

PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS:

**BY SIZE AND TYPE OF CONTAINER
AND DISTRIBUTION METHOD
DURING NOVEMBER 1989**



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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 1989. Its purpose was to update a similar survey in November 1987, and to see if trends observed in past surveys are continuing. Data were obtained from milk handlers regulated under 41 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 sixteenth report in a series. Similar data have been distributed based on surveys made in November 1963 through 1967, 1969, and every other year through 1987.

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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, almost 69 percent of fluid milk products were sold in plastic containers, 31 percent in paper containers, with less than one-half percent remaining in glass containers.

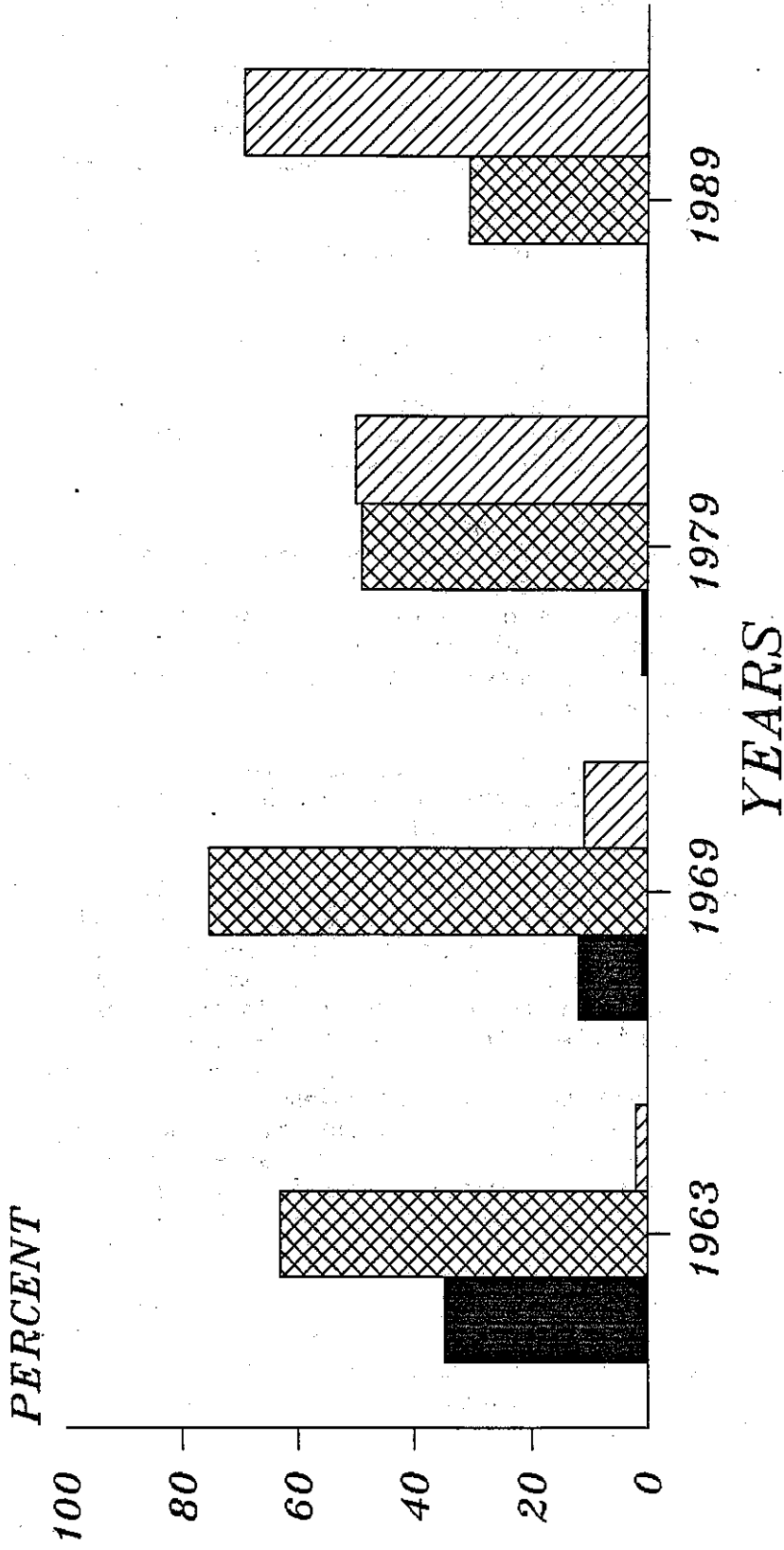
In November 1989, slightly over 61 percent of fluid milk sales were made in gallon containers. This market share has more than doubled since 1971 and is nearly five times greater than the share found in the 1963 survey. This increase has come at the expense of half-gallons for which the market share has dropped from 56 percent of total sales in 1963 to 21 percent in 1989, and at the expense of quarts whose market share decreased from 15 percent to 4 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 one percent in 1989.

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 nearly 54 percent of the market share in the most recent survey, up from 51 percent in November 1987. The market share for convenience stores decreased slightly from the 1987 survey. After many years of generally increasing importance, the last two surveys have shown a decreasing market share of vertically integrated food chain stores. The market share for the "all other" category, of which nonchain food stores are the larger proportion, decreased to about 27 percent.

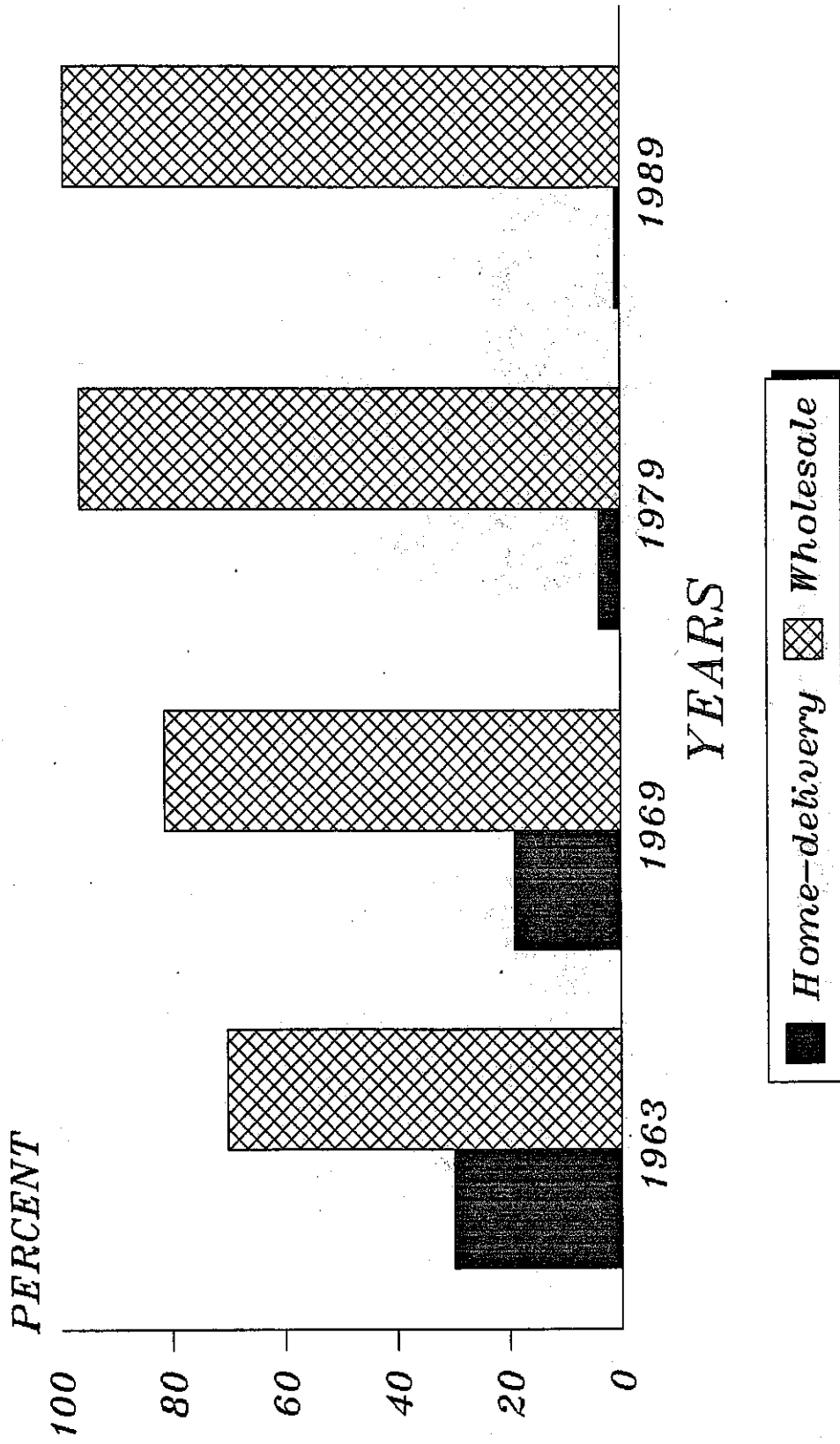
The following charts and tables provide historical information from past surveys and detailed information from the current survey. Information is presented for individual Federal milk order marketing areas, regional groups of these markets, and for all markets combined. Additional information is shown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

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



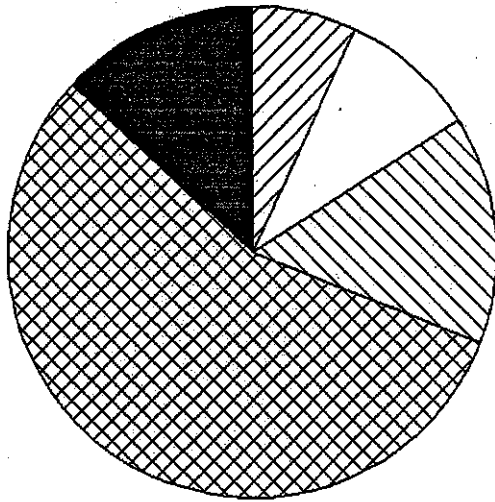
(Data for Chart in Table 1)

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

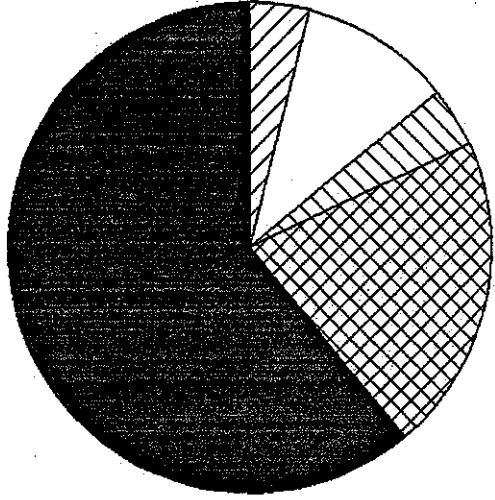


(Data for Chart in Table 9)

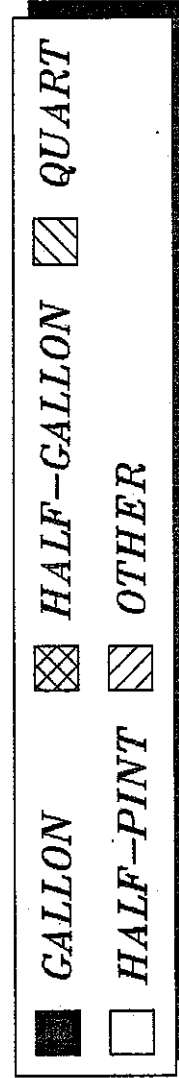
CHART 3--FLUID MILK SALES BY SIZE OF CONTAINER, NOVEMBER 1963 and 1989



1963



1989



(Data for Chart 3 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
1989	41	*	31	69	*	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
1989	41	*	31	69	*	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
1989	41	*	31	69	*	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/ 5-10 qts.	Over 10 qts.	Total
WHOLE MILK ITEMS 4/										
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
1989	41	60	20	6	3	8	*	*	2	100
LOWFAT AND SKIM MILK ITEMS 5/										
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
1989	41	61	21	4	*	11	*	*	2	100
TOTAL FLUID MILK ITEMS 6/										
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
1989	41	61	21	4	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	
<u>Thousand pounds</u>				
<u>1971 (61 markets)</u>				
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
<u>1973 (61 markets)</u>				
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
<u>1975 (56 markets)</u>				
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 1987 2/ -CONTINUED

Size of container	Type of container			Total
	Glass	Paper	Plastic	
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>57</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>
1987 (43 markets)				
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 16.

FOOTNOTES FOR TABLE 3.

* 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

* Less than 500 pounds.

** 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 41 FEDERAL MILK ORDERS, NOVEMBER 1989 ^{1/}

SIZE OF CONTAINER ^{2/}	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
WHOLE MILK ITEMS ^{3/}				
GALLONS	**	2,375	884,923	887,298
THREE QUARTS			**	**
HALF GALLONS	2,340	213,351	83,710	299,401
QUARTS	558	78,398	1,785	80,741
PINTS		46,128	1,489	47,617
THIRD QUARTS		115		115
TEN OUNCES		2,635	78	2,713
HALF PINTS	**	111,047	318	111,365
<u>TOTAL GLASS</u>	<u>2,898</u>			
SIX GALLONS			13,730	13,730
FIVE GALLONS	**		20,251	20,251
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>	<u>*</u>			
ALL OTHER SIZES	167	2,477	1,158	3,802
<u>TOTAL OF ALL SIZES</u>	<u>3,065</u>	<u>456,526</u>	<u>1,007,442</u>	<u>1,467,033</u>
LOWFAT AND SKIM MILK ITEMS ^{4/}				
GALLONS	**	12,802	1,309,808	1,322,610
THREE QUARTS		**	**	**
HALF GALLONS	4,631	323,679	125,996	454,306
QUARTS	414	78,088	1,581	80,083
PINTS		10,054	451	10,505
THIRD QUARTS		316		316
TEN OUNCES		4,627		4,627
HALF PINTS	**	231,116	2,116	233,232
<u>TOTAL GLASS</u>	<u>5,045</u>			
SIX GALLONS			10,275	10,275
FIVE GALLONS	**		30,243	30,243
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>	<u>*</u>			
ALL OTHER SIZES	96	3,081	1,303	4,480
<u>TOTAL OF ALL SIZES</u>	<u>5,141</u>	<u>663,763</u>	<u>1,481,773</u>	<u>2,150,677</u>
TOTAL FLUID MILK ITEMS ^{5/}				
GALLONS	**	15,177	2,194,731	2,209,908
THREE QUARTS		**	**	**
HALF GALLONS	6,971	537,030	209,706	753,707
QUARTS	972	156,486	3,366	160,824
PINTS		56,182	1,940	58,122
THIRD QUARTS		431		431
TEN OUNCES		7,262	78	7,340
HALF PINTS	**	342,163	2,434	344,597
<u>TOTAL GLASS</u>	<u>7,943</u>			
SIX GALLONS			24,005	24,005
FIVE GALLONS	**		50,494	50,494
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>	<u>*</u>			
ALL OTHER SIZES	263	5,558	2,461	8,282
<u>TOTAL OF ALL SIZES</u>	<u>8,206</u>	<u>1,120,289</u>	<u>2,489,215</u>	<u>3,617,710</u>

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
ALABAMA—WEST FLORIDA				
GALLONS			49,817	49,817
HALF GALLONS		7,336	9,263	16,599
QUARTS		2,877	61	2,938
PINTS		1,871	**	1,871
THIRD QUARTS		98		98
HALF PINTS		10,291	**	10,291
<u>TOTAL GLASS</u>				
SIX GALLONS			602	602
FIVE GALLONS			268	268
<u>TOTAL CAN</u>				
ALL OTHER SIZES			202	202
<u>TOTAL OF ALL SIZES</u>		22,473	60,213	82,686
CENTRAL ARIZONA				
GALLONS			52,944	52,944
HALF GALLONS		13,543		13,543
QUARTS		2,535		2,535
PINTS		1,291		1,291
TEN OUNCES		162		162
HALF PINTS		5,324		5,324
<u>TOTAL GLASS</u>				
SIX GALLONS			1,532	1,532
<u>TOTAL CAN</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>		22,855	54,476	77,331
CENTRAL ARKANSAS				
GALLONS	**		20,067	20,067
HALF GALLONS	**	1,226	4,099	5,325
QUARTS	**	540		540
PINTS		521		521
HALF PINTS		2,836		2,836
<u>TOTAL GLASS</u>				
FIVE GALLONS	**		668	668
<u>TOTAL CAN</u>				
ALL OTHER SIZES	93			93
<u>TOTAL OF ALL SIZES</u>	93	5,123	24,834	30,050

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
CHICAGO REGIONAL				
GALLONS		**	175,207	175,207
HALF GALLONS	**			
QUARTS		12,528	15,360	27,888
PINTS		7,818	**	7,818
TEN OUNCES		1,221	**	1,221
HALF PINTS		820		820
<u>TOTAL GLASS</u>		23,400	**	23,400
SIX GALLONS			927	927
FIVE GALLONS			3,773	3,773
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	631	71	283	985
<u>TOTAL OF ALL SIZES</u>	631	45,858	195,550	242,039
EASTERN OHIO-WESTERN PENNSYLVANIA				
GALLONS		**	92,041	92,041
HALF GALLONS	**			
QUARTS	**	32,285	2,801	35,086
PINTS		5,549	395	5,944
THIRD QUARTS		1,858	**	1,858
TEN OUNCES		**		**
HALF PINTS		**		**
<u>TOTAL GLASS</u>		12,028		12,028
SIX GALLONS			665	665
FIVE GALLONS			1,368	1,368
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	128	846	246	1,220
<u>TOTAL OF ALL SIZES</u>	128	52,566	97,516	150,210
EASTERN COLORADO				
GALLONS			34,894	34,894
THREE QUARTS		**		**
HALF GALLONS				
QUARTS	**	10,464	868	11,332
PINTS	**	1,743	251	1,994
TEN OUNCES		485	355	840
HALF PINTS		127	40	167
<u>TOTAL GLASS</u>		3,935	138	4,073
SIX GALLONS			624	624
FIVE GALLONS			699	699
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	23	209	134	366
<u>TOTAL OF ALL SIZES</u>	23	16,963	38,003	54,989

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
GEORGIA				
GALLONS			66,007	66,007
HALF GALLONS	**	3,844	12,531	16,375
QUARTS	**	5,170	**	5,170
PINTS		1,693		1,693
TEN OUNCES		97		97
HALF PINTS		14,606	**	14,606
<u>TOTAL GLASS</u>				
FIVE GALLONS			1,564	1,564
<u>TOTAL CAN</u>				
ALL OTHER SIZES	103		452	555
<u>TOTAL OF ALL SIZES</u>	<u>103</u>	<u>25,410</u>	<u>80,554</u>	<u>106,067</u>
GREAT BASIN				
GALLONS			43,935	43,935
HALF GALLONS			3,838	8,669
QUARTS	**	4,831	**	2,791
PINTS		2,791	**	753
THIRD QUARTS		753	**	**
TEN OUNCES		**		131
HALF PINTS		131		5,255
<u>TOTAL GLASS</u>		5,255		
SIX GALLONS			1,325	1,325
FIVE GALLONS			910	910
<u>TOTAL CAN</u>				
ALL OTHER SIZES	29	61	40	130
<u>TOTAL OF ALL SIZES</u>	<u>29</u>	<u>13,822</u>	<u>50,048</u>	<u>63,899</u>
GREATER LOUISIANA				
GALLONS			24,580	24,580
HALF GALLONS			1,695	7,100
QUARTS		5,405	13	931
PINTS		918		840
TEN OUNCES		840		36
HALF PINTS		36		7,611
<u>TOTAL GLASS</u>		6,718	893	
SIX GALLONS			**	**
FIVE GALLONS			502	502
<u>TOTAL CAN</u>				
ALL OTHER SIZES		7	467	474
<u>TOTAL OF ALL SIZES</u>		<u>13,924</u>	<u>28,150</u>	<u>42,074</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 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
INDIANA				
GALLONS		4,221	65,339	69,560
HALF GALLONS		14,432	971	15,403
QUARTS		2,330		2,330
PINTS		673	**	673
TEN OUNCES		749		749
HALF PINTS		8,794	**	8,794
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			2,308	2,308
<u>TOTAL CAN</u>				
ALL OTHER SIZES			271	271
<u>TOTAL OF ALL SIZES</u>		31,199	68,889	100,088
IOWA				
GALLONS			48,167	48,167
HALF GALLONS		7,258	758	8,016
QUARTS		1,991		1,991
PINTS		432		432
TEN OUNCES		602		602
HALF PINTS		8,658	**	8,658
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS	**		2,365	2,365
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	2		93	95
<u>TOTAL OF ALL SIZES</u>	2	18,941	51,383	70,326
LOUISVILLE-LEXINGTON-EVANSVILLE				
GALLONS			54,265	54,265
HALF GALLONS		2,275	7,011	9,286
QUARTS		1,484		1,484
PINTS		1,042		1,042
TEN OUNCES		62		62
HALF PINTS		5,102		5,102
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			539	539
<u>TOTAL CAN</u>				
ALL OTHER SIZES			254	254
<u>TOTAL OF ALL SIZES</u>		9,965	62,069	72,034

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
MEMPHIS				
GALLONS			4,618	4,618
HALF GALLONS		1,218	857	2,075
QUARTS		591	**	591
PINTS		514		514
TEN OUNCES		**		**
HALF PINTS		2,986		2,986
<u>TOTAL GLASS</u>				
FIVE GALLONS			226	226
<u>TOTAL CAN</u>				
ALL OTHER SIZES		25	9	34
<u>TOTAL OF ALL SIZES</u>		5,334	5,710	11,044
MICHIGAN UPPER PENINSULA				
GALLONS			1,485	1,485
HALF GALLONS	**		435	435
QUARTS	**	**	**	**
PINTS		**	**	**
HALF PINTS		**	**	**
<u>TOTAL GLASS</u>				
<u>TOTAL CAN</u>				
ALL OTHER SIZES	20	405	128	553
<u>TOTAL OF ALL SIZES</u>	20	405	2,048	2,473
MIDDLE ATLANTIC				
GALLONS	**	793	142,881	143,674
HALF GALLONS	463	54,621	9,804	64,888
QUARTS	**	16,765	546	17,311
PINTS		6,095	250	6,345
THIRD QUARTS		22		22
TEN OUNCES		427		427
HALF PINTS		21,733		21,733
<u>TOTAL GLASS</u>	463			
SIX GALLONS			2,249	2,249
FIVE GALLONS			2,624	2,624
<u>TOTAL CAN</u>				
ALL OTHER SIZES	99	1,896	49	2,044
<u>TOTAL OF ALL SIZES</u>	562	102,352	158,403	261,317

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 ^{1/}

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
<u>THOUSAND POUNDS</u>				
<u>NASHVILLE</u>				
GALLONS			44,861	44,861
HALF GALLONS				
QUARTS		**	6,864	6,864
PINTS		1,556		1,556
TEN OUNCES		**		**
HALF PINTS		**		**
<u>TOTAL GLASS</u>		**		**
FIVE GALLONS				
<u>TOTAL CAN</u>			**	**
ALL OTHER SIZES				
TOTAL OF ALL SIZES		6,096	32	6,128
		7,652	51,757	59,409
<u>NEBRASKA-WESTERN IOWA</u>				
GALLONS			36,495	36,495
HALF GALLONS				
QUARTS		6,708	**	6,708
PINTS		1,399		1,399
TEN OUNCES		486		486
HALF PINTS		**		**
<u>TOTAL GLASS</u>		4,872		4,872
FIVE GALLONS				
<u>TOTAL CAN</u>			1,508	1,508
ALL OTHER SIZES				
TOTAL OF ALL SIZES		11	910	921
		13,476	38,913	52,389
<u>NEW ENGLAND</u>				
GALLONS		**	124,870	124,870
HALF GALLONS				
QUARTS	830	46,721	15,693	63,244
PINTS	260	11,789	566	12,615
TEN OUNCES		2,431	746	3,177
HALF PINTS		298	**	298
<u>TOTAL GLASS</u>	**	19,892		19,892
SIX GALLONS	1,090			
FIVE GALLONS			3,240	3,240
TWO AND ONE-HALF GALLONS			4,227	4,227
<u>TOTAL CAN</u>			**	**
ALL OTHER SIZES				
TOTAL OF ALL SIZES	79	1,122	1,027	2,228
	1,169	82,253	150,369	233,791

CONTINUED

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
NEW ORLEANS-MISSISSIPPI				
GALLONS			29,868	29,868
HALF GALLONS				
QUARTS		4,098	6,027	10,125
PINTS		1,408	42	1,450
HALF PINTS		1,169	**	1,169
<u>TOTAL GLASS</u>		8,691		8,691
SIX GALLONS			908	908
FIVE GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES		35	178	
<u>TOTAL OF ALL SIZES</u>		15,401	37,023	52,424
NEW YORK-NEW JERSEY				
GALLONS		32	148,734	148,766
THREE QUARTS			**	**
HALF GALLONS	2,533			
QUARTS	410	120,204	4,133	126,870
PINTS		44,927	207	45,544
TEN OUNCES		6,510		6,510
HALF PINTS		410		410
<u>TOTAL GLASS</u>	2,943	33,430		33,430
SIX GALLONS			6,051	6,051
FIVE GALLONS			1,619	1,619
<u>TOTAL CAN</u>				
ALL OTHER SIZES		1,173	402	
<u>TOTAL OF ALL SIZES</u>	2,943	206,686	161,146	370,775
OHIO VALLEY				
GALLONS	**	**	97,536	97,536
HALF GALLONS				
QUARTS		11,532	6,008	17,540
PINTS		2,980	**	2,980
TEN OUNCES		2,564	**	2,564
HALF PINTS		26		26
<u>TOTAL GLASS</u>		12,914		12,914
SIX GALLONS			**	**
FIVE GALLONS			2,450	2,450
<u>TOTAL CAN</u>				
ALL OTHER SIZES	48	259	74	
<u>TOTAL OF ALL SIZES</u>	48	30,275	106,068	136,391

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
PACIFIC NORTHWEST				
GALLONS	**	575	100,722	101,297
HALF GALLONS	**			
QUARTS	**	38,132	1,239	39,371
PINTS	**	6,874	**	6,874
THIRD QUARTS		2,663		2,663
TEN OUNCES		**		**
HALF PINTS		661		661
<u>TOTAL GLASS</u>		9,899		9,899
SIX GALLONS			2,570	2,570
FIVE GALLONS			844	844
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	877	7	157	1,041
<u>TOTAL OF ALL SIZES</u>	877	58,811	105,532	165,220
RIO GRANDE VALLEY				
GALLONS		**	17,419	17,419
HALF GALLONS				
QUARTS		6,372		6,372
PINTS		844		844
HALF PINTS		367		367
<u>TOTAL GLASS</u>		3,282		3,282
FIVE GALLONS			234	234
<u>TOTAL CAN</u>				
ALL OTHER SIZES				
<u>TOTAL OF ALL SIZES</u>		10,865	17,653	28,518
SOUTHERN ILLINOIS-EASTERN MISSOURI				
GALLONS			62,621	62,621
HALF GALLONS	879	10,599	976	12,454
QUARTS	**	2,102	164	2,266
PINTS		948		948
TEN OUNCES		243		243
HALF PINTS		10,478	**	10,478
<u>TOTAL GLASS</u>	879			
SIX GALLONS			**	**
FIVE GALLONS			3,843	3,843
<u>TOTAL CAN</u>				
ALL OTHER SIZES	7	226	987	1,220
<u>TOTAL OF ALL SIZES</u>	886	24,596	68,591	94,073

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
SOUTHEASTERN FLORIDA				
GALLONS			42,140	42,140
HALF GALLONS				
QUARTS		6,541	13,650	20,191
PINTS		3,469	**	3,469
HALF PINTS		1,722	**	1,722
<u>TOTAL GLASS</u>		6,211		6,211
SIX GALLONS			**	**
FIVE GALLONS			862	862
<u>TOTAL CAN</u>				
ALL OTHER SIZES			829	829
<u>TOTAL OF ALL SIZES</u>		17,943	57,481	75,424
SOUTHERN MICHIGAN				
GALLONS		5,675	113,319	118,994
HALF GALLONS	**	11,204	13,611	24,815
QUARTS	108	4,551	**	4,659
PINTS		2,291	125	2,416
TEN OUNCES		182		182
HALF PINTS		12,386	937	13,323
<u>TOTAL GLASS</u>	108			
FIVE GALLONS			1,630	1,630
<u>TOTAL CAN</u>				
ALL OTHER SIZES	266		79	345
<u>TOTAL OF ALL SIZES</u>	374	36,289	129,701	166,364
SOUTHWESTERN IDAHO-EASTERN OREGON				
GALLONS	**	945	4,273	5,218
HALF GALLONS	**	4,542		4,542
QUARTS	**	461		461
PINTS		167		167
TEN OUNCES		**		**
HALF PINTS		1,052		1,052
<u>TOTAL GLASS</u>				
SIX GALLONS			210	210
<u>TOTAL CAN</u>				
ALL OTHER SIZES	47	442	27	516
<u>TOTAL OF ALL SIZES</u>	47	7,609	4,510	12,166

CONTINUED

TABLE 5.—TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
SOUTHWEST PLAINS				
GALLONS		**	79,594	79,594
HALF GALLONS		7,708	16,144	23,852
QUARTS		2,370		2,370
PINTS		1,939		1,939
THIRD QUARTS		**		**
TEN OUNCES		**		**
HALF PINTS		11,507		11,507
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			2,012	2,012
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES		132	280	412
<u>TOTAL OF ALL SIZES</u>		23,656	98,030	121,686
TAMPA BAY				
GALLONS			51,820	51,820
HALF GALLONS		2,597	15,555	18,152
QUARTS		2,348		2,348
PINTS		1,502		1,502
TEN OUNCES		**		**
HALF PINTS		6,802		6,802
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES		1	835	836
<u>TOTAL OF ALL SIZES</u>		13,250	68,210	81,460
TENNESSEE VALLEY				
GALLONS			47,102	47,102
HALF GALLONS		3,954	7,559	11,513
QUARTS		1,912		1,912
PINTS		2,951		2,951
TEN OUNCES		333		333
HALF PINTS		12,718		12,718
<u>TOTAL GLASS</u>				
FIVE GALLONS			1,061	1,061
<u>TOTAL CAN</u>				
ALL OTHER SIZES		3		3
<u>TOTAL OF ALL SIZES</u>		21,871	55,722	77,593

CONTINUED

TABLE 5. --TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
<u>THOUSAND POUNDS</u>				
<u>TEXAS</u>				
GALLONS			176,944	176,944
HALF GALLONS		28,908	13,598	42,506
QUARTS		6,404	**	6,404
PINTS		5,205		5,205
HALF PINTS		26,555		26,555
<u>TOTAL GLASS</u>				
FIVE GALLONS			4,113	4,113
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES			68	68
<u>TOTAL OF ALL SIZES</u>		67,072	194,723	261,795
<u>UPPER FLORIDA</u>				
GALLONS			30,363	30,363
HALF GALLONS		5,322	4,463	9,785
QUARTS		2,106		2,106
PINTS		1,228		1,228
TEN OUNCES		**		**
HALF PINTS		5,502		5,502
<u>TOTAL GLASS</u>				
FIVE GALLONS			750	750
<u>TOTAL CAN</u>				
ALL OTHER SIZES		23	18	41
<u>TOTAL OF ALL SIZES</u>		14,181	35,594	49,775
<u>UPPER MIDWEST</u>				
GALLONS	**	334	63,763	64,097
THREE QUARTS			**	**
HALF GALLONS	**	36,538	6,516	43,054
QUARTS		3,464	**	3,464
PINTS		612		612
TEN OUNCES		1,188		1,188
HALF PINTS		11,965	**	11,965
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS			4,473	4,473
<u>TOTAL CAN</u>				
ALL OTHER SIZES	269	131	416	816
<u>TOTAL OF ALL SIZES</u>	269	54,232	75,168	129,669

** 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.

TABLE 6.—INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 41 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
WHOLE MILK				
GALLONS	**	2,374	884,785	887,159
THREE QUARTS			**	**
HALF GALLONS	2,187	210,033	81,809	294,029
QUARTS	522	68,753	1,259	70,534
PINTS		25,965	795	26,760
THIRD QUARTS		101		101
TEN OUNCES		2,225	**	2,225
HALF PINTS	**	94,858	133	94,991
<u>TOTAL GLASS</u>	<u>2,709</u>			
SIX GALLONS			13,329	13,329
FIVE GALLONS	**		19,593	19,593
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	167	2,476	1,186	3,829
<u>TOTAL OF ALL SIZES</u>	<u>2,876</u>	<u>406,785</u>	<u>1,002,889</u>	<u>1,412,550</u>
FLAVORED WHOLE MILK PRODUCTS				
GALLONS			138	138
HALF GALLONS	155	3,320	1,901	5,376
QUARTS	**	9,648	525	10,173
PINTS		20,165	693	20,858
THIRD QUARTS		**		**
TEN OUNCES		407	40	447
HALF PINTS	**	16,190	184	16,374
<u>TOTAL GLASS</u>	<u>155</u>			
SIX GALLONS			401	401
FIVE GALLONS			658	658
<u>TOTAL CAN</u>				
ALL OTHER SIZES	36	15	9	60
<u>TOTAL OF ALL SIZES</u>	<u>191</u>	<u>49,745</u>	<u>4,549</u>	<u>54,485</u>
2% LOWFAT MILK - PLAIN				
GALLONS	**	9,574	809,005	818,579
THREE QUARTS		**	**	**
HALF GALLONS	2,567	142,503	64,386	209,456
QUARTS	18	20,671	237	20,926
PINTS		1,064	81	1,145
THIRD QUARTS		**		**
TEN OUNCES		3,430		3,430
HALF PINTS		88,342	1,215	89,557
<u>TOTAL GLASS</u>	<u>2,585</u>			
SIX GALLONS			6,813	6,813
FIVE GALLONS	**		20,873	20,873
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	37	1,748	933	2,718
<u>TOTAL OF ALL SIZES</u>	<u>2,622</u>	<u>267,332</u>	<u>903,543</u>	<u>1,173,497</u>

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TABLE 6.—INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 41 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
<u>2% LOWFAT MILK -MILK SOLIDS ADDED</u>				
GALLONS		**	78,975	78,975
HALF GALLONS	**	13,940	6,861	20,801
QUARTS		2,042	*	2,042
PINTS		74		74
THIRD QUARTS		**		**
TEN OUNCES		*		**
HALF PINTS		3,110		3,110
<u>TOTAL GLASS</u>				
SIX GALLONS			331	331
FIVE GALLONS			1,253	1,253
<u>TOTAL CAN</u>				
ALL OTHER SIZES	13	74		87
<u>TOTAL OF ALL SIZES</u>	13	19,240	87,420	106,673
<u>1% LOWFAT MILK - PLAIN</u>				
GALLONS	**	871	197,755	198,626
THREE QUARTS			**	**
HALF GALLONS	728	40,659	12,820	54,207
QUARTS	90	9,773	211	10,074
PINTS		**	*	**
TEN OUNCES		**		**
HALF PINTS		7,051		7,051
<u>TOTAL GLASS</u>	818			
SIX GALLONS			286	286
FIVE GALLONS			1,289	1,289
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	30	174	166	370
<u>TOTAL OF ALL SIZES</u>	848	58,528	212,527	271,903
<u>1% LOWFAT MILK - MILK SOLIDS ADDED</u>				
GALLONS			30,534	30,534
HALF GALLONS	**	7,402	4,880	12,282
QUARTS		1,787	233	2,020
PINTS		**		**
HALF PINTS		862		862
<u>TOTAL GLASS</u>				
FIVE GALLONS			196	196
<u>TOTAL CAN</u>				
ALL OTHER SIZES	27	50		77
<u>TOTAL OF ALL SIZES</u>	27	10,101	35,843	45,971

CONTINUED

TABLE 6.—INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 41 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			TOTAL
	GLASS	PAPER	PLASTIC	
THOUSAND POUNDS				
<u>SKIM MILK - PLAIN</u>				
GALLONS	**	**	145,246	145,246
HALF GALLONS	1,134	64,287	21,393	86,814
QUARTS	269	18,236	369	18,874
PINTS		**		**
TEN OUNCES		200		200
HALF PINTS		14,752	24	14,776
<u>TOTAL GLASS</u>	<u>1,403</u>			
SIX GALLONS			1,640	1,640
FIVE GALLONS	**		3,553	3,553
<u>TOTAL CAN</u>				
ALL OTHER SIZES	20	3,434	38	3,492
<u>TOTAL OF ALL SIZES</u>	<u>1,423</u>	<u>100,909</u>	<u>172,263</u>	<u>274,595</u>
<u>SKIM MILK - MILK SOLIDS ADDED</u>				
GALLONS			37,412	37,412
HALF GALLONS	**	18,208	7,863	26,071
QUARTS	**	4,361	**	4,361
PINTS		442		442
HALF PINTS		3,162	**	3,162
<u>TOTAL GLASS</u>				
SIX GALLONS			130	130
FIVE GALLONS			388	388
<u>TOTAL CAN</u>				
ALL OTHER SIZES	53	297	99	449
<u>TOTAL OF ALL SIZES</u>	<u>53</u>	<u>26,470</u>	<u>45,892</u>	<u>72,415</u>
<u>FLAVORED LOWFAT AND SKIM MILK PRODUCTS</u>				
GALLONS	**	**	7,191	7,191
HALF GALLONS	**	4,451	3,686	8,137
QUARTS	**	5,300	283	5,583
PINTS		7,740	365	8,105
THIRD QUARTS		19		19
TEN OUNCES		940		940
HALF PINTS	**	112,717	820	113,537
<u>TOTAL GLASS</u>				
SIX GALLONS			904	904
FIVE GALLONS			2,241	2,241
<u>TOTAL CAN</u>				
ALL OTHER SIZES	118	85	78	281
<u>TOTAL OF ALL SIZES</u>	<u>118</u>	<u>131,252</u>	<u>15,568</u>	<u>146,938</u>

CONTINUED

TABLE 6.—INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 41 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
THOUSAND POUNDS				
			<u>BUTTERMILK</u>	
GALLONS	**		3,693	3,693
HALF GALLONS	**	32,234	4,107	36,341
QUARTS	**	15,916	243	16,159
PINTS		617	**	617
THIRD QUARTS		*		**
TEN OUNCES		44		44
HALF PINTS		1,125	**	1,125
<u>TOTAL GLASS</u>				
SIX GALLONS			**	**
FIVE GALLONS	**		449	449
TWO AND ONE-HALF GALLONS			**	**
<u>TOTAL CAN</u>				
ALL OTHER SIZES	35		223	258
<u>TOTAL OF ALL SIZES</u>	35	49,936	8,715	58,686

* 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 represents 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 1989

Region 2/	Total sales of fluid milk items 1/	Type of Container			
		Glass	Paper	Plastic	Other
	Mil. lbs.	Percent of total sales			
North Atlantic	865.9	0.5	45.2	54.3	0
South Atlantic	395.4	*	23.6	76.4	0
East North Central	963.7	0.2	24.0	75.8	0
West North Central	252.4	0.1	34.3	65.6	*
East South Central	148.0	0	23.5	76.5	0
West South Central	508.0	*	24.6	75.3	*
Mountain	236.9	*	30.4	69.5	0
Pacific	165.2	0.5	35.6	63.9	0
Total 3/	3,617.7	0.2	31.0	68.8	*

Region 2/	Size of Container						
	Gallon	Half-gallon	Quart	Pint	Half-pint	10 qts.	Other
	Percent of total sales						
North Atlantic	48.2	29.5	8.7	1.9	8.7	2.3	0.8
South Atlantic	60.7	20.5	4.3	2.0	11.0	1.3	0.2
East North Central	69.7	14.9	2.9	1.2	8.9	2.0	0.4
West North Central	58.9	23.2	2.7	0.6	10.1	3.3	1.1
East South Central	65.2	16.0	2.7	2.9	12.0	0.9	0.3
West North Central	65.2	17.5	2.3	1.9	11.3	1.8	0.1
Mountain	65.2	18.8	3.7	1.4	8.0	2.3	0.6
Pacific	61.3	23.8	4.2	1.6	6.0	2.1	1.0
Total 3/	61.1	20.8	4.4	1.6	9.5	2.1	0.4

* 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 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

Federal milk order marketing area	Milk and cream mixtures		Light cream				Heavy cream	
	First Container	Second Container	First Container	Second Container	First Container	Second Container	First Container	Second Container
NORTH ATLANTIC								
New England	pt.-p	qt.-p	pt.-p	1/2 pt.-p	pt.-p	1/2 pt.-p	pt.-p	1/2 pt.-p
New York-New Jersey	pt.-p	pt.-p	qt.-p	1/2 pt.-p	pt.-p	1/2 pt.-p	pt.-p	1/2 pt.-p
Middle Atlantic	qt.-p	pt.-p	qt.-p	pt.-p	pt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p
SOUTH ATLANTIC								
Georgia	pt.-p	qt.-p	1/2 pt.-p	15 oz.-c	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Alabama-W. Florida	pt.-p	qt.-p	1/2 pt.-p	15 oz.-c	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Upper Florida	qt.-p	pt.-p	1/2 pt.-p	qt.-p	qt.-p	1/2 pt.-p	1/2 pt.-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	1/2 pt.-p	1/2 pt.-p
Southeastern Fla.	qt.-p	pt.-p	qt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
EAST NORTH CENTRAL								
Mich. Upper Penin.	pt.-p	qt.-pl	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	qt.-pl
Southern Michigan	qt.-p	pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	qt.-p
E. Ohio-W. Pa.	pt.-p	qt.-p	1/2 pt.-p	qt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	qt.-p
Ohio Valley	qt.-p	pt.-p	---	---	5 gal.-pl	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Indiana	pt.-p	qt.-p	qt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Chicago Regional	pt.-p	qt.-p	7 oz.-c	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Central Illinois	pt.-p	qt.-p	---	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Southern Illinois	qt.-p	pt.-p	---	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Louis.-Lex.-Evans.	1/2 pt.-p	3/8 oz.-pl	---	---	---	1/2 pt.-p	1/2 pt.-p	1/2 gal.-p
WEST NORTH CENTRAL								
Upper Midwest	pt.-p	qt.-p	7 oz.-g	5 gal.-pl	pt.-p	1/2 gal.-p	1/2 gal.-p	1/2 gal.-p
Eastern South Dak.	pt.-p	3/8 oz.-pl	14 oz.-c	6.5 oz.-c	pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Black Hills	pt.-p	1/2 oz.-pl	pt.-p	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Iowa	pt.-p	qt.-p	qt.-p	15 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Nebraska-W. Iowa	pt.-p	qt.-p	pt.-p	6.5 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Greater Kansas City	qt.-p	pt.-p	14 oz.-c	pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
EAST SOUTH CENTRAL								
Tennessee Valley	3/8 oz.-pl	pt.-p	---	---	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Nashville	pt.-p	qt.-p	1/2 pt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Paducah	3/8 oz.-pl	pt.-p	7 oz.-c	15 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Memphis	pt.-p	3/8 oz.-pl	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
WEST SOUTH CENTRAL								
Central Arkansas	pt.-p	qt.-p	14 oz.-c	6.5 oz.-c	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Southwest Plains	pt.-p	qt.-p	pt.-p	15 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Texas Panhandle	pt.-p	qt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Lubbock-Plainview	pt.-p	qt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Texas	qt.-p	pt.-p	5 gal.-pl	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Greater Louisiana	pt.-p	3/8 oz.-pl	1/2 pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
New Orleans-Miss.	pt.-p	qt.-p	1/2 pt.-p	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
MOUNTAIN								
Eastern Colorado	qt.-p	pt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Western Colorado	pt.-p	qt.-p	pt.-p	5 gal.-pl	qt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
S.W. Idaho-E. Oreg	qt.-p	pt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Great Basin	qt.-p	pt.-p	14 oz.-c	6.5 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Central Arizona	qt.-p	3/8 oz.-pl	15.5 oz.-c	6.5 oz.-c	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
Rio Grande Valley	qt.-p	pt.-p	---	---	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p
PACIFIC								
Pacific Northwest	qt.-p	pt.-p	qt.-p	1/2 pt.-p	pt.-p	1/2 pt.-p	1/2 pt.-p	1/2 pt.-p

Continued

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 FEDERAL MILK ORDERS, NOVEMBER 1989 1/

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	1/2 pt.-pl	pt.-pl	1/2 gal.-p	qt.-p	pt.-pl	1/2 pt.-pl
New York-New Jersey	1/2 pt.-pl	qt.-pl	qt.-p	1/2 gal.-pl	pt.-pl	5 qt.-pl
Middle Atlantic	1/2 pt.-pl	qt.-pl	1/2 gal.-p	qt.-p	pt.-pl	qt.-pl
SOUTH ATLANTIC						
Georgia	1/2 pt.-p	1/2 pt.-pl	qt.-p	---	1/2 pt.-pl	1 lb.-pl
Alabama-W. Florida	1/2 pt.-p	1/2 pt.-pl	qt.-p	pt.-p	5 lb.-pl	1/2 pt.-pl
Upper Florida	1/2 pt.-p	5 lb.-pl	qt.-p	1/2 gal.-p	5 lb.-pl	1/2 pt.-pl
Tampa Bay	1/2 pt.-pl	5 oz.-pl	1/2 gal.-pl	qt.-p	pt.-pl	1/2 pt.-pl
Southeastern Fla.	1/2 pt.-p	10 lb.-pl	1/2 gal.-pl	qt.-p	5 lb.-pl	1/2 pt.-pl
EAST NORTH CENTRAL						
Mich. Upper Penin.	1/2 pt.-pl	---	qt.-pl	---	pt.-pl	1/2 pt.-pl
Southern Michigan	1/2 pt.-pl	5 lb.-pl	qt.-p	qt.-pl	pt.-pl	1/2 pt.-pl
E. Ohio-W. Pa.	1/2 pt.-pl	5 lb.-pl	qt.-p	1/2 gal.-pl	pt.-pl	1/2 pt.-pl
Ohio Valley	1/2 pt.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	1/2 lb.-pl
Indiana	1/2 pt.-pl	5 lb.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl
Chicago Regional	1/2 pt.-pl	6 oz.-pl	qt.-p	10 oz.-p	5 lb.-pl	pt.-pl
Central Illinois	1/2 pt.-pl	5 lb.-pl	qt.-p	---	1 lb.-pl	5 lb.-pl
Southern Illinois	1/2 pt.-pl	2 lb.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl
Louis.-Lex.-Evans.	1/2 pt.-pl	5 oz.-pl	qt.-p	1/2 gal.-p	1 oz.-pl	8 oz.-pl
WEST NORTH CENTRAL						
Upper Midwest	1/2 pt.-pl	6 oz.-pl	qt.-p	pt.-p	5 lb.-pl	pt.-pl
Eastern South Dak.	6 oz.-pl	1/2 pt.-pl	qt.-p	---	5 lb.-pl	1/2 pt.-pl
Black Hills	1/2 pt.-pl	pt.-pl	qt.-p	---	pt.-pl	5 lb.-pl
Iowa	1/2 pt.-pl	6 oz.-pl	qt.-p	---	5 lb.-pl	pt.-pl
Nebraska-W. Iowa	6 oz.-pl	1/2 pt.-pl	qt.-p	1/2 gal.-pl	1 lb.-pl	5 lb.-pl
Greater Kansas City	1/2 pt.-pl	qt.-pl	qt.-p	1/2 gal.-pl	pt.-pl	5 lb.-pl
EAST SOUTH CENTRAL						
Tennessee Valley	1/2 pt.-pl	5 lb.-pl	qt.-p	1/2 gal.-p	5 lb.-pl	1/2 pt.-pl
Nashville	4 oz.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	1/2 pt.-pl	pt.-pl
Paducah	1/2 pt.-pl	35 lb.-pl	qt.-p	---	5 lb.-pl	1/2 pt.-pl
Memphis	1/2 pt.-pl	---	qt.-p	---	1/2 pt.-pl	pt.-pl
WEST SOUTH CENTRAL						
Central Arkansas	1/2 pt.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	5 lb.-pl	1 lb.-pl
Southwest Plains	1/2 pt.-pl	pt.-pl	qt.-p	1/2 gal.-pl	1/2 pt.-pl	5 lb.-pl
Texas Panhandle	1/2 pt.-pl	pt.-pl	qt.-p	---	1/2 pt.-pl	pt.-pl
Lubbock-Plainview	1/2 pt.-pl	6 oz.-pl	qt.-p	---	1/2 pt.-pl	pt.-pl
Texas	1/2 pt.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	1/2 pt.-pl
Greater Louisiana	1/2 pt.-pl	1 lb.-pl	qt.-p	---	1/2 pt.-pl	pt.-pl
New Orleans-Miss.	1/2 pt.-p	5 lb.-pl	qt.-p	---	1/2 pt.-p	5 lb.-pl
MOUNTAIN						
Eastern Colorado	1/2 pt.-pl	6 oz.-pl	1/2 gal.-p	qt.-p	12 oz.-pl	1/2 pt.-pl
Western Colorado	1/2 pt.-p	24 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	12 oz.-pl
SW Idaho-E. Oregon	1/2 pt.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl
Great Basin	1/2 pt.-pl	6 oz.-pl	qt.-p	1/2 gal.-p	1 lb.-pl	5 lb.-pl
Central Arizona	1/2 pt.-pl	qt.-pl	qt.-p	1/2 gal.-p	1 lb.-pl	5 lb.-pl
Rio Grande Valley	1/2 pt.-pl	2 lb.-pl	qt.-p	---	pt.-pl	1/2 pt.-pl
PACIFIC						
Pacific Northwest	1/2 pt.-pl	qt.-pl	qt.-p	1/2 gal.-p	pt.-pl	5 lb.-pl

1/ Containers are listed according to the proportion of the volume of the product sold 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 1989

Month/Year	Number of markets 2/	Method of Distribution						
		Home-delivery	Total wholesale	Type of wholesale outlet 3/			All other 5/	
				Food chain stores 4/	Institutional	Schools		
		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	10.0	6/	1.7	6/	7.7
1979	47	3.8	96.2	10.7	---	1.5	---	7.6
1981	48	2.3	97.7	9.8	---	1.4	---	6.8
1983	46	1.8	98.2	9.8	---	1.4	---	6.7
1985	44	1.5	98.5	52.6	---	1.2	---	6.8
1987	43	1.2	98.8	51.2	---	1.4	---	7.1
1989	41	1.0	99.0	53.8	---	1.0	---	6.7

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--PERCENTAGES OF FLUID MILK PRODUCTS 1/ DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, GROUPED BY REGION, BY METHOD OF DISTRIBUTION, NOVEMBER 1989

Region 2/	Total sales of fluid milk products 1/		Method of distribution							
	Total	Home-delivery	wholesale			outlet 3/				
			Chain stores 4/	Super-market	Dairy and convenience	Institutional	Military	Schools	Other 5/	
Mil. lbs.			Total	Percent	Total	Percent	Total	Percent		
NORTH ATLANTIC	865.9	1.2	98.8	62.6	48.8	13.8	7.5	1.0	6.5	28.6
SOUTH ATLANTIC	395.4	R	100.0	71.7	60.6	11.1	8.5	1.8	6.7	19.8
EAST NORTH CENTRAL	963.7	0.8	99.2	63.0	53.4	9.6	6.4	0.5	5.9	29.8
WEST NORTH CENTRAL	252.4	1.5	98.5	67.9	57.3	10.6	7.8	0.3	7.5	22.9
EAST SOUTH CENTRAL	148.0	0.5	99.5	59.3	54.6	4.7	7.6	R	7.6	32.6
WEST SOUTH CENTRAL	508.0	0.8	99.2	65.4	56.4	9.0	9.6	1.4	8.2	24.2
MOUNTAIN	236.9	2.6	97.4	65.2	53.0	12.1	7.0	1.8	5.2	25.3
PACIFIC	165.2	0.3	99.7	57.1	53.1	4.0	8.0	1.6	6.4	34.6
ALL REGION TOTAL 6/	3,617.7	1.0	99.0	64.2	53.8	10.4	7.7	1.0	6.7	27.1

R Restricted, represents data for fewer than three handlers. "Home-delivery" data are included in "all-other wholesale." "Military" data are included in "schools." All region totals include restricted data.

1/ Fluid milk products includes 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. See Appendix D.

TABLE 11--PERCENTAGE OF FLUID MILK PRODUCTS ^{1/} DISTRIBUTED BY HANDLERS REGULATED UNDER FEDERAL MILK ORDERS, GROUPED BY REGION, ^{2/} BY TYPE OF CHAIN STORE, NOVEMBER 1989

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	62.6	8.4	40.4	6.2	7.6	14.7
SOUTH ATLANTIC	71.7	26.9	33.8	2.2	8.9	29.1
EAST NORTH CENTRAL	63.0	17.8	35.6	2.9	6.8	20.6
WEST NORTH CENTRAL	67.9	0	57.3	0.2	10.4	0.2
EAST SOUTH CENTRAL	59.3	27.6	27.0	R	4.7	27.6
WEST SOUTH CENTRAL	65.4	14.4	42.1	1.9	7.0	16.3
MOUNTAIN	65.2	R	53.0	0	12.1	R
PACIFIC	57.1	25.4	27.7	0.5	3.5	25.9
ALL REGION TOTAL ^{5/}	64.2	15.8	38.0	2.8	7.5	18.6

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 1989

Federal milk order marketing area	Method of Distribution										
	Home-delivery	Total wholesale	Chain stores 3/							Type of wholesale outlet 2/	
			Super-	Dairy and	Institutional 4/	Total	Military	Schools	All other 5/		
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
NORTH ATLANTIC											
New England	3.4	96.6	66.4	50.5	15.9	8.4	1.1	7.3	21.8		
New York-New Jersey	0.6	99.4	51.4	40.3	11.1	7.9	0.7	7.2	40.1		
Middle Atlantic	0.2	99.8	75.1	59.4	15.7	6.2	1.2	5.0	18.5		
SOUTH ATLANTIC											
Georgia	6/	100.0	74.6	65.6	9.0	11.9	2.3	9.7	13.5		
Alabama-West Florida	6/	100.0	74.0	63.9	10.1	12.0	3.2	8.8	14.0		
Upper Florida	6/	100.0	52.8	39.3	13.4	6.4	7/	6.4	40.9		
Tampa Bay	6/	100.0	75.0	65.4	9.6	5.0	1.0	3.9	20.0		
Southeastern Florida	6/	100.0	74.2	59.0	15.1	4.9	0.5	4.4	20.9		
EAST NORTH CENTRAL											
Michigan Upper Pennin.	8/	100.0	100.0	8/	100.0	8/	8/	8/	8/	8/	
Southern Michigan	0.7	99.3	68.5	50.4	18.1	4.3	0.3	3.9	26.5		
E. Ohio-W. Pa.	1.2	98.8	66.0	49.6	16.4	6.2	0.1	6.2	26.6		
Ohio Valley	2.5	97.5	58.7	50.9	7.7	7.1	7/	7.0	31.7		
Indiana	6/	100.0	54.1	51.9	2.2	6.6	0.8	5.8	39.3		
Chicago Regional	0.3	99.7	59.1	54.3	4.8	6.3	0.3	6.0	34.4		
S. Ill.-E. Mo.	0.4	99.6	60.8	54.4	6.4	9.8	1.0	8.7	29.0		
Louis.-Lex.-Evans.	0	100.0	81.1	70.9	10.2	5.1	1.3	3.8	13.7		
WEST NORTH CENTRAL											
Upper Midwest	2.4	97.6	66.3	52.5	13.8	6.8	0.1	6.7	24.5		
Iowa	0.4	99.6	69.2	59.7	9.5	9.8	7/	9.8	20.6		
Nebraska-Western Iowa	6/	100.0	70.1	65.8	4.2	7.5	7/	7.5	22.5		

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 1989 -CONTINUED

Federal milk order marketing area	Method of Distribution														
	Home-delivery	Total wholesale	Chain stores 3/			Type of wholesale outlet 2/				All other 5/					
			Total	Supermarkets	Dairy and convenience	Institutional 4/	Military	Schools	Other						
EAST SOUTH CENTRAL															
Tennessee Valley	0	100.0	43.2	36.2	7.0	10.8	0	10.8	0	10.8	45.9				
Nashville	1.3	98.7	88.6	87.6	1.0	1.1	0	1.1	0	1.1	9.0				
Memphis	0	100.0	14.3	6.0	8.3	20.1	7/	20.1	7/	20.1	65.6				
WEST SOUTH CENTRAL															
Central Arkansas	6/	100.0	62.0	60.0	2.0	7.4	7/	7.4	7/	7.4	30.6				
Southwest Plains	0.3	99.7	71.8	58.5	13.3	7.6	1.0	6.6	1.0	6.6	20.4				
Texas	0.7	99.3	67.8	60.7	7.7	9.0	1.4	7.6	1.4	7.6	22.5				
Greater Louisiana	3.2	96.8	48.0	36.4	11.6	19.5	2.0	17.5	2.0	17.5	29.3				
New Orleans-Miss.	6/	100.0	54.6	47.5	7.1	10.6	1.3	9.3	1.3	9.3	34.8				
MOUNTAIN															
Eastern Colorado	6/	100.0	70.0	61.1	8.9	3.6	1.3	2.3	1.3	2.3	26.4				
SW. Idaho-E. Oregon	2.3	97.7	25.5	22.5	3.0	6.4	0.1	6.3	0.1	6.3	65.8				
Great Basin	6/	100.0	55.2	39.6	15.6	6.6	2.5	4.1	2.5	4.1	38.2				
Central Arizona	0	100.0	78.0	62.8	15.2	8.8	7/	8.8	7/	8.8	13.2				
Rio Grande Valley	1.1	98.9	60.2	54.0	6.2	9.4	3.5	5.9	3.5	5.9	29.4				
PACIFIC															
Pacific Northwest	0.3	99.7	57.1	53.1	4.0	8.0	1.6	6.4	1.6	6.4	34.6				
All Market Total 10/	1.0	99.0	64.2	53.8	10.4	7.7	1.0	6.7	1.0	6.7	27.1				

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 in schools.
 8/ Restricted, represents data for fewer than three handlers. Data are included in dairy and convenience.
 9/ Includes the Black Hills, Central Illinois, Eastern South Dakota, Greater Kansas City, Lubbock-Plainview, Paducah, Texas Panhandle, and Western Colorado marketing areas for which all the data were restricted. Each method total includes restricted data which were not shown for individual marketing areas.

APPENDIX B--FLUID MILK PRODUCT SALES, UNITED STATES, 1965, AND
1970-89 ^{1/}

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	37,554	15,678	53,232
1976	36,716	16,840	53,556
1977	35,482	18,112	53,594
1978	34,594	18,873	53,467
1979	33,716	19,715	53,431
1980	32,328	20,678	53,006
1981	31,234	21,455	52,689
1982	30,055	21,716	51,771
1983	29,615	22,486	52,101
1984	29,111	23,680	52,791
1985	28,642	25,297	53,939
1986	27,297	26,926	54,223
1987	26,451	28,771	54,222
1988	25,030	28,517	53,747
1989 ^{3/}	23,071	30,595	53,666

^{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	1/3 Qt.	10 Oz.
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	.5338

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

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

WEST NORTH CENTRAL

Upper Midwest
Iowa
Nebraska-Western Iowa

EAST SOUTH CENTRAL

Tennessee Valley
Nashville
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

Pacific Northwest

RESTRICTED MARKETS

Central Illinois
Eastern South Dakota
Black Hills
Greater Kansas City
Paducah
Texas Panhandle
Lubbock-Plainview
Western Colorado

APPENDIX E--REPORTED SALES OF MARKET WHOLE MILK AND LOWFAT MILK IN CALIFORNIA
BY TYPE OF TRADE AND CONTAINER CHARACTERISTICS, OCTOBER 1989 ^{1/}

TYPE OF TRADE	SALES VOLUME (1,000 GALLONS)	PERCENT OF TOTAL SALES VOLUME
WHOLESALE	48,635	82.8
RETAIL	115	0.2
CASH-AND-CARRY	110	0.2
PEDDLER	8,907	15.2
FEDERAL GOVERNMENT	959	1.6
TOTAL OF ALL TYPES	58,726	100.0

CONTAINER SIZE	PERCENT OF TOTAL SALES VOLUME BY TYPE OF CONTAINER			
	ALL TYPES	GLASS	PAPER	PLASTIC
BULK	2.0	0	0	2.0
TEN-QUART GALLON	2.1	0	0	2/
ONE-HALF GALLON	58.6	0	0.2	55.4
QUART	24.0	0.1	21.0	2.9
PINT	5.0	2/	4.9	2/
ONE-THIRD QUART	2.5	0	2.5	0
ONE-HALF PINT	1.9	0	1.9	0
Other	5.9	0	5.9	0
ALL SIZES COMBINED	0.1	0	0.1	0
	100.0	0.1	36.5	63.4

^{1/} SOURCE: "California Dairy Industry Statistics, 1989", California Department of Food and Agriculture, Table 67, page 62.

^{2/} Less than 0.05 percent.

