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Programs

Agricultural  
Marketing  
Service

Dairy Programs

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# **Packaged Fluid Milk Sales in Federal Milk Order Markets:**

## **By Size and Type of Container And Distribution Method During November 2009**

## 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. The information in this report is based on a survey of fluid milk sales by handlers regulated under Federal milk marketing orders during November 2009. Its purpose was to update a similar survey in November 2007, and to see if trends observed in past surveys are continuing. Data were obtained from milk handlers regulated under the 10 marketing orders.

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 non-school month.

The tables in this report provide historical information from past surveys and detailed information from the current survey. Information is presented for individual orders and for all orders combined. The data in this report are percentages of total fluid milk products sold by regulated handlers. The number of each size of container can be approximated by using the additional information as shown in the appendices at the end of the report.

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

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**Table 1**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percent by Container Type**  
**November of Selected Years 1965-2009**

Year	Type of Container:			
	Glass	Paper	Plastic	Other
	<i>percent*</i>			
1965	29	65	4	2
1975	2	67	31	LT
1985	LT	34	65	LT
1995	LT	24	76	LT
2001	LT	17	82	NA
2003	LT	16	84	NA
2005	LT	15	85	NA
2007	LT	15	85	NA
2009	LT	14	85	NA

**Table 2**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percent by Container Size**  
**November of Selected Years 1965-2009**

Year	Size of Container:						
	Gallon	Half-gallon	Quart	Pint	Half-pint	Over 10 quart	Other
	<i>percent*</i>						
1965	17	54	12	1	10	4	2
1975	43	34	7	1	11	3	1
1985	60	22	5	2	9	2	LT
1995	64	18	4	2	10	2	LT
2001	65	18	4	2	9	1	1
2003	65	18	4	2	9	1	1
2005	65	18	3	2	10	1	1
2007	65	18	3	2	11	1	1
2009	67	17	3	1	10	1	1

NOTES for Table 1 and Table 2:

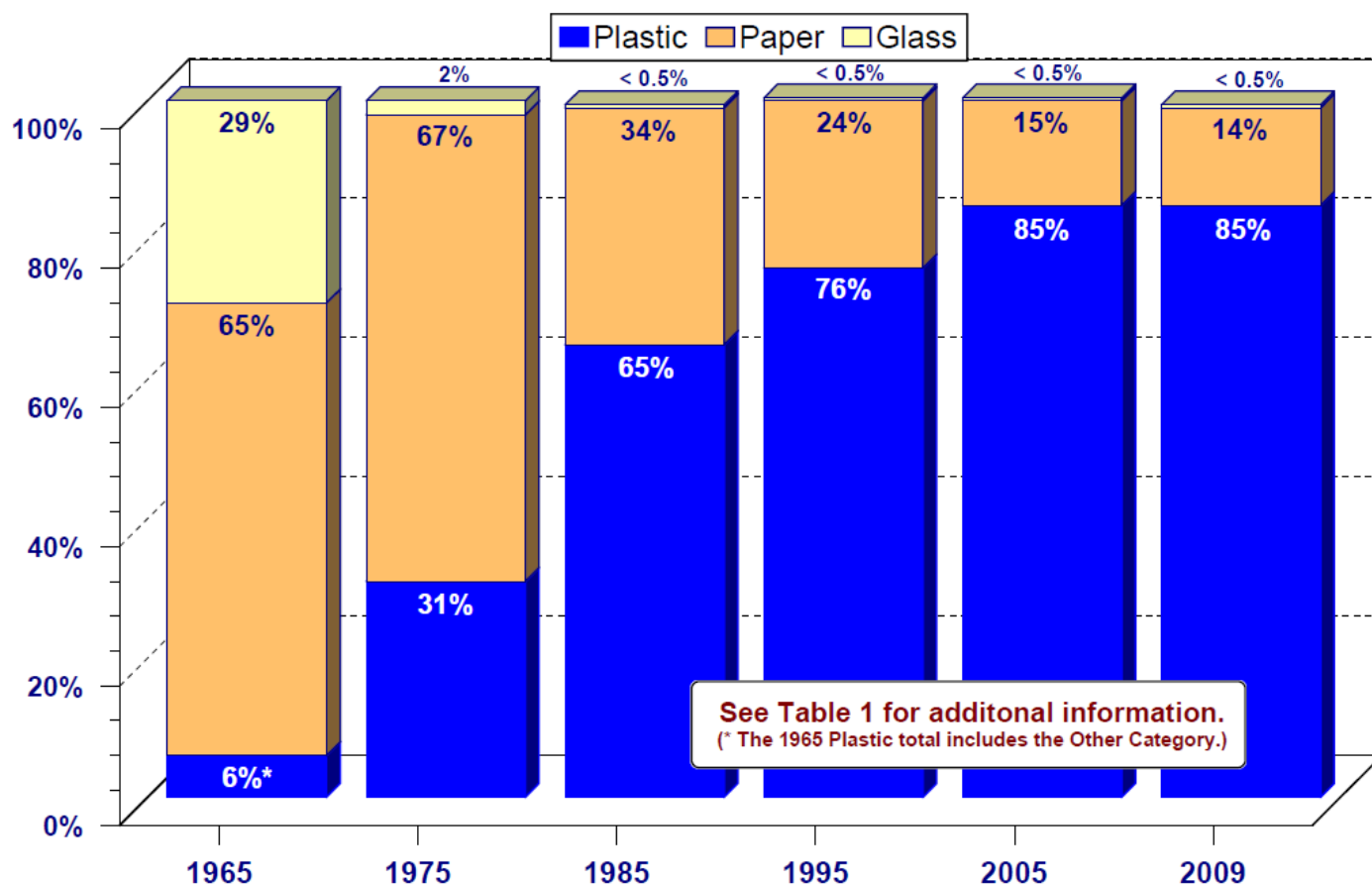
LT - Less than 0.5 percent.

NA - This category was discontinued prior to 2001.

\* The figures in Tables 1 and 2 are based on the aggregate sales volume (all products and all orders combined). See Table 10 for applicable sales volume. Totals may not add due to rounding.

## Fluid Milk Products Sold by Container Type

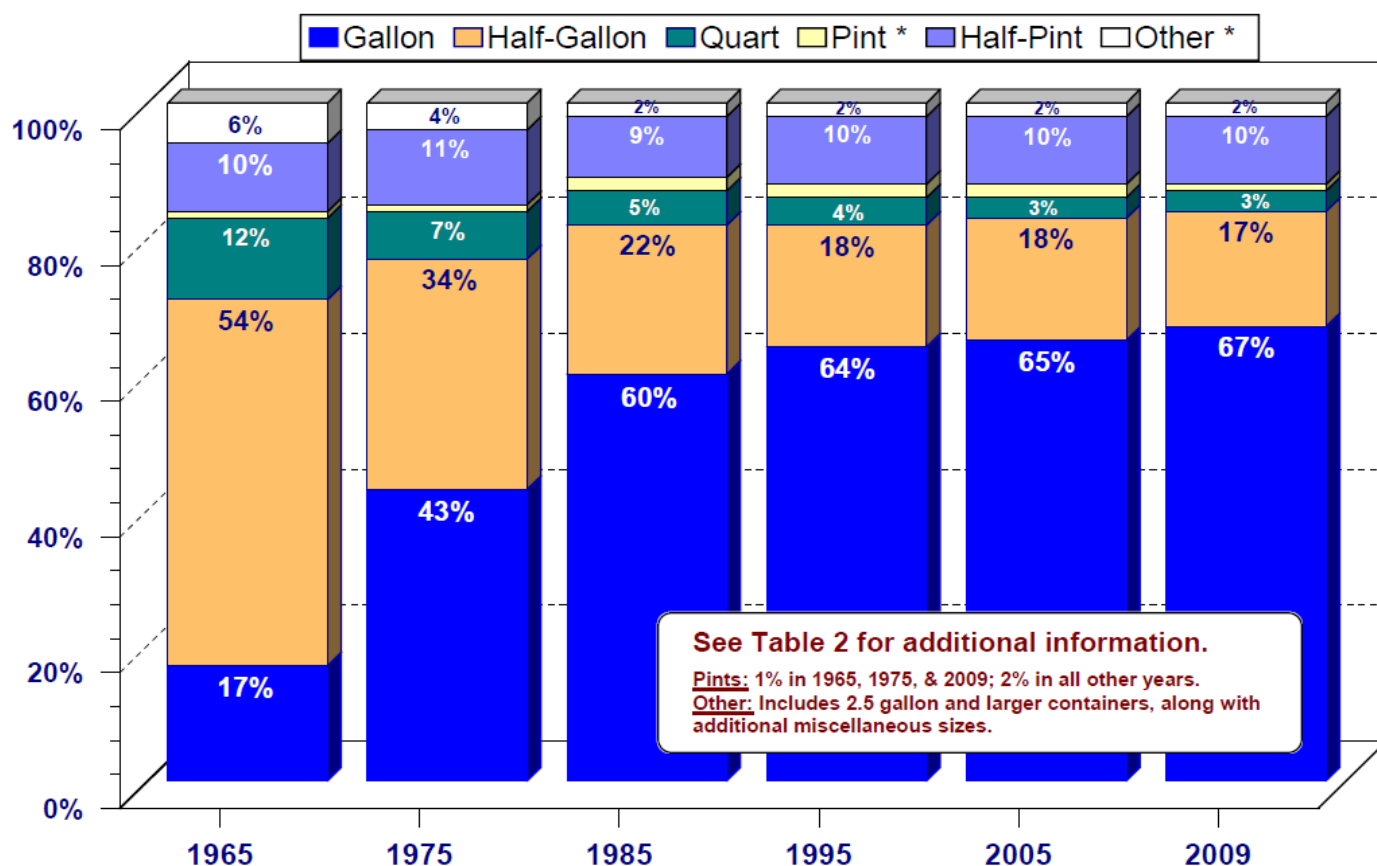
### All Federal Milk Marketing Orders



- Plastic containers continue to be the dominate type used to distribute fluid milk products, accounting for approximately 85% of the volume of packaged fluid milk sold by FMO handlers during November 2009. Plastic has accounted for around two-thirds or more of the volume sold in each survey since 1985.
- Paper containers continue to be the second most popular container type, accounting for around 14% of the total sold. Paper's popularity has steadily declined since 1975 when it was responsible for approximately two-thirds of the volume sold.
- The volume of milk sold in glass containers has been less than 0.5% since 1985. The popularity of glass declined rapidly from 1965 to 1975, falling from approximately 29% of the total to around 2% in that 10-year period.
- The proportions of milk sold in each type of container has remained relatively constant over the past few years.

## Fluid Milk Products Sold by Container Size

### All Federal Milk Marketing Orders



- Approximately two-thirds of the volume of fluid milk sold by FMO handlers is in gallon containers, according to the results of the November 2009 survey. Gallon containers have accounted for at least 60% of the total since 1985.
- The popularity of gallon containers increased dramatically from 1965 to 1975, rising from around 17% to approximately 43%. Most of this increase came at the expense of half-gallon and quart container sizes, and coincides with the rapid decline in popularity of glass containers.
- The proportion of milk sold in half-gallon containers during November 2009 was less than one-third the level recorded in 1965, falling from 54% to 17%. Similarly, the volume accounted for by quarts has fallen precipitously, with the 2009 proportion one-fourth that of 1965.
- The proportion of milk sold in half-pint containers have remained remarkably constant throughout the 44-year period depicted in this graph, with a high of 11% and a low of 9%.

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**Table 3-1**  
**Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			77.8	77.8
Half-gallon	0.1	2.5	12.5	15.1
Quart	LT	1.1	1.5	2.6
6-Gallon			0.2	0.2
5-Gallon			0.5	0.5
Pint	CR-1	0.1	0.4	0.4
Round Pint			0.5	0.5
Half-pint	CR-1	1.8	0.2	1.9
Round Half-pint			0.1	0.1
Round Other			LT	LT
14 Ounce			0.1	0.1
13.5 Ounce			CR-2	CR
12 Ounce			LT	LT
10 Ounce			LT	LT
Other		0.2	0.4	0.6
All sizes	0.1	5.7	94.2	100.0

**Table 3-2**  
**Organic Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			27.9	27.9
Half-gallon	CR-1	50.5	3.0	53.5
Quart	CR-1	1.1	CR-2	1.1
6-Gallon				
5-Gallon			CR-2	CR
Pint	CR-1			
Round Pint				
Half-pint				
Round Half-pint				
Round Other			CR-2	CR
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other		0.4	16.9	17.3
All sizes	CR	52.0	47.9	100.0

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**Table 3-3**  
**Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			3.9	3.9
Half-gallon	0.4	3.5	28.2	32.1
Quart	0.5	3.7	11.8	16.1
6-Gallon			CR-2	CR
5-Gallon			0.7	0.7
Pint	LT	0.7	12.3	13.1
Round Pint			23.5	23.5
Half-pint	CR-2	4.7	0.7	5.4
Round Half-pint			0.7	0.7
Round Other			CR-2	CR
14 Ounce			1.5	1.5
13.5 Ounce			CR-2	CR
12 Ounce			1.6	1.6
10 Ounce			0.1	0.1
Other	CR-2	CR-2	1.3	1.3
All sizes	0.9	12.6	86.3	100.0

**Table 3-4**  
**Egg Nog Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			0.9	0.9
Half-gallon	LT	22.1	29.3	51.5
Quart	0.6	32.2	12.1	45.0
6-Gallon				
5-Gallon			CR-2	CR
Pint		0.3	0.8	1.1
Round Pint			1.2	1.2
Half-pint		CR-2	CR-2	CR
Round Half-pint			CR-2	CR
Round Other			CR-2	CR
14 Ounce			0.2	0.2
13.5 Ounce			CR-2	CR
12 Ounce			LT	LT
10 Ounce				
Other		CR-2	0.2	0.2
All sizes	0.6	54.6	44.7	100.0



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**Table 3-5**  
**Reduced Fat (2%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			78.8	78.8
Half-gallon	0.1	2.1	11.2	13.4
Quart	LT	0.6	0.8	1.4
6-Gallon			LT	LT
5-Gallon			0.8	0.8
Pint		0.1	0.1	0.2
Round Pint			0.3	0.3
Half-pint		3.6	0.6	4.2
Round Half-pint			0.4	0.4
Round Other			LT	LT
14 Ounce			LT	LT
13.5 Ounce			CR-2	CR
12 Ounce			LT	LT
10 Ounce			LT	LT
Other		0.1	0.3	0.4
All sizes	0.1	6.5	93.4	100.0

**Table 3-6**  
**Low Fat (1%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			66.0	66.0
Half-gallon	0.1	3.3	12.1	15.6
Quart	LT	1.7	0.7	2.3
6-Gallon			LT	LT
5-Gallon			0.5	0.5
Pint		LT	LT	LT
Round Pint			LT	LT
Half-pint		11.9	0.6	12.5
Round Half-pint			1.7	1.7
Round Other			LT	LT
14 Ounce			0.1	0.1
13.5 Ounce				
12 Ounce			0.1	0.1
10 Ounce			0.1	0.1
Other		LT	1.0	1.0
All sizes	0.1	16.9	83.0	100.0

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**Table 3-7**  
**Fat-Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			72.1	72.1
Half-gallon	0.4	5.3	13.8	19.4
Quart	LT	1.1	1.0	2.2
6-Gallon			LT	LT
5-Gallon			0.9	0.9
Pint		LT	0.1	0.1
Round Pint			0.2	0.2
Half-pint		4.2	0.1	4.4
Round Half-pint			0.4	0.4
Round Other			LT	LT
14 Ounce			LT	LT
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce			0.1	0.1
Other		0.2	0.1	0.3
All sizes	0.4	10.8	88.8	100.0

**Table 3-8**  
**Organic Fat-Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			28.4	28.4
Half-gallon	CR-2	63.5	3.3	66.8
Quart	CR-2	1.6	0.9	2.5
6-Gallon				
5-Gallon			0.1	0.1
Pint	CR-2			
Round Pint				CR
Half-pint		0.1		0.1
Round Half-pint			CR-2	CR
Round Other				
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other		CR-2	2.0	2.0
All sizes	CR	65.2	34.7	100.0

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**Table 3-9**  
**Flavored Fat-Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			12.3	12.3
Half-gallon	0.1	1.5	7.2	8.7
Quart	LT	0.7	1.9	2.6
6-Gallon			CR-2	CR
5-Gallon			1.1	1.1
Pint		0.5	0.4	0.9
Round Pint			4.6	4.6
Half-pint		53.1	3.6	56.7
Round Half-pint			9.1	9.1
Round Other			0.8	0.8
14 Ounce			0.5	0.5
13.5 Ounce			0.2	0.2
12 Ounce			0.3	0.3
10 Ounce			0.6	0.6
Other		1.3	0.3	1.6
All sizes	0.2	57.1	42.9	100.0

**Table 3-10**  
**Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			7.3	7.3
Half-gallon	CR-2	12.2	48.1	60.3
Quart	LT	15.5	12.6	28.1
6-Gallon				
5-Gallon			0.7	0.7
Pint		1.0	0.4	1.4
Round Pint			0.6	0.6
Half-pint		1.4	0.1	1.5
Round Half-pint			LT	LT
Round Other			CR-2	CR
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other			0.1	0.1
All sizes	CR	30.1	69.8	100.0

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**Table 3-Summary**  
**Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent**</i>			
Gallon			66.8	66.8
Half-gallon	0.2	4.4	12.3	16.9
Quart	LT	1.6	1.4	3.1
6-Gallon			0.1	0.1
5-Gallon			0.7	0.7
Pint	LT	0.1	0.3	0.4
Round Pint			0.9	0.9
Half-pint	CR-1	8.1	0.6	8.8
Round Half-pint			1.2	1.2
Round Other			0.1	0.1
14 Ounce			0.1	0.1
13.5 Ounce			LT	LT
12 Ounce			0.1	0.1
10 Ounce			0.1	0.1
Other	LT	0.3	0.5	0.8
All sizes	0.2	14.5	85.3	100.0

**NOTES for Table 3:**

LT - Less than 0.05 percent.

CR – Restricted due to confidentiality. Included in “Other”.

CR-1 - Restricted due to confidentiality. Included in “Other” Paper.

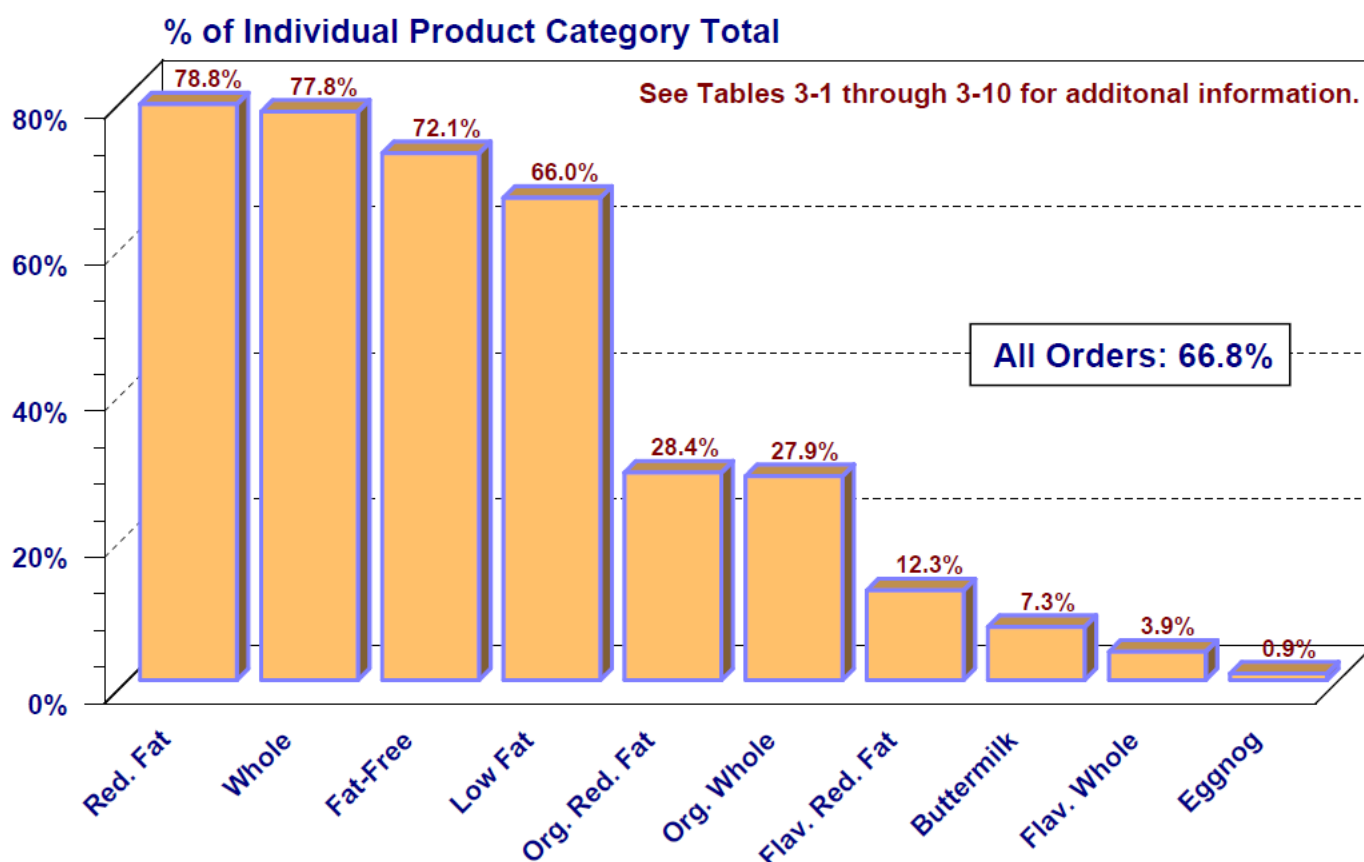
CR-2 - Restricted due to confidentiality. Included in “Other” Plastic.

\* The figures in Tables 3-1 to 3-10 are based on the aggregate sales volume (all orders combined) for the specified product. See Table 11 for applicable sales volume for each product. Totals may not add due to rounding.

\* \* The figures in Tables 3-Summary are based on the aggregate sales volume (all orders combined) for all products combined. See Table 11 for applicable sales volume. Totals may not add due to rounding.

## 2009 Fluid Milk Products Sold in Gallon Containers

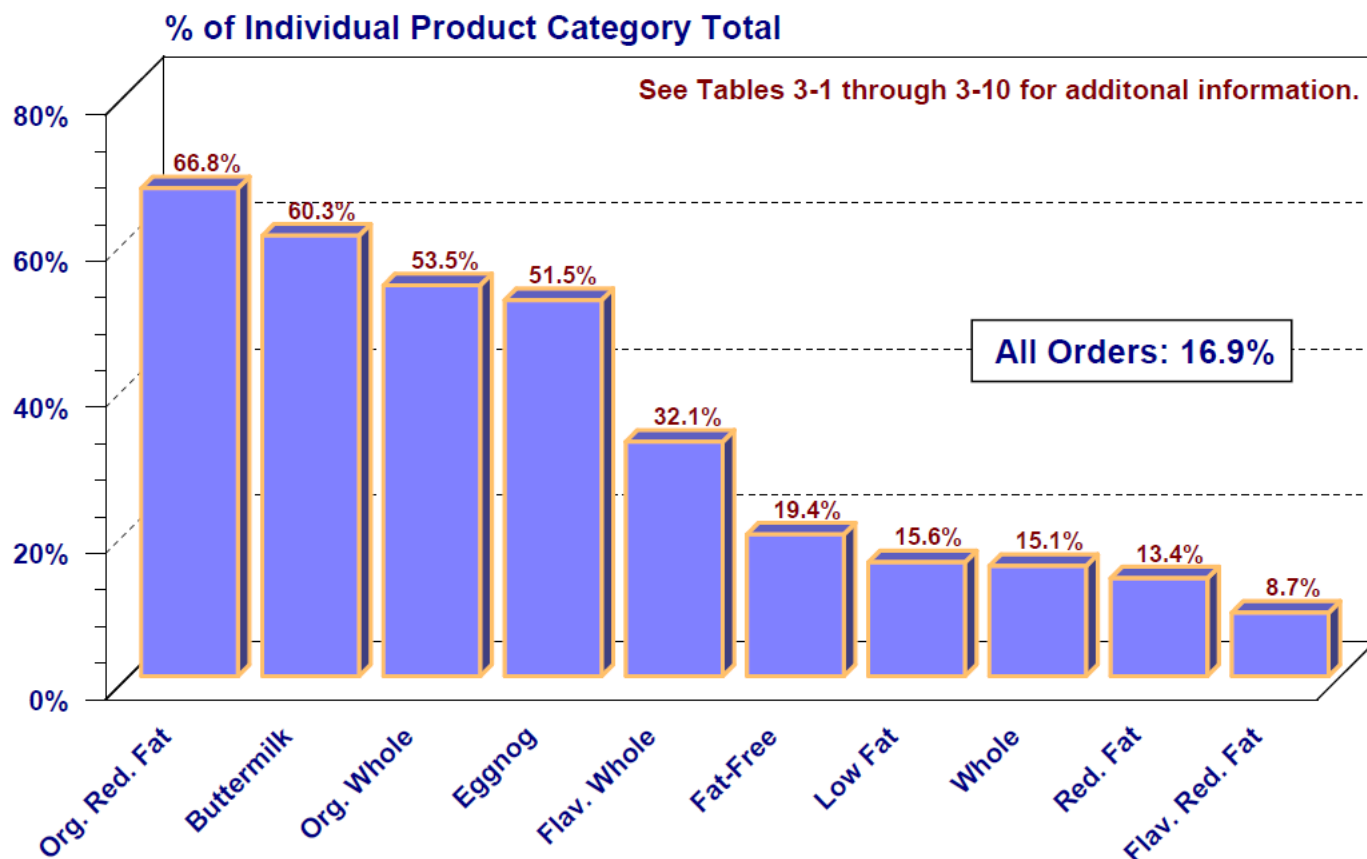
### All Federal Milk Marketing Orders



- Gallon containers were the prominent type used for whole milk, reduced fat, low fat and fat-free milk during November 2009, accounting for around two-thirds or more of the sales for each of these fluid milk product categories.
- Over three-fourths of whole milk and reduced fat milk was sold in gallon containers during November 2009.
- Gallon containers accounted for around 28% of the sales of organic whole milk and organic reduced fat milk during November 2009.
- Sales of eggnog, flavored whole milk, flavored reduced fat milk, and buttermilk in gallon containers accounted for a small proportion of the total for each of these categories.

## 2009 Fluid Milk Products Sold in Half-Gallon Containers

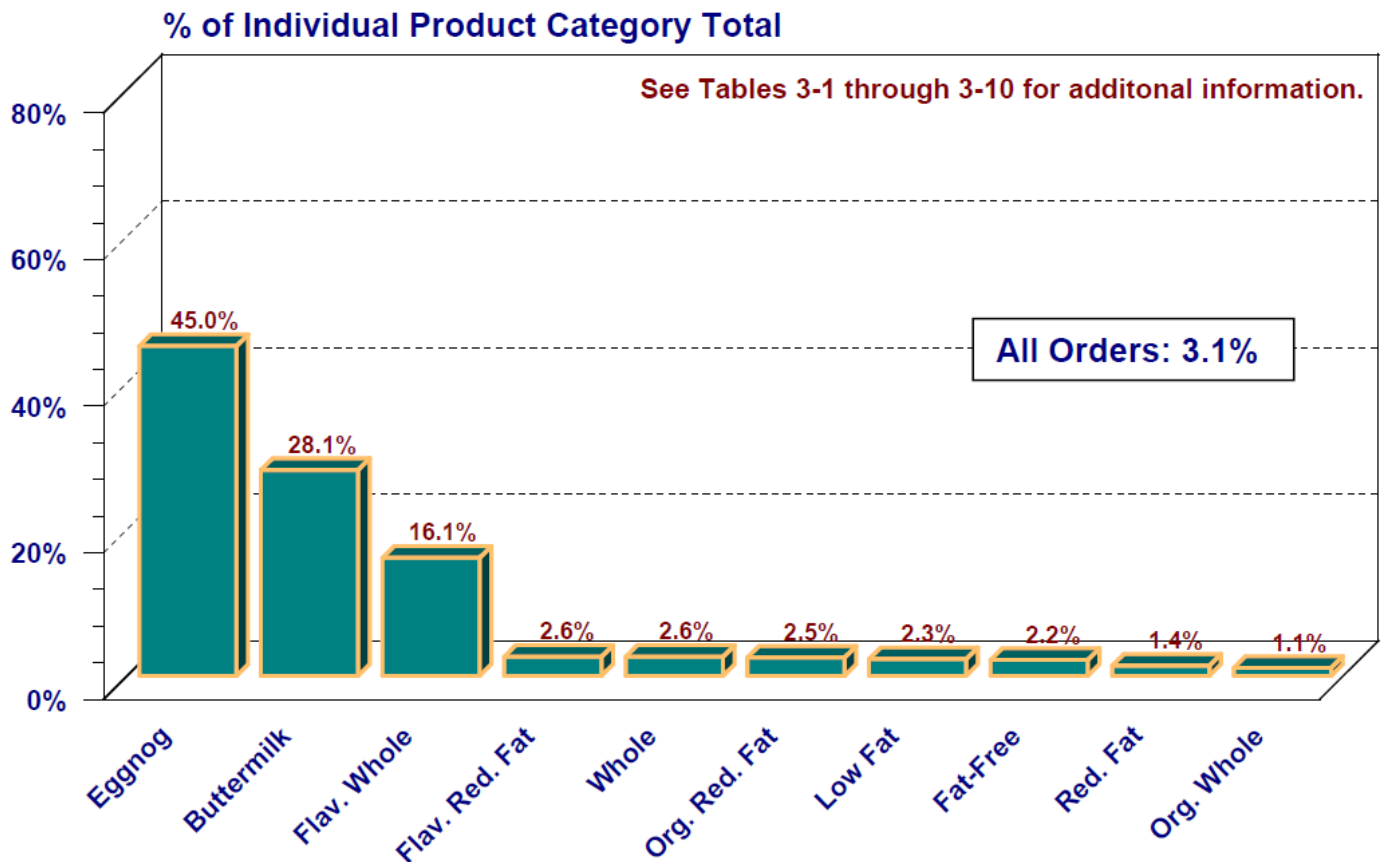
### All Federal Milk Marketing Orders



- Half-Gallon containers accounted for approximately 17% of the volume of all milk sold by FMO handlers during November 2009, and this proportion has been quite stable since 1995.
- Half-gallons were the prevalent container size for organic whole milk, organic reduced fat milk, buttermilk and eggnog, accounting for more than 50% of the volume sold for each of these categories.
- More than 60% of organic reduced fat and buttermilk sales were in half-gallon containers during November 2009.
- Half-gallons accounted for less than 20% of the total volume sold for each of the following categories: fat-free milk, low fat milk, whole milk, reduced fat milk, and flavored reduced fat milk.

## 2009 Fluid Milk Products Sold in **Quart Containers**

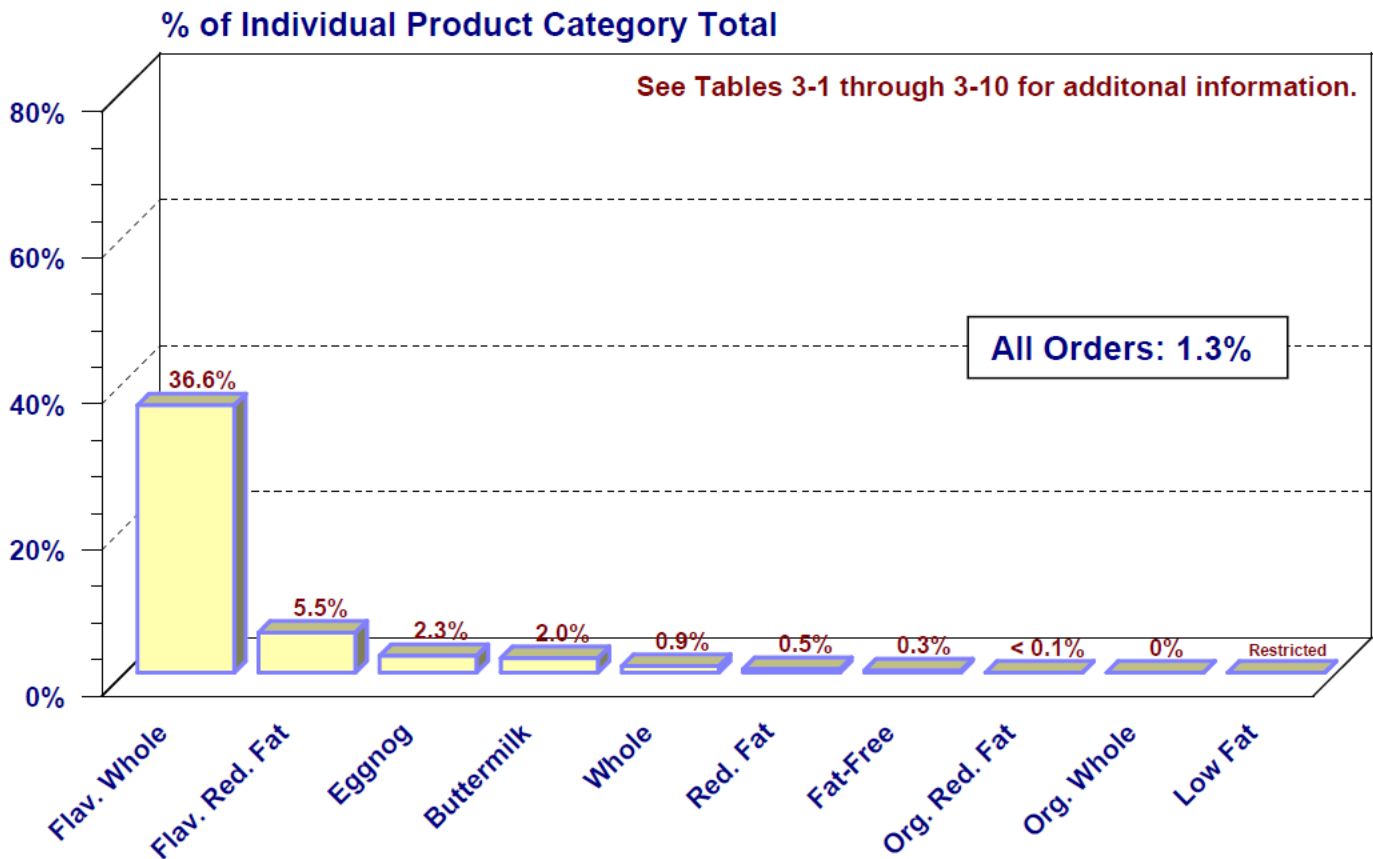
### All Federal Milk Marketing Orders



- The proportion of all FMO milk sold in quart containers during November 2009 was quite small, accounting for approximately 3% of the total.
- Quarts have accounted for less than 10% of the total volume of milk sold since 1975.
- Approximately 45% of eggnog sales during November 2009 were in quart containers, which was the largest proportion of any fluid milk category.
- Quart containers accounted for around 28% of all buttermilk sales, while they made up approximately 16% of flavored whole milk sales during November 2009.

## 2009 Fluid Milk Products Sold in Pint Containers

### All Federal Milk Marketing Orders

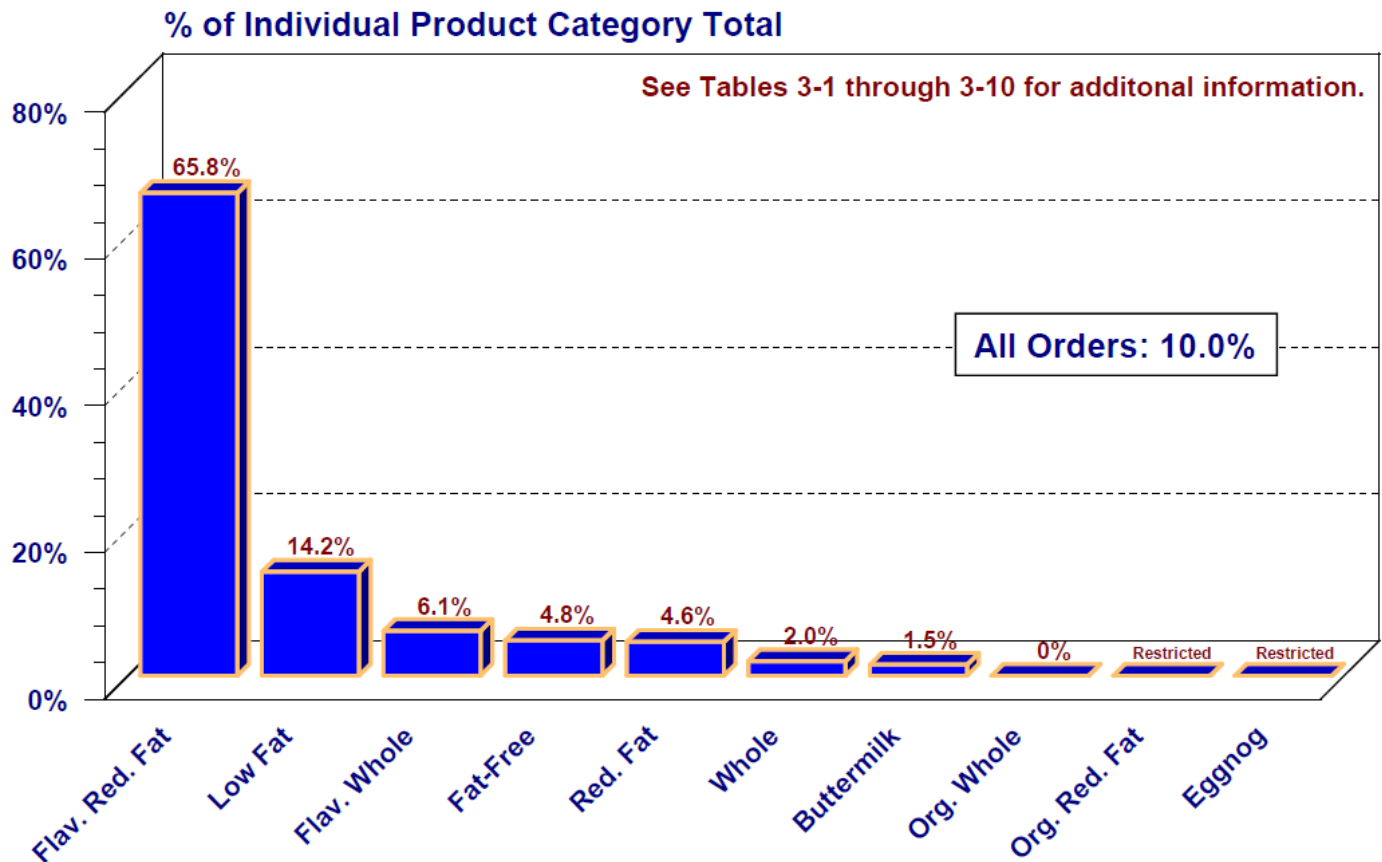


- Pint containers comprise a very small proportion of all FMO fluid milk sales – during November 2009 they made up slightly more than 1% of the total.
- Flavored whole milk was the only category with substantial sales in pint containers during November 2009, with pints accounting for over 36% of the total.
- The only other category with sales in pints accounting for more than 5% of the FMO total was flavored reduced fat milk.



## 2009 Fluid Milk Products Sold in Half-Pint Containers

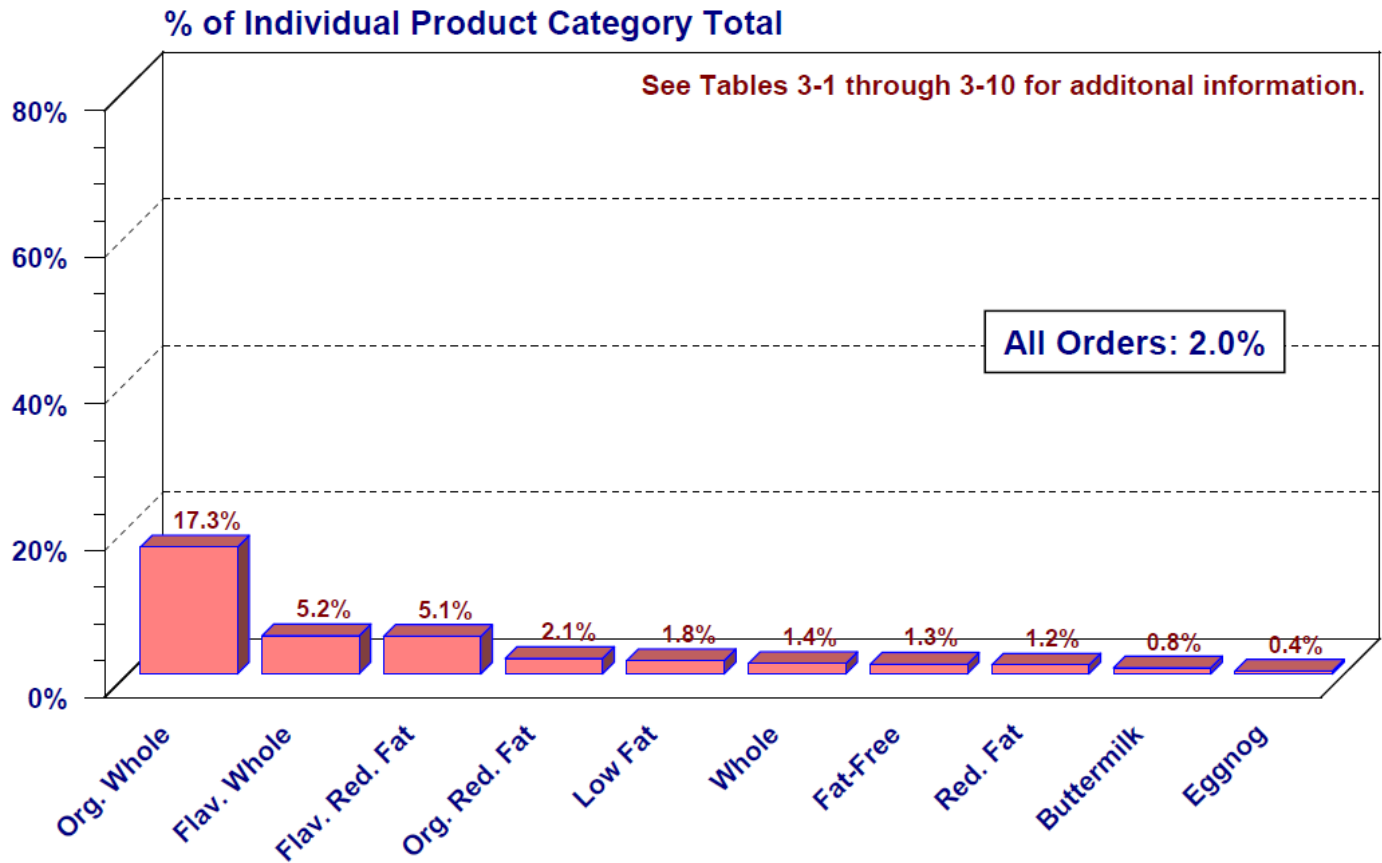
### All Federal Milk Marketing Orders



- Approximately 10% of all FMO fluid milk sales during November 2009 were in half-pint containers. This proportion is down slightly from 2007, but has remained relatively stable since 1965.
- Nearly two-thirds of all flavored reduced fat sales were in half-pint containers, while half-pints accounted for over 14% of low fat milk sales.
- The only other category with half-pint sales accounting for more than 5% of total volume was the flavored whole milk category.

## 2009 Fluid Milk Products Sold in Other Containers

### All Federal Milk Marketing Orders



- Other container sizes comprised approximately 2% of all November fluid milk sales. The other category depicted in this graph is made up of a wide variety of container sizes, including multi-gallon containers along with various sizes smaller than a pint.
- Organic whole milk had the largest proportion of sales in the other size category with over 17%. The only other products with more than 5% of total sales in other size containers were flavored whole milk and flavored reduced fat milk.

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**Table 4-1**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Northeast Order (001)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			55.2	55.2
Half-gallon	0.2	10.9	15.3	26.4
Quart	LT	3.4	2.1	5.6
Pint	LT	0.1	0.6	0.7
Half-pint	CR-1	6.4	1.3	7.7
Other	CR-1	0.8	3.6	4.2
All sizes	0.2	21.6	78.1	100.0

**Table 4-2**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Appalachian Order (005)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			71.7	71.7
Half-gallon	CR-2	3.1	10.9	14.0
Quart	CR-2	0.1	1.2	1.3
Pint		CR-2	1.2	1.2
Half-pint		10.3	1.3	11.6
Other			0.2	0.2
All sizes	CR	13.5	86.5	100.0

**Table 4-3**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Florida Order (006)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon		CR-2	71.3	71.3
Half-gallon			14.6	14.6
Quart			1.9	1.9
Pint		CR-2	1.1	1.1
Half-pint		9.2	1.3	10.4
Other			0.7	0.7
All sizes		9.2	90.8	100.0

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**Table 4-4**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Southeast Order (007)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			68.0	68.0
Half-gallon		0.6	15.1	15.6
Quart		0.5	1.5	2.0
Pint		LT	1.5	1.5
Half-pint		8.2	4.4	12.6
Other			0.3	0.3
All sizes		9.3	90.7	100.0

**Table 4-5**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Upper Midwest Order (030)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			70.5	70.5
Half-gallon	CR-2	3.6	9.7	14.2
Quart		1.0	1.9	2.9
Pint		0.1	1.0	1.0
Half-pint		7.9	1.7	9.6
Other		0.3	2.4	2.7
All sizes	CR	12.8	87.2	100.0

**Table 4-6**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Central Order (032)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			69.4	69.4
Half-gallon	CR-2	3.3	11.5	14.9
Quart		1.8	0.3	2.1
Pint		0.1	1.3	1.4
Half-pint		9.5	1.2	10.7
Other		LT	1.6	1.6
All sizes	CR	14.7	85.3	100.0

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**Table 4-7**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Mideast Order (033)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			70.5	70.5
Half-gallon	CR-2	0.9	11.6	12.4
Quart	CR-2	1.9	1.3	3.2
Pint		LT	2.7	2.7
Half-pint		8.2	1.6	9.9
Other		0.2	1.1	1.2
All sizes	CR	11.2	88.8	100.0

**Table 4-8**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Pacific Northwest Order (124)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			71.5	71.5
Half-gallon		9.7	7.7	17.4
Quart		2.3	0.1	2.4
Pint		0.8	0.3	1.2
Half-pint		5.5	1.1	6.6
Other			0.8	0.8
All sizes		18.4	81.6	100.0

**Table 4-9**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Southwest Order (126)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			68.5	68.5
Half-gallon	CR-2	2.4	10.7	13.1
Quart		1.1	1.2	2.3
Pint		LT	1.7	1.7
Half-pint		10.2	3.1	13.3
Other		LT	0.9	0.9
All sizes	CR	13.7	86.1	100.0

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**Table 4-10**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Arizona Order (131)**  
**Percentage by Size and Type of Container for November 2009**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			76.7	76.7
Half-gallon		1.1	8.3	9.4
Quart		CR-1	2.1	2.1
Pint		CR-1		CR
Half-pint		CR-1	CR-2	CR
Other		7.2	4.6	11.8
All sizes		8.3	91.7	100.0

NOTES for Table 4-1 to 4-10:

LT - Less than 0.05 percent.

CR - Restricted due confidentiality.

CR-1 - Restricted due to confidentiality. Included in "Other" Paper.

CR-2 - Restricted due to confidentiality. Included in "Other" Plastic.

\* The figures in Tables 4-1 to 4-10 are based on the total sales volume for the respective milk order. See Table 11 for applicable sales volume. Totals may not add due to rounding.

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**Table 5**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Selected Sizes of Single-Serve Round Plastic Containers**  
**November 2009**

Marketing Area	Order #	Size of Container:						
		Pint	Half-Pint	13.5/14 Ounce	12 Ounce	10 Ounce	Other	Total
		<i>percent**</i>						
Northeast	001	0.6	1.3	0.4	0.1	0.2	CR	2.6
Appalachian	005	0.6	0.4	0.1	LT	LT		1.1
Florida	006		CR	CR	CR	CR		CR
Southeast	007	CR	CR	CR	LT	LT		CR
Upper MW	030	0.6	1.6		0.2			2.3
Central	032	1.2	1.0	CR	CR	CR	CR	2.5
Mideast	033	2.5	1.6	CR	LT			4.4
Pacific NW	124	0.3	CR			LT		0.3
Southwest	126	1.7	3.1	0.1	0.1		LT	5.0
Arizona	131	CR	CR				CR	CR
All Orders	---	0.9	1.2	0.1	0.1	0.1	0.1	2.5

NOTES for Table 5:

LT - Less than 0.05 percent.

CR – Restricted due confidentiality.

\*\* The figures in Table 5 are based on the total sales volume for the respective milk order. See Table 11 for applicable sales volume. Totals may not add due to rounding.

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**Table 6**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Method of Distribution-All Orders Combined**  
**November of Selected Years 1965-2009**

Year	Method of Distribution:						
	Home Delivery	Food Chain		Institutional		Other Wholesale	Total
		Super-markets	Dairy and Convenience	Military	Schools		
	percent*						
1965	28.3	N/A	N/A	N/A	N/A	N/A	100.0
1975	6.9	N/A	N/A	N/A	N/A	N/A	100.0
1985	1.5	52.6	9.4	1.2	6.8	28.5	100.0
1995	0.7	56.5	10.2	1.0	6.5	25.1	100.0
2001	0.4	53.5	10.0	0.9	7.0	28.3	100.0
2003	0.4	49.6	10.5	0.8	6.4	32.3	100.0
2005	0.4	48.1	9.1	1.0	6.1	35.2	100.0
2007	0.3	47.0	8.5	1.0	6.9	36.2	100.0
2009	0.3	45.2	8.6	0.9	6.9	38.2	100.0

**Table 7**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Method of Distribution – Individual Orders**  
**November 2009**

November 2007

Marketing Area	Order	Method of Distribution:						
		Home Delivery	Food Chain		Institutional		Other Wholesale	Total
			Super-markets	Dairy and Convenience	Military	Schools		
		percent**						
Northeast	001	0.3	39.1	20.8	1.4	6.3	32.1	100.0
Appalachian	005	CR	54.2	4.5	0.4	7.6	33.2	100.0
Florida	006	---	48.8	2.8	0.2	7.0	41.2	100.0
Southeast	007	CR	42.3	4.0	1.9	9.3	42.6	100.0
Upper MW	030	0.8	43.9	5.2	0.1	4.4	45.6	100.0
Central	032	CR	47.5	3.7	1.0	8.6	39.2	100.0
Mideast	033	CR	37.8	5.8	0.1	5.4	50.9	100.0
Pacific NW	124	CR	54.4	7.3	CR	2.4	35.9	100.0
Southwest	126	---	58.0	4.2	2.0	10.4	25.4	100.0
Arizona	131	---	CR-X	CR-X	CR-X	CR-X	CR-X	CR-X
All Orders	---	0.3	45.2	8.6	0.9	6.9	38.2	100.0



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**Table 8**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Type of Wholesale Food Chain Store – Individual Orders**  
**November 2009**

Marketing Area	Order	Supermarkets		Dairy and Convenience		Total	
		Vertically Integrated	Other	Vertically Integrated	Other	Vertically Integrated	Food Chain Stores
		<i>percent**</i>					
Northeast	001	11.0	28.1	9.6	11.3	20.6	60.0
Appalachian	005	18.7	35.5	CR	4.5	18.7	58.7
Florida	006	48.8		2.8		51.6	51.6
Southeast	007	42.3		4.0		46.2	46.2
Upper MW	030		43.9	CR	5.2	CR	49.1
Central	032	14.4	33.1	CR	3.7	14.4	51.1
Mideast	033	13.5	24.3	.8	5.0	14.2	43.6
Pacific NW	124	33.8	20.7	.5	6.7	34.3	61.7
Southwest	126	38.8	19.1		4.2	38.8	62.2
Arizona	131	CR-X	CR-X	CR-X	CR-X	CR-X	CR-X
All Orders	---	20.8	24.3	3.4	5.1	24.2	53.7

**Table 9**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Type of Other Wholesale Outlet – Individual Orders**  
**November 2009**

Marketing Area	Order Number	Type of Other Wholesale Outlet:			
		Superstores and Hypermarkets	Warehouse Stores and Wholesale Clubs	Other	Total
		<i>percent**</i>			
Northeast	001	4.8	6.6	20.8	32.1
Appalachian	005	15.9	2.5	14.8	33.2
Florida	006	16.2	5.0	20.0	41.2
Southeast	007	23.4	1.4	17.8	42.6
Upper Midwest	030	10.7	4.3	30.7	45.6
Central	032	18.4	3.5	17.3	39.2
Mideast	033	18.5	5.8	26.6	50.9
Pacific NW	124	9.9	8.1	17.8	35.9
Southwest	126	5.2	9.9	10.3	25.4
Arizona	131	CR-X	CR-X	CR-X	CR-X
All Orders	---	12.8	5.3	20.0	38.2

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**NOTES for Table 6:**

N/A-This breakdown was not available prior to 1977.

\* The figures in Table 6 are based on the aggregate sales volume (all products and all orders combined). See Table 10 for applicable sales volume. Totals may not add due to rounding.

**NOTES for Tables 7-9:**

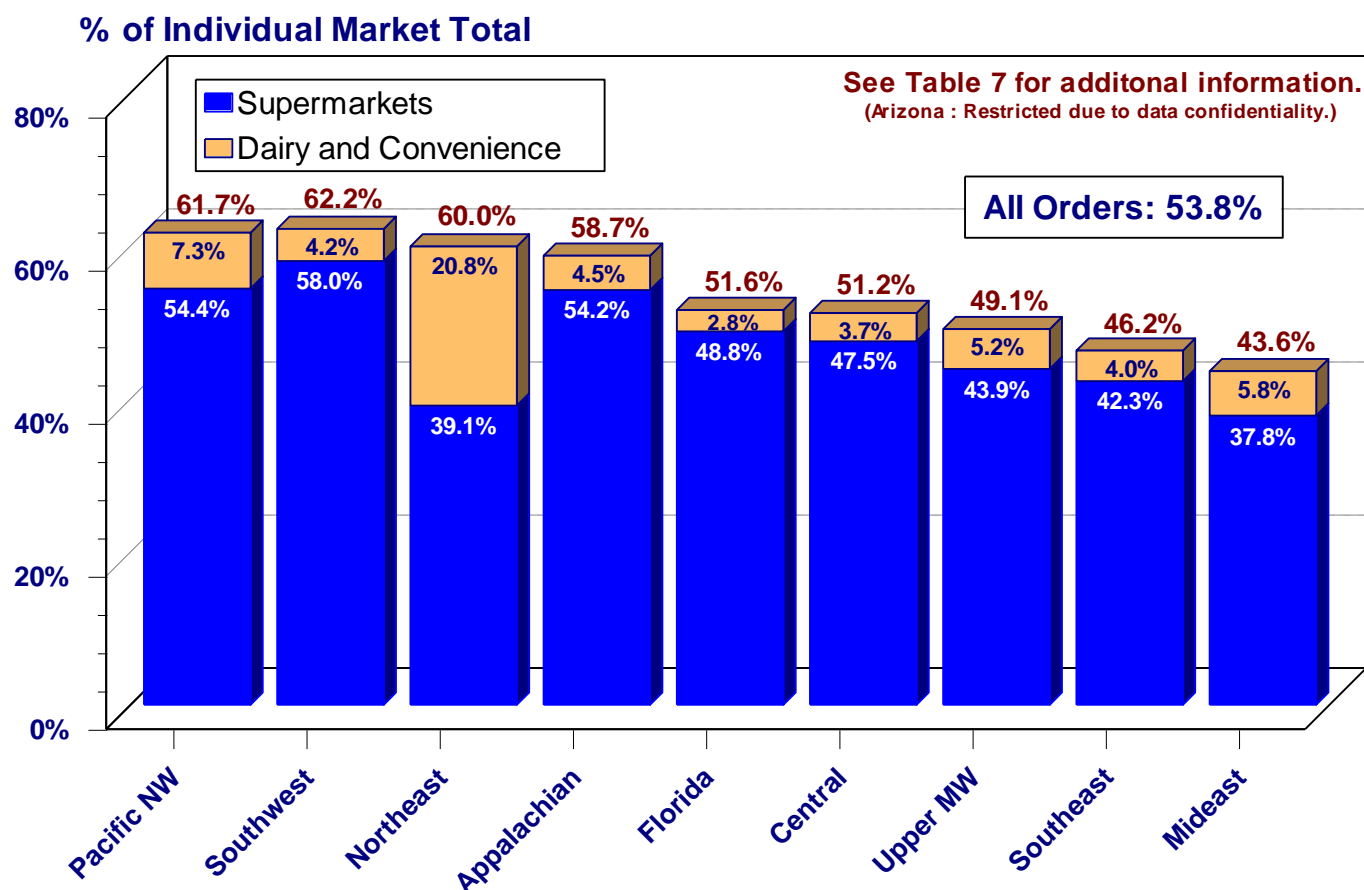
CR- Restricted due to confidentiality. Included in applicable "Other" category.

CR-X -Arizona restricted due to confidentiality. Not included in "All Orders" percentages.

\*\* The figures in Tables 7-9 for the individual orders are based on the total sales volume for the respective milk order. See Table 11 for applicable sales volume. Totals may not add due to rounding.

## 2009 Fluid Milk Products Sold by Method of Distribution

### Food Chains

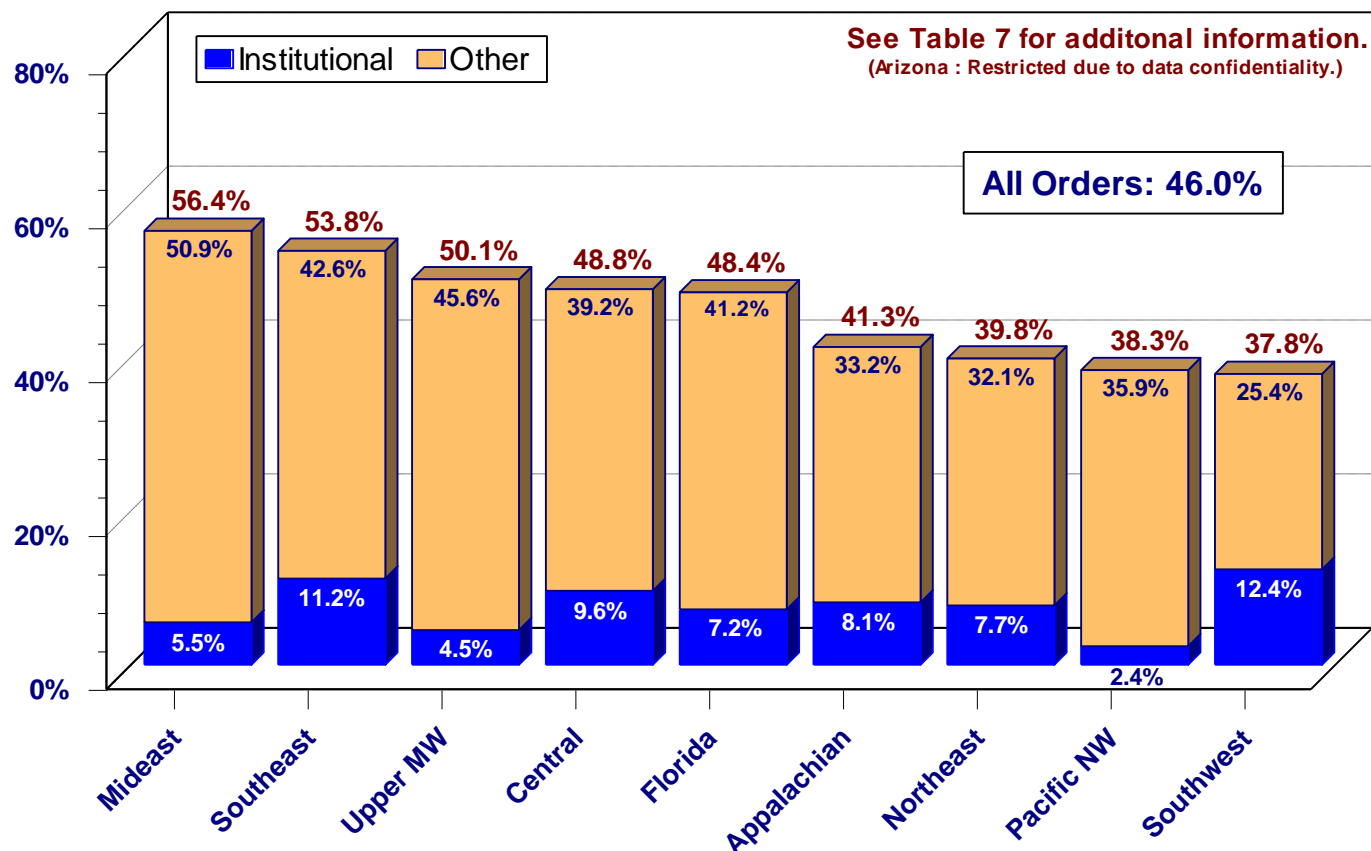


- Over half of all FMO fluid milk sales during November 2009 were sold through food chain stores. The food chain category includes supermarkets as well as dairy and convenience stores.
- Supermarkets comprised approximately 45% of fluid milk sales during November 2009, while dairy and convenience outlets accounted for more than 8%.
- The proportion of sales attributable to food chains ranged from a low of 43.6% for the Mideast Order to a high of 62.2% for the Southwest.
- The Northeast Order reported the largest proportion of sales by dairy and convenience stores, with 20.8% of the order total. Supermarket sales accounted for more than 54% of total sales for several orders.

## 2009 Fluid Milk Products Sold by Method of Distribution

### Institutional and Other

% of Individual Market Total

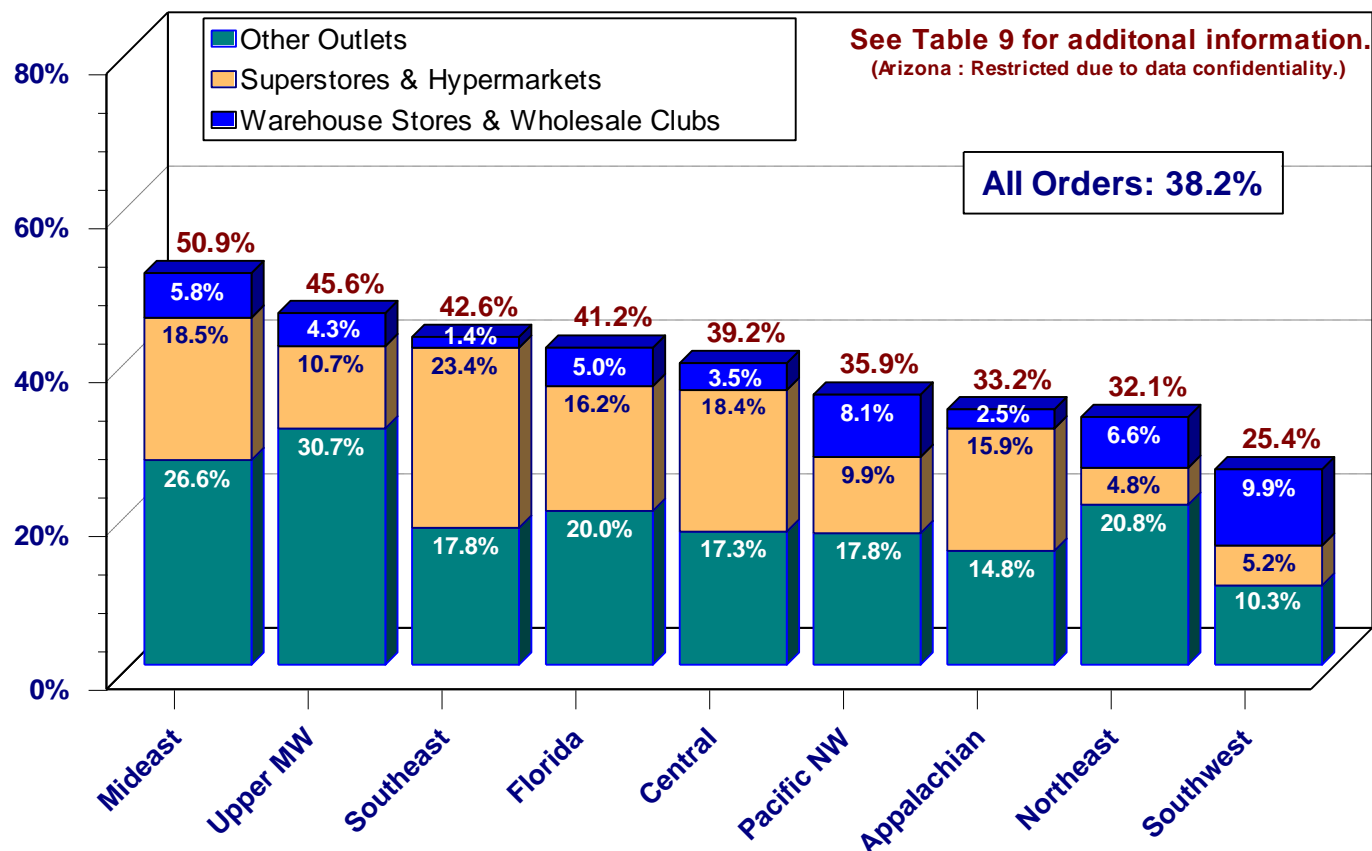


- Institutional and other sales outlets accounted for 46.0% of all FMO fluid milk sales during November 2009. The Mideast Order reported the largest proportion in these combined categories with 56.4%, while the Pacific Northwest reported the lowest at 38.3%
- The institutional category includes military and school sales, while the other category includes superstores & hypermarkets, warehouse stores & wholesale clubs, along with all other outlets.
- Sales by institutional outlets ranged from a low of 2.4% of the market total for the Pacific Northwest Order to a high of 12.4% for the Southwest Order.
- The other category comprised 50.9% of the market total for the Mideast Order, which was the largest among all FMOs during November 2009. The Mideast was the only order to report more than 50% of sales by this method of distribution.

## 2009 Fluid Milk Products Sold by Method of Distribution

### Other Wholesale Outlets

#### % of Individual Market Total



- The other wholesale outlet method of distribution category -- warehouse stores & wholesale clubs, superstores & hypermarkets, and other wholesale outlets -- accounted for 38.2% of total FMO fluid milk sales during November 2009.
- The Southwest Order reported the largest proportion of sales by warehouse stores & wholesale clubs with 9.9%, while the Southeast Order reported the lowest with 1.4%
- Sales by superstores & hypermarkets ranges from a low of 4.8% of the total for the Northeast Order, to a high of 23.4% for the Southeast Order.
- Other Outlets include non-chain stores, non-food stores (drug stores, gas stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines and any other type of wholesale outlet

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**Table 10**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**November of Selected Years 1965-2009**

Year	Sales:	Production Practice:	
	November	Conventional	Organic
	<i>million pounds</i>	<i>percent</i>	
1965	2,242	100.0	N/A
1975	3,290	100.0	N/A
1985	3,625	100.0	N/A
1995	3,762	100.0	N/A
2001	3,917	100.0	N/A
2003	3,761	100.0	N/A
2005	3,761	100.0	N/A
2007	3,873	100.0	N/A
2009	3,774	97.9	2.1

NOTES for Table 10:

N/A – Organic milk was included with Conventional Milk prior to the 2009 Survey

**Table 11**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**By Product and By Marketing Area**  
**November 2009**

Product	Sales:	Marketing Area	Order #	Sales:
	November 2009			November 2009
	<i>million pounds*</i>			<i>million pounds**</i>
Whole Milk	948	Northeast	001	875
Organic Whole	24	Appalachian	005	340
Flavored Whole	42	Florida	006	215
Eggnog	56	Southeast	007	390
Reduced Fat (2%)	1,257	Upper MW	030	363
Low Fat (1%	485	Central	032	355
Fat-Free (skim)	567	Mideast	033	566
Organic Fat Reduced	55	Pacific NW	124	192
Flavored Fat Reduced	305	Southwest	126	356
Buttermilk	35	Arizona	131	122
All Orders	3,774	All Orders	---	3,774

NOTES for Table 11:

\*Total sales for all orders combined.

\*\*Sales of total fluid milk products by handlers regulated under the order; the outlet to which the milk product is delivered may not be located in the marketing area of the order.

## Definitions:

**Fluid Milk Product (FMP):** Products included in the survey are limited to those that have been defined as Class I Fluid Milk Products in the FMMO's. *Note: The one exception would be eggnog testing more than 9% butterfat. They are not considered Class I FMP under FMMO's but are included in the survey with the Class I Eggnogs.*

**Type of Container:** Containers are categorized by glass, paper, and plastic. Containers larger than one gallon shown in the glass category are metal cans. The paper category includes wax-coated and plastic-coated containers, and foil-lined UHT containers. Plastic includes rigid blow mold or thermoformed containers, single-serve round (milk bottle shaped) containers, plastic-lined boxes (polyethylene bag in corrugated paper box or in rigid plastic case), and plastic bags sold separately. Containers larger than one gallon in the plastic category, for the most part, are bag-in-box containers.

**Size of Container:** Container sizes surveyed are: gallon, half-gallon, quart, pint, half-pint, 6-gallon, 5-gallon, 14 ounce, 13.5 ounce, 12 ounce, 10 ounce, round pint, round half-pint, round other, and other. Containers banded together, or containers put into larger bags, sacs, etc., are reported separately. Examples: 1/2 –gallon twin packs are reported as two 1/2 gallons; four 1-quart bags in a larger bag are reported as four quart units, not as a gallon; six-packs of half pints are reported as six half pints, etc. *Note: The unit to pound conversion factors for the various sizes and types of Fluid Milk Products included in this survey are shown in Appendix Table A-1).*

**Method of Distribution:** Sales are divided into home-delivery and wholesale. Home-delivery includes quantities delivered to homes or sold to others for delivery to homes. Wholesale includes quantities distributed through all other methods. Wholesale is broken down into food chain stores, institutional outlets, and all other.

Food chain stores are defined as 11 or more stores, primarily engaged in food retailing, and either being under common management, being franchised by a common company, or belonging to a common purchasing association. Food chain stores are categorized into supermarket or dairy/convenience stores. Also identified are vertically integrated chain stores. Vertically integrated includes those chain stores which have integrated backwards into fluid milk processing, and fluid milk processing plants which have integrated forward into chain store ownership. Also included are franchise organizations in which the franchiser also owns a dairy plant that services the franchisee's store and associations of independent food store owners which jointly own a dairy plant that services their stores.

Institutional outlets are military installations and schools which includes public schools (elementary and high school), colleges, and universities. All other wholesale is broken down into superstores/hypermarkets, warehouse stores/wholesale clubs, and other. Superstores/hypermarkets are general merchandise stores that include a full-line supermarket. Other includes non-chain food stores, non-food stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

**Restricted Information:** Items that have been foot-noted with a "CR" are confidentiality restricted. These figures can't be published as they represent the activity of fewer than three handlers.

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**Appendix – Table A-1**  
**Factors for Converting Container Units to Sales Volume – Pounds per Unit**

Size of Container	Product Type:							
	Whole Milk	Flavored Whole Milk	Eggnog	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced Milk	Buttermilk
	<i>pounds per unit</i>							
Gallon	8.600	8.000	9.000	8.620	8.620	8.630	8.000	8.620
Half-gallon	4.300	4.000	4.500	4.310	4.310	4.310	4.000	4.310
Quart	2.150	2.000	2.250	2.155	2.155	2.1575	2.000	2.155
6-Gallon	51.600	48.000	54.000	51.720	51.720	51.780	48.000	51.720
5-Gallon	43.000	40.000	45.000	43.100	43.100	43.150	40.000	43.100
Pint	1.075	1.0000	1.125	1.0775	1.0775	1.0788	1.0000	1.0775
Pint (Round)	1.075	1.0000	1.125	1.0775	1.0775	1.0788	1.0000	1.0775
Half-pint	.5375	.5000	.5625	.5388	.5388	.5394	.5000	.5388
Half-pint (Round)	.5375	.5000	.5625	.5388	.5388	.5394	.5000	.5388
Other (Round)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
14 Ounce	.9406	.8750	.9844	.9428	.9428	.9439	.8750	.9428
13.5 Ounce	.9070	.8438	.9492	.9091	.9091	.9102	.8438	.9091
12 Ounce	.8063	.7500	.8438	.8081	.8081	.8091	.7500	.8081
10 Ounce	.6719	.6250	.7031	.6734	.6734	.6742	.6250	.6734
Other	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000



**Information Contacts:**

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