		2,260	298	2,558
TEN OUNCES		235	**	235
HALF PINTS		11,660	1,484	13,144
<u>TOTAL GLASS</u>	510			
SIX GALLONS			**	**
FIVE GALLONS			2,702	2,702
<u>TOTAL CAN</u>				
ALL OTHER SIZES			55	55
<u>TOTAL OF ALL SIZES</u>	510	37,003	125,063	162,576
SOUTHWESTERN IDAHO-EASTERN OREGON				
GALLONS	**	**	2,747	2,747
HALF GALLONS	**	5,225	**	5,225
QUARTS	**	407		407
PINTS		144		144
TEN OUNCES		**		**
HALF PINTS		927		927
<u>TOTAL GLASS</u>				
SIX GALLONS			213	213
<u>TOTAL CAN</u>				
ALL OTHER SIZES	44	499	32	575
<u>TOTAL OF ALL SIZES</u>	44	7,202	2,992	10,238
SOUTHWEST PLAINS				
GALLONS		302	75,097	75,399
HALF GALLONS	23	8,125	14,230	22,378
QUARTS		2,523		2,523
PINTS		1,989		1,989
THIRD QUARTS		**		**
TEN OUNCES		57		57
HALF PINTS		10,678		10,678
<u>TOTAL GLASS</u>	23			
SIX GALLONS			202	202
FIVE GALLONS	3		1,929	1,932
TWO AND ONE-HALF GALLONS			101	101
<u>TOTAL CAN</u>	3			
ALL OTHER SIZES		31		31
<u>TOTAL OF ALL SIZES</u>	26	23,705	91,559	115,290

CONTINUED

TABLE 5.-- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER <u>2/</u>	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
<u>THOUSAND POUNDS</u>				
<u>TAMPA BAY</u>				
GALLONS			50,165	50,165
HALF GALLONS		3,766	14,226	17,992
QUARTS		2,487		2,487
PINTS		1,505		1,505
TEN OUNCES		**		**
HALF PINTS		6,968		6,968
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			503	503
<u>TOTAL CAV</u>				
ALL OTHER SIZES		10	499	509
<u>TOTAL OF ALL SIZES</u>		<u>14,736</u>	<u>65,393</u>	<u>80,129</u>
<u>TENNESSEE VALLEY</u>				
GALLONS			43,459	43,459
HALF GALLONS		5,125	6,524	11,649
QUARTS		2,117	**	2,117
PINTS		2,550		2,550
TEN OUNCES		361		361
HALF PINTS		7,948		7,948
<u>TOTAL GLASS</u>				
FIVE GALLONS			886	886
<u>TOTAL CAV</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>		<u>18,101</u>	<u>50,869</u>	<u>68,970</u>
<u>TEXAS</u>				
GALLONS			155,850	155,850
HALF GALLONS		29,316	10,590	39,906
QUARTS		6,900	**	6,900
PINTS		5,533		5,533
HALF PINTS		25,294		25,294
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			4,333	4,333
TWO AND ONE-HALF GALLONS			109	109
<u>TOTAL CAV</u>				
ALL OTHER SIZES			84	84
<u>TOTAL OF ALL SIZES</u>		<u>67,043</u>	<u>170,966</u>	<u>238,009</u>

CONTINUED

TABLE 5. -- TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
<u>THOUSAND POUNDS</u>				
<u>UPPER FLORIDA</u>				
GALLONS			30,553	30,553
HALF GALLONS		6,700	3,825	10,525
QUARTS		2,690		2,690
PINTS		1,619		1,619
TEN OUNCES		**		**
HALF PINTS		5,287		5,287
<u>TOTAL GLASS</u>				
FIVE GALLONS			1,303	1,303
<u>TOTAL CAN</u>				
ALL OTHER SIZES		2	1	3
<u>TOTAL OF ALL SIZES</u>		16,298	55,682	51,980
<u>UPPER MIDWEST</u>				
GALLONS		704	62,275	62,979
THREE QUARTS			**	**
HALF GALLONS	520	31,162	7,685	39,367
QUARTS	**	3,182	**	3,182
PINTS		489		489
TEN OUNCES		1,296		1,296
HALF PINTS		11,483	**	11,483
<u>TOTAL GLASS</u>	520			
SIX GALLONS			**	**
FIVE GALLONS	**		4,475	4,475
<u>TOTAL CAN</u>				
ALL OTHER SIZES	45	92	467	604
<u>TOTAL OF ALL SIZES</u>	565	48,408	74,902	123,875
<u>WESTERN COLORADO 3/</u>				
GALLONS				
HALF GALLONS				
QUARTS				
PINTS				
TEN OUNCES				
HALF PINTS				
<u>TOTAL GLASS</u>				
TWO AND ONE-HALF GALLONS				
<u>TOTAL CAN</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>				

** Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations. These data are included in "all other sizes".

1/ Based on total sales including both wholesale and home-delivery.

2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.

3/ All the data were restricted--pertains to fewer than three processing plants.

TABLE 6.-INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 43 FEDERAL MILK ORDERS, NOVEMBER 1987 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	<u>THOUSAND POUNDS</u>			
	<u>WHOLE MILK</u>			
GALLONS	96	6,714	977,895	984,705
THREE QUARTS		**	**	**
HALF GALLONS	2,833	257,227	80,622	340,682
QUARTS	1,150	79,368	1,501	82,019
PINTS	**	28,132	706	28,838
THIRD QUARTS		193		193
TEN OUNCES		2,872	**	2,872
HALF PINTS	**	102,187	169	102,356
<u>TOTAL GLASS</u>	<u>4,079</u>			
SIX GALLONS	14		18,546	18,560
FIVE GALLONS	213		22,306	22,519
TWO AND ONE-HALF GALLONS	**		991	991
<u>TOTAL CAN</u>	<u>227</u>			
ALL OTHER SIZES	11	1,966	620	2,597
<u>TOTAL OF ALL SIZES</u>	<u>4,317</u>	<u>478,659</u>	<u>1,103,356</u>	<u>1,586,332</u>

	<u>FLAVORED WHOLE MILK PRODUCTS</u>			
GALLONS		**	81	81
HALF GALLONS	164	3,641	1,983	5,788
QUARTS	46	10,787	337	11,170
PINTS		21,572	323	21,895
THIRD QUARTS		32		32
TEN OUNCES		490		490
HALF PINTS		21,393	33	21,426
<u>TOTAL GLASS</u>	<u>210</u>			
SIX GALLONS			434	434
FIVE GALLONS	3		703	706
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>	<u>3</u>			
ALL OTHER SIZES		29	15	44
<u>TOTAL OF ALL SIZES</u>	<u>213</u>	<u>57,944</u>	<u>3,909</u>	<u>62,066</u>

	<u>2% LOWFAT MILK - PLAIN</u>			
GALLONS	21	10,481	737,775	748,277
THREE QUARTS		**	**	**
HALF GALLONS	2,674	142,691	50,751	196,116
QUARTS	237	20,538	240	21,015
PINTS		455	57	512
THIRD QUARTS		**		**
TEN OUNCES		3,005		3,005
HALF PINTS		80,654	322	80,976
<u>TOTAL GLASS</u>	<u>2,932</u>			
SIX GALLONS			5,644	5,644
FIVE GALLONS	**		19,445	19,445
TWO AND ONE-HALF GALLONS			762	762
<u>TOTAL CAN</u>	<u>76</u>			
ALL OTHER SIZES	76	1,666	1,395	3,137
<u>TOTAL OF ALL SIZES</u>	<u>3,008</u>	<u>259,490</u>	<u>816,391</u>	<u>1,078,889</u>

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TABLE 6. -INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 43 FEDERAL MILK ORDERS, NOVEMBER 1987 1/ -CON

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
<u>THOUSAND POUNDS</u>				
<u>2% LOWFAT MILK -MILK SOLIDS ADDED</u>				
GALLONS		6,971	74,006	80,977
HALF GALLONS	328	19,473	4,802	24,603
QUARTS	2	3,078	36	3,116
PINTS		**		**
TEN OUNCES		**		**
HALF PINTS	**	4,484	178	4,662
<u>TOTAL GLASS</u>	<u>330</u>			
SIX GALLONS			75	75
FIVE GALLONS	2		865	867
<u>TOTAL CAN</u>	<u>2</u>			
ALL OTHER SIZES	3	56	4	63
<u>TOTAL OF ALL SIZES</u>	<u>335</u>	<u>34,062</u>	<u>79,966</u>	<u>114,363</u>
<u>1% LOWFAT MILK - PLAIN</u>				
GALLONS		1,338	163,103	164,441
THREE QUARTS			**	**
HALF GALLONS	559	18,659	7,779	26,997
QUARTS		1,810	151	1,961
PINTS		**		**
TEN OUNCES		**		**
HALF PINTS		4,047		4,047
<u>TOTAL GLASS</u>	<u>559</u>			
SIX GALLONS			255	255
FIVE GALLONS			1,175	1,175
TWO AND ONE-HALF GALLONS				
<u>TOTAL CAN</u>				
ALL OTHER SIZES		88	31	119
<u>TOTAL OF ALL SIZES</u>	<u>559</u>	<u>25,942</u>	<u>172,494</u>	<u>198,995</u>
<u>1% LOWFAT MILK - MILK SOLIDS ADDED</u>				
GALLONS		**	21,306	21,306
HALF GALLONS	**	8,133	3,249	11,382
QUARTS		2,586	**	2,586
PINTS		36		36
TEN OUNCES		11		11
HALF PINTS		929		929
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			166	166
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	115	594	267	976
<u>TOTAL OF ALL SIZES</u>	<u>115</u>	<u>12,289</u>	<u>24,988</u>	<u>37,392</u>

CONTINUED

TABLE 6.-- INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 43 FEDERAL MILK ORDERS, NOVEMBER 1987 1/ -CON

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
<u>SKIM MILK - PLAIN</u>				
GALLONS	**	2,184	80,286	82,470
THREE QUARTS			**	**
HALF GALLONS	962	46,215	11,424	58,601
QUARTS	343	14,131	377	14,851
PINTS		8		8
THIRD QUARTS		**		**
TEN OUNCES		123		123
HALF PINTS	**	11,461	**	11,461
<u>TOTAL GLASS</u>	<u>1,305</u>			
SIX GALLONS			1,382	1,382
FIVE GALLONS	2		3,073	3,075
<u>TOTAL CAN</u>	<u>2</u>			
ALL OTHER SIZES	1	615	106	722
TOTAL OF ALL SIZES	1,308	74,737	96,648	172,693
<u>SKIM MILK - MILK SOLIDS ADDED</u>				
GALLONS		**	19,070	19,070
HALF GALLONS	40	14,531	4,364	18,935
QUARTS	**	3,997	6	4,003
HALF PINTS		3,188		3,188
<u>TOTAL GLASS</u>	<u>40</u>			
SIX GALLONS			206	206
FIVE GALLONS			448	448
<u>TOTAL CAN</u>				
ALL OTHER SIZES	19	709		728
TOTAL OF ALL SIZES	59	22,425	24,094	46,578
<u>FLAVORED LOWFAT AND SKIM MILK PRODUCTS</u>				
GALLONS	**	**	6,716	6,716
HALF GALLONS	**	4,266	3,190	7,456
QUARTS	**	5,117	494	5,611
PINTS		8,379	408	8,787
THIRD QUARTS		41		41
TEN OUNCES		1,096	**	1,096
HALF PINTS	**	102,348	1,626	103,974
<u>TOTAL GLASS</u>				
SIX GALLONS			1,152	1,152
FIVE GALLONS	**		2,344	2,344
TWO AND ONE-HALF GALLONS			4	4
<u>TOTAL CAN</u>				
ALL OTHER SIZES	70	823	130	1,023
TOTAL OF ALL SIZES	70	122,070	16,064	138,204

CONTINUED

TABLE 6. -INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 43 FEDERAL MILK ORDERS, NOVEMBER 1987 1/ -CON

SIZE OF CONTAINER <u>2/</u>	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
			<u>BUTTERMILK</u>	
GALLONS	**	**	3,495	3,495
HALF GALLONS	16	37,186	4,301	41,503
QUARTS	24	16,838	190	17,052
PINTS		715	**	715
THIRD QUARTS		**		**
TEN OUNCES		48		48
HALF PINTS		1,172	**	1,172
<u>TOTAL GLASS</u>	<u>40</u>			
SIX GALLONS			266	266
FIVE GALLONS	**		440	440
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	3	17	55	75
<u>TOTAL OF ALL SIZES</u>	<u>43</u>	<u>55,976</u>	<u>8,747</u>	<u>64,766</u>

* Less than 500 pounds.

** Represents sales made by fewer than three handlers which cannot be shown without revealing the volumes of their individual operations. These data are included in "all-other sizes".

1/ Based on total sales including both wholesale and home-delivery.

2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.

TABLE 7--PERCENTAGE OF TOTAL FLUID MILK ITEMS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, GROUPED BY REGION, BY TYPE AND SIZE OF CONTAINER, NOVEMBER 1987

Region 2/	Total sales of fluid milk items 1/	Type of Container			
		Glass	Paper	Plastic	Other
	Mil. lbs.	Percent of total sales			
North Atlantic	846.2	0.6	45.6	53.7	*
South Atlantic	394.2	*	26.4	73.5	0
East North Central	967.9	0.2	27.0	72.8	0
West North Central	269.1	0.2	31.7	68.1	0
East South Central	94.4	0	25.4	74.6	0
West South Central	485.3	*	26.7	73.3	*
Mountain	210.0	0.4	31.5	68.0	*
Pacific	155.3	0.6	36.4	63.1	*
All Region Total 3/	3,500.3	0.3	32.7	67.0	*

Region 2/	Size of Container						
	Gallon	Half-gallon	Quart	Pint	Half-pint	Over 10 qts.	Other
	Percent of total sales						
North Atlantic	48.0	29.1	9.1	2.0	8.6	2.6	0.6
South Atlantic	60.1	20.4	4.6	2.3	10.8	1.5	0.2
East North Central	69.2	15.1	3.0	1.3	9.2	2.0	0.3
West North Central	59.7	22.3	2.7	0.6	10.4	3.4	1.0
East South Central	63.1	17.0	3.0	3.3	11.8	1.3	0.4
West South Central	64.2	17.7	2.6	2.1	11.2	1.9	0.3
Mountain	63.9	20.0	3.2	1.7	7.8	2.2	1.2
Pacific	59.6	24.4	4.2	1.6	6.1	2.0	2.1
All Region Total 3/	60.4	20.9	4.7	1.7	9.5	2.3	0.5

* Less than one-tenth of one percent.

1/ Includes plain and flavored whole milk products, plain, fortified, and flavored skim and lowfat milk products, and miscellaneous whole, lowfat and skim milk products.

2/ See Appendix D for the Federal milk order markets included in each region.

3/ Includes those Federal milk order markets for which all of the data were restricted--pertains to fewer than three processing plants. See Appendix D.

TABLE 8--SIZE AND TYPE OF CONTAINERS IN WHICH THE LARGER VOLUMES OF SELECTED FLUID CREAM AND SPECIALITY PRODUCTS ARE SOLD BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/

Federal milk order marketing area	Milk and cream mixtures		Light cream		Heavy cream	
	First	Second	First	Second	First	Second
	Container	Container	Container	Container	Container	Container
<u>NORTH ATLANTIC</u>						
New England	pt.-p	qt.-p	pt.-p	1/2 gal.-p	pt.-p	1/2 pt.-p
New York-New Jersey	qt.-p	pt.-p	pt.-p	qt.-p	qt.-p	1/2 pt.-p
Middle Atlantic	qt.-p	pt.-p	1/2 pt.-p	qt.-p	qt.-p	1/2 pt.-p
<u>SOUTH ATLANTIC</u>						
Georgia	qt.-p	pt.-p	1/2 pt.-p	15 oz.-c	qt.-p	1/2 pt.-p
Alabama-W. Florida	pt.-p	qt.-p	pt.-p	7 oz.-c	1/2 pt.-p	qt.-p
Upper Florida	qt.-p	3/8 oz.-pl	1/2 pt.-p	qt.-p	qt.-p	1/2 pt.-p
Tampa Bay	qt.-p	3/8 oz.-pl	1/2 pt.-p	qt.-p	qt.-p	1/2 pt.-p
Southeastern Fla.	qt.-p	3/8 oz.-pl	qt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p
<u>EAST NORTH CENTRAL</u>						
Southern Michigan	qt.-p	pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	qt.-p
E. Ohio-W. Pa.	qt.-p	pt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p	qt.-p
Ohio Valley	qt.-p	pt.-p	---	---	5 gal.-pl	1/2 gal.-p
Indiana	pt.-p	qt.-p	qt.-p	15 oz.-c	1/2 pt.-p	qt.-p
Chicago Regional	pt.-p	qt.-p	qt.-p	15 oz.-c	1/2 pt.-p	qt.-p
Southern Illinois	qt.-p	pt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p	1/2 gal.-p
Louis.-Lex.-Evans.	pt.-p	3/8 oz.-pl	---	---	1/2 pt.-p	qt.-p
<u>WEST NORTH CENTRAL</u>						
Upper Midwest	pt.-p	qt.-p	7 oz.-g	5 gal.-pl	pt.-p	1/2 pt.-p
Iowa	pt.-p	qt.-p	qt.-p	7 oz.-c	1/2 pt.-p	qt.-p
Nebraska-W. Iowa	qt.-g	gal.-pl	pt.-p	6.5 oz.-c	gal.-pl	10 qt.-pl
Greater Kansas City	pt.-p	qt.-p	14 oz.-c	pt.-p	qt.-p	5 gal.-pl
<u>EAST SOUTH CENTRAL</u>						
Tennessee Valley	3/8 oz.-pl	pt.-p	---	---	1/2 pt.-p	qt.-p
Memphis	pt.-p	qt.-p	7 oz.-c	---	1/2 pt.-p	qt.-p
<u>WEST SOUTH CENTRAL</u>						
Central Arkansas	pt.-p	qt.-p	7 oz.-c	---	qt.-p	14 oz.-c
Southwest Plains	pt.-p	qt.-p	6 1/2 oz.-c	14 oz.-c	1/2 pt.-p	qt.-p
Texas	qt.-p	pt.-p	qt.-p	pt.-p	qt.-p	1/2 pt.-p
Greater Louisiana	pt.-p	3/8 oz.-pl	1/2 pt.-p	---	1/2 pt.-p	qt.-p
New Orleans-Miss.	pt.-p	3/8 oz.-pl	1/2 pt.-p	qt.-p	1/2 pt.-p	qt.-p
<u>MOUNTAIN</u>						
Eastern Colorado	qt.-p	pt.-p	---	---	1/2 pt.-p	pt.-p
S.W. Idaho-E. Oreg	qt.-p	pt.-p	1/2 pt.-p	pt.-p	---	---
Great Basin	qt.-p	pt.-p	---	---	1/2 pt.-p	pt.-p
Central Arizona	3/8 oz.-pl	qt.-p	15 1/2 oz.-c	7 oz.-c	qt.-p	1/2 pt.-p
Rio Grande Valley	pt.-p	qt.-p	---	---	qt.-p	1/2 pt.-p
<u>PACIFIC</u>						
Puget Sound-Inland	qt.-p	pt.-p	1/2 pt.-g	---	pt.-p	1/2 pt.-p
Oregon-Washington	qt.-p	pt.-p	1/2 pt.-p	---	pt.-p	1/2 pt.-p

Continued

TABLE 8--SIZE AND TYPE OF CONTAINERS IN WHICH THE LARGER VOLUMES OF SELECTED FLUID CREAM AND SPÉCIALITY PRODUCTS ARE SOLD BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1987 1/
- CONTINUED

Region Federal milk order marketing area	Yogurt		Eggnog		Sour cream	
	First Container	Second Container	First Container	Second Container	First Container	Second Container
NORTH ATLANTIC						
New England	8 oz.-pl	pt.-pl	1/2 gal.-p	qt.-p	pt.-pl	8 oz.-pl
New York-New Jersey	8 oz.-pl	qt.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 qt.-pl
Middle Atlantic	8 oz.-pl	32 oz.-pl	qt.-p	pt.-p	pt.-pl	8 oz.-pl
SOUTH ATLANTIC						
Georgia	8 oz.-pl	5 lb.-pl	qt.-p	1/2 gal.-p	8 oz.-pl	5 lb.-pl
Alabama-W. Florida	8 oz.-pl	5 lb.-pl	qt.-p	1/2 gal.-pl	8 oz.-pl	5 lb.-pl
Upper Florida	8 oz.-p	10 lb.-pl	1/2 gal.-p	qt.-p	8 oz.-pl	pt.-pl
Tampa Bay	8 oz.-p	10 lb.-pl	1/2 gal.-p	qt.-p	8 oz.-pl	pt.-pl
Southeastern Fla.	8 oz.-p	6 oz.-p	1/2 gal.-p	qt.-p	8 oz.-pl	5 lb.-pl
EAST NORTH CENTRAL						
Southern Michigan	8 oz.-pl	5 lb.-pl	qt.-p	qt.-pl	pt.-pl	5 lb.-pl
E. Ohio-W. Pa.	pt.-pl	5 lb.-pl	qt.-p	1/2 gal.-pl	8 oz.-pl	pt.-pl
Ohio Valley	8 oz.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	8 oz.-pl
Indiana	8 oz.-pl	5 lb.-pl	qt.-p	1/2 gal.-p	16 oz.-pl	8 oz.-pl
Chicago Regional	8 oz.-pl	2 lb.-pl	qt.-p	10 oz.-p	16 oz.-pl	5 lb.-pl
Southern Illinois	8 oz.-pl	8 oz.-p	qt.-p	1/2 gal.-pl	pt.-pl	8 oz.-pl
Louis.-Lex.-Evans.	5 oz.-pl	6 oz.-pl	qt.-p	---	8 oz.-pl	pt.-pl
WEST NORTH CENTRAL						
Upper Midwest	8 oz.-pl	6 oz.-pl	qt.-p	pt.-p	5 lb.-pl	pt.-pl
Iowa	8 oz.-pl	5 lb.-pl	qt.-p	---	8 oz.-pl	pt.-pl
Nebraska-W. Iowa	5 lb.-pl	8 oz.-pl	1/2 gal.-pl	qt.-pl	5 lb.-pl	1 lb.-pl
Greater Kansas City	8 oz.-pl	32 oz.-pl	qt.-p	1/2 gal.-pl	pt.-pl	5 lb.-pl
EAST SOUTH CENTRAL						
Tennessee Valley	8 oz.-pl	5 lb.-pl	qt.-p	1/2 gal.-p	8 oz.-pl	5 lb.-pl
Memphis	8 oz.-pl	35 lb.-pl	qt.-p	pt.-p	8 oz.-pl	pt.-pl
WEST SOUTH CENTRAL						
Central Arkansas	8 oz.-pl	---	qt.-p	---	8 oz.-pl	1 lb.-pl
Southwest Plains	8 oz.-pl	pt.-pl	qt.-p	1/2 gal.-pl	8 oz.-pl	pt.-pl
Texas	8 oz.-pl	6 oz.-p	qt.-p	1/2 gal.-p	1 lb.-pl	8 oz.-pl
Greater Louisiana	8 oz.-pl	8 oz.-p	qt.-p	1/2 gal.-p	8 oz.-pl	pt.-pl
New Orleans-Miss.	8 oz.-pl	8 oz.-p	qt.-p	---	8 oz.-pl	5 lb.-pl
MOUNTAIN						
Eastern Colorado	8 oz.-pl	6 oz.-pl	1/2 gal.-p	qt.-p	12 oz.-pl	8 oz.-pl
SW Idaho-E. Oregon	8 oz.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl
Great Basin	8 oz.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	1 lb.-pl	1/2 lb.-pl
Central Arizona	8 oz.-pl	qt.-pl	qt.-p	1/2 gal.-p	1 lb.-pl	5 lb.-pl
Rio Grande Valley	8 oz.-pl	1 lb.-pl	qt.-p	---	8 oz.-pl	2 lb.-pl
PACIFIC						
Puget Sound-Inland	8 oz.-pl	32 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl
Oregon-Washington	8 oz.-pl	32 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl

1/ Containers are listed according to the proportion of the sales volume of the product made in that particular container. The type of container is identified as follows; p=paper, pl=plastic, g=glass and c=can (mostly aerated).

TABLE 9--PERCENTAGE OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, BY METHOD OF DISTRIBUTION AND TYPE OF WHOLESALE OUTLET, NOVEMBER OF SELECTED YEARS, 1963 to 1987

Month/Year	Number of markets	Home-delivery	Total wholesale	Method of Distribution					All other	
				Super-market	Dairy and convenience	Military	Schools	Institutional		
				Percent						
NOVEMBER										
1963	68	29.7	70.3	---	---	---	---	---	---	---
1964	67	28.2	71.8	---	---	---	---	---	---	---
1965	68	28.0	72.0	---	---	---	---	---	---	---
1966	68	24.7	75.3	---	---	---	---	---	---	---
1967	71	23.1	76.9	---	---	---	---	---	---	---
1969	66	19.0	81.0	---	---	---	---	---	---	---
1971	61	14.8	85.2	---	---	---	---	---	---	---
1973	61	10.3	89.7	---	---	---	---	---	---	---
1975	56	6.9	93.1	---	---	---	---	---	---	---
1977	47	5.3	94.7	42.9	10.0	6/	1.7	6/	7.7	32.8
1979	47	3.8	96.2	46.2	10.7		1.5		7.6	30.2
1981	48	2.3	97.7	49.7	9.8		1.4		6.8	29.9
1983	46	1.8	98.2	50.2	9.8		1.4		6.7	30.1
1985	44	1.5	98.5	52.6	9.4		1.2		6.8	28.5
1987	43	1.2	98.8	51.2	10.6		1.5		7.0	28.5

1/ Fluid milk products represents whole milk items and lowfat and skim milk items combined.

2/ Number of markets for which complete data were available.

3/ This breakdown was not available prior to 1977. Percentages may not add to total wholesale due to rounding.

4/ Generally, 11 or more stores (supermarkets, dairy and convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

5/ Nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

6/ Does not include data for the New York-New Jersey marketing area for which these data were not available.

TABLE 10--PERCENTAGE OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, GROUPED BY REGION, BY METHOD OF DISTRIBUTION AND TYPE OF WHOLESALE OUTLET, NOVEMBER 1987

Region 2/	Method of distribution										
	Total sales of fluid milk products 1/	Home-delivery	Total wholesale	Type of wholesale outlet 3/						Total	Percent
				Food chain stores 4/	Super-market	Dairy and convenience	Military	Schools	Other 5/		
	Mil. lbs.										
NORTH ATLANTIC	846.2	1.2	98.8	60.1	44.9	15.2	8.1	.8	7.3	30.5	
SOUTH ATLANTIC	394.2	1.2	98.8	65.8	49.5	16.3	11.1	4.1	7.1	21.8	
EAST NORTH CENTRAL	967.9	.7	99.3	62.0	54.5	7.5	6.9	.5	6.4	30.4	
WEST NORTH CENTRAL	269.1	1.6	98.4	64.0	55.3	8.7	8.2	.5	7.7	26.1	
EAST SOUTH CENTRAL	94.4	.9	99.1	54.9	50.9	3.9	9.7	.4	9.3	34.5	
WEST SOUTH CENTRAL	485.3	1.3	98.7	61.3	52.4	8.8	9.9	1.9	8.0	27.6	
MOUNTAIN	210.0	2.5	97.5	66.9	56.9	10.1	7.6	2.7	4.9	22.9	
PACIFIC	155.3	1.3	98.7	55.1	48.7	6.4	9.9	2.7	7.2	33.7	
ALL REGION TOTAL 6/	3,500.3	1.2	98.8	61.8	51.2	10.6	8.5	1.5	7.0	28.5	

1/ Fluid milk products represent whole milk items and lowfat and skim milk items combined.

2/ See appendix D for Federal milk order marketing areas included in each region.

3/ Percentages may not add to total wholesale due to rounding.

4/ Generally, 11 or more stores (supermarkets, dairy and convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

5/ Nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

6/ Includes those Federal milk order markets for which all the data were restricted--pertains to fewer than three processing plants. See Appendix D.

TABLE 11--PERCENTAGE OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, GROUPED BY REGION, BY TYPE OF CHAIN STORE, NOVEMBER 1987

Region 3/	Type of food chain store 2/					
	Total	Supermarket		Dairy/convenience		Total
	food chain stores	Vertically integrated 4/	Other	Vertically integrated 4/	Other	vertically integrated 4/
	Percent					
NORTH ATLANTIC	60.1	11.4	33.5	9.1	6.1	20.5
SOUTH ATLANTIC	65.8	20.9	28.5	6.3	10.0	27.2
EAST NORTH CENTRAL	62.0	10.8	43.7	2.6	4.9	13.4
WEST NORTH CENTRAL	64.0	2.0	53.3	1.3	7.5	3.3
EAST SOUTH CENTRAL	54.9	12.4	38.6	R	3.9	12.4
WEST SOUTH CENTRAL	61.3	19.0	33.4	3.2	5.6	22.2
MOUNTAIN	66.9	30.7	26.2	R	10.1	30.7
PACIFIC	55.1	25.4	23.4	.7	5.7	26.1
ALL REGION TOTAL 5/	61.8	14.5	36.6	4.4	6.2	18.9

R Restricted. Represents data for fewer than three handlers. Data are included in "other." All region totals include restricted data.

1/ Fluid milk products represent whole milk items and lowfat and skim milk items combined.

2/ Generally, 11 or more stores nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

3/ See Appendix D for the Federal milk order markets included in each region.

4/ Chain stores which have integrated backward into fluid milk processing, or fluid milk processing organizations which have integrated forward into chain store ownership.

5/ Includes those Federal milk order markets for which all of the data were restricted--pertains to fewer than three processing plants. See Appendix D.

TABLE 12--PERCENTAGES OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, BY METHOD OF DISTRIBUTION, BY MARKETING AREA, NOVEMBER 1987

Federal Milk Order Marketing area	Method of Distribution									
	Home- delivery	Total	Chain stores 3/			Type of wholesale outlet 2/				All
			Total	Super- markets	Dairy and convenience	Total	Military	Schools	other 5/	
NORTH ATLANTIC										
New England	2.7	97.3	57.4	38.5	18.9	7.8	1.2	6.7	32.1	
New York-New Jersey	.8	99.2	53.7	41.6	12.1	9.9	1.8	8.1	35.5	
Middle Atlantic	.5	99.5	72.1	55.7	16.4	5.6	.4	5.3	21.7	
SOUTH ATLANTIC										
Georgia	2.1	97.9	64.4	44.6	19.8	16.9	8.2	8.7	16.5	
Alabama-W. Florida	6/	100.0	63.8	44.1	19.8	15.8	4.4	11.4	20.4	
Upper Florida	6/	100.0	54.0	37.7	16.3	8.7	3.7	5.0	37.4	
Tampa Bay	6/	100.0	73.5	68.0	5.5	4.0	.8	3.2	22.5	
Southeastern Florida	6/	100.0	71.1	51.9	19.2	5.1	.5	4.6	23.8	
EAST NORTH CENTRAL										
Southern Michigan	1.0	99.0	59.8	50.5	9.2	4.4	0	4.4	34.9	
E. Ohio-W. Pa	1.4	98.6	66.9	51.7	15.2	7.1	7/	7.1	24.6	
Ohio Valley	.9	99.1	69.4	61.8	7.6	6.6	0	6.6	23.0	
Indiana	6/	100.0	53.3	51.1	2.1	6.5	.6	5.9	40.3	
Chicago Regional	.3	99.7	60.7	57.5	3.1	7.0	7/	7.0	32.1	
Southern Illinois	6/	100.0	66.4	60.3	6.1	8.9	1.9	7.0	24.7	
Louis.-Lex.-Evans.	0	100.0	51.2	39.9	11.2	10.4	7/	10.4	38.5	
WEST NORTH CENTRAL										
Upper Midwest	2.6	97.4	62.2	50.8	11.4	7.1	.2	6.9	28.1	
Iowa	.7	99.3	61.4	55.8	5.6	9.3	7/	9.3	28.5	
Nebraska-Western Iowa	6/	100.0	67.1	59.5	7.6	8.7	.7	8.0	24.2	
Greater Kansas City	.2	99.8	77.6	70.0	7.5	7.2	1.4	5.8	15.1	

Continued

TABLE 12--PERCENTAGES OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, BY METHOD OF DISTRIBUTION, BY MARKETING AREA, NOVEMBER 1987 -CONTINUED

Federal Milk Order Marketing area	Method of Distribution										
	Home-delivery	Total wholesale	Chain stores 3/			Type of wholesale outlet 2/			Military	Schools	Other 5/
			Super-	Dairy and	Institutional 4/	convenience	Total	Schools			
Percent											
<u>EAST SOUTH CENTRAL</u>											
Tennessee Valley	6/	100.0	51.6	47.3	4.3	8.1	0	8.1	8.1	40.3	
Memphis	0	100.0	64.1	59.6	4.5	12.0	2.1	12.0	9.9	23.9	
<u>WEST SOUTH CENTRAL</u>											
Central Arkansas	1.3	98.7	67.5	66.4	1.0	9.1	1.2	9.1	7.9	22.2	
Southwest Plains	.2	99.8	65.1	51.5	13.6	7.2	1.2	7.2	6.0	27.5	
Texas	1.2	98.8	61.7	53.8	7.9	10.2	1.6	10.2	8.5	26.9	
Greater Louisiana	6.4	93.6	41.5	33.6	7.9	14.6	3.7	14.6	11.0	37.5	
New Orleans-Miss.	.1	99.9	61.2	52.4	8.9	11.1	3.5	11.1	7.6	27.6	
<u>MOUNTAIN</u>											
Eastern Colorado	3.7	96.3	61.4	50.1	11.3	6.4	2.9	6.4	3.5	28.5	
SW. Idaho-E. Oregon	5.3	94.7	46.4	46.4	8/	11.8	7/	11.8	11.8	36.6	
Great Basin	6/	100.0	62.2	52.2	10.0	8.8	3.8	8.8	5.0	29.0	
Central Arizona	0	100.0	80.6	80.6	8/	5.5	7/	5.5	5.5	13.9	
Rio Grande Valley	1.6	98.4	72.4	65.1	7.3	11.3	1.4	11.3	10.0	14.7	
<u>PACIFIC</u>											
Puget Sound-Inland	1.7	98.3	55.5	48.2	7.3	13.6	4.7	13.6	8.9	29.3	
Oregon-Washington	.9	99.1	54.7	49.3	5.3	5.8	.4	5.8	5.4	38.6	
All Market Total 9/	1.2	98.8	61.8	51.2	10.6	8.5	1.4	8.5	7.1	28.5	

1/ Fluid milk products represent whole milk items and lowfat and skim milk items combined.

2/ Percentages may not add to total wholesale due to rounding.

3/ Generally, 11 or more stores (supermarket, dairy or convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

4/ Institutional represents sales made through military installations and public schools, colleges and universities.

5/ All other wholesale represents nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.) restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

6/ Restricted, represents data for fewer than three handlers. Data are included in all other wholesale.

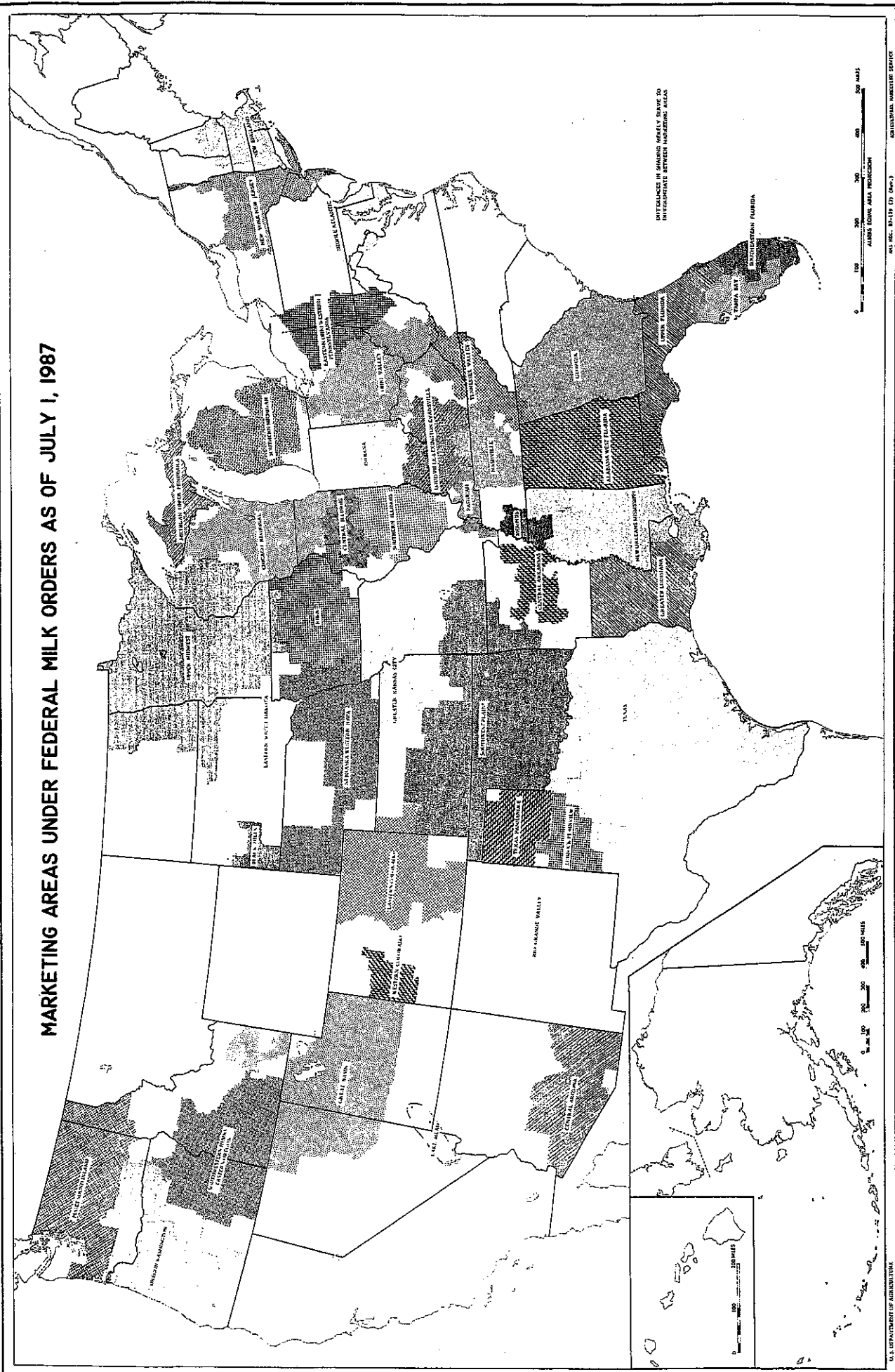
7/ Restricted, represents data for fewer than three handlers. Data are included with schools.

8/ Restricted, represents data for fewer than three handlers. Data are included in supermarkets.

9/ Includes Black Hills, Central Illinois, Eastern South Dakota, Lake Mead, Lubbock-Plainview, Michigan Upper Peninsula, Nashville, Paducah, Texas Panhandle, and Western Colorado marketing areas for which all data were restricted. Each method total includes restricted data which were not shown for individual marketing areas.

APPENDIX A

MARKETING AREAS UNDER FEDERAL MILK ORDERS AS OF JULY 1, 1987



APPENDIX B--FLUID MILK PRODUCT SALES, UNITED STATES, 1965, AND
1970-87

Year	Fluid whole milk 1/	Lowfat milk 2/	Total fluid milk products
<u>Million pounds</u>			
1965	45,829	5,911	51,740
1970	42,507	10,191	52,698
1971	42,330	11,265	53,595
1972	41,511	12,470	53,981
1973	40,022	13,657	53,679
1974	38,205	14,271	52,476
1975	37,529	15,675	53,204
1976	36,855	16,884	53,739
1977	35,576	18,130	53,706
1978	34,740	18,900	53,640
1979	33,905	19,776	53,681
1980	32,464	20,727	53,191
1981	31,370	21,472	52,842
1982	30,218	21,794	52,012
1983	29,754	22,499	52,253
1984	29,059	23,656	52,715
1985	28,469	25,152	53,621
1986	27,154	26,924	54,078
1987 ^{3/}	26,079	28,337	54,416

1/ Plain and flavored whole milk.

2/ Lowfat (2 percent and 1 percent) milk, skim milk, flavored milk drinks, and buttermilk.

3/ Preliminary.

SOURCE: Economic Research Service, USDA.

APPENDIX C - CONVERSION FACTORS

Product	Conversion factors - pounds per													
	6 Gal.	5 Gal.	2 1/2 Gal.	Gal.	3 Qts.	Gal.	1/2 Gal.	Quart.	Pint.	Qt.	10 Oz.	1/2 Pint		
Whole milk	51.60	43.00	21.500	8.60	6.4500	4.300	2.1500	1.0750	.7167	.6719	.5375			
Flavored whole milk	48.00	40.00	20.000	8.00	6.0000	4.000	2.0000	1.0000	.6667	.6250	.5000			
2% milk - plain	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5388			
2% milk - added solids	51.96	43.30	21.650	8.66	6.4950	4.330	2.1650	1.0825	.7217	.6766	.5412			
1% milk- plain	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5388			
1% milk - added solids	51.96	43.30	21.650	8.66	6.4950	4.330	2.1650	1.0825	.7217	.6766	.5412			
Skim milk - plain	51.78	43.15	21.575	8.63	6.4725	4.315	2.1575	1.0788	.7192	.6742	.5394			
Skim milk - added solids	52.08	43.40	21.700	8.68	6.5100	4.340	2.1700	1.0850	.7233	.6781	.5425			
Flavored lowfat and skim milk	48.00	40.00	20.000	8.00	6.0000	4.000	2.0000	1.0000	.6667	.6250	.5000			
Buttermilk	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5388			

APPENDIX D--FEDERAL MILK ORDER MARKETS GROUPED BY REGION

NORTH ATLANTIC

New England
New York-New Jersey
Middle Atlantic

SOUTH ATLANTIC

Georgia
Alabama-West Florida
Upper Florida
Tampa Bay
Southeastern Florida

EAST NORTH CENTRAL

Southern Michigan
E. Ohio-W. Pennsylvania
Ohio Valley
Indiana
Chicago Regional
Southern Illinois
Louisville-Lex.-Evans.

WEST NORTH CENTRAL

Upper Midwest
Iowa
Nebraska-Western Iowa
Greater Kansas City

EAST SOUTH CENTRAL

Tennessee Valley
Memphis

WEST SOUTH CENTRAL

Central Arkansas
Southwest Plains
Texas
Greater Louisiana
New Orleans-Mississippi

MOUNTAIN

Eastern Colorado
SW. Idaho-E. Oregon
Great Basin
Central Arizona
Rio Grande Valley

PACIFIC

Puget Sound-Inland
Oregon-Washington

RESTRICTED MARKETS

Michigan Upper Peninsula
Central Illinois
Eastern South Dakota
Black Hills
Nashville
Paducah
Texas Panhandle
Lubbock-Plainview
Western Colorado
Lake Mead

APPENDIX E--REPORTED SALES OF MARKET WHOLE MILK AND LOWFAT MILK IN CALIFORNIA
BY TYPE OF TRADE AND CONTAINER CHARACTERISTICS, OCTOBER 1987 ^{1/}

TYPE OF TRADE	SALES VOLUME (1,000 GALLONS)	PERCENT OF TOTAL SALES VOLUME
WHOLESALE	50,852	86.2
RETAIL	65	0.1
CASH-AND-CARRY	161	0.3
PEDDLER	7,056	12.0
FEDERAL GOVERNMENT	830	1.4
TOTAL OF ALL TYPES	58,964	100.0

CONTAINER SIZE	PERCENT OF TOTAL SALES VOLUME BY TYPE OF CONTAINER			
	ALL TYPES	GLASS	PAPER	PLASTIC
BULK	2.4	0	0	2.4
TEN-QUART	0.1	0	0	0.1
GALLON	55.8	0	0	55.8
ONE-HALF GALLON	26.5	0.1	22.9	3.6
QUART	5.3	2/	5.3	2/
PINT	2.5	0	2.5	0
ONE-THIRD QUART	2.0	0	2.0	0
ONE-HALF PINT	5.3	0	5.3	0
OTHER	0.1	0	0.1	0
ALL SIZES COMBINED	100.0	0.1	38.1	61.8

^{1/} SOURCE: "California Dairy Industry Statistics, 1987",
California Department of Food and Agriculture, Table 67, page 62.

^{2/} Less than 0.05 percent.