



United States  
Department of  
Agriculture

Marketing and  
Regulatory  
Programs

Agricultural  
Marketing  
Service

Dairy Programs

September  
2016

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

## **By Size and Type of Container And Distribution Method During November 2011**

## 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 2011. Its purpose was to update a similar survey in November 2009, 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-seventh 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 1965-2011**

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
2011	LT	15	85	NA

**Table 2**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percent by Container Size**  
**November of Selected Years 1965-2011**

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
2011	66	18	3	1	10	1	1

NOTES for Table 1 and Table 2:

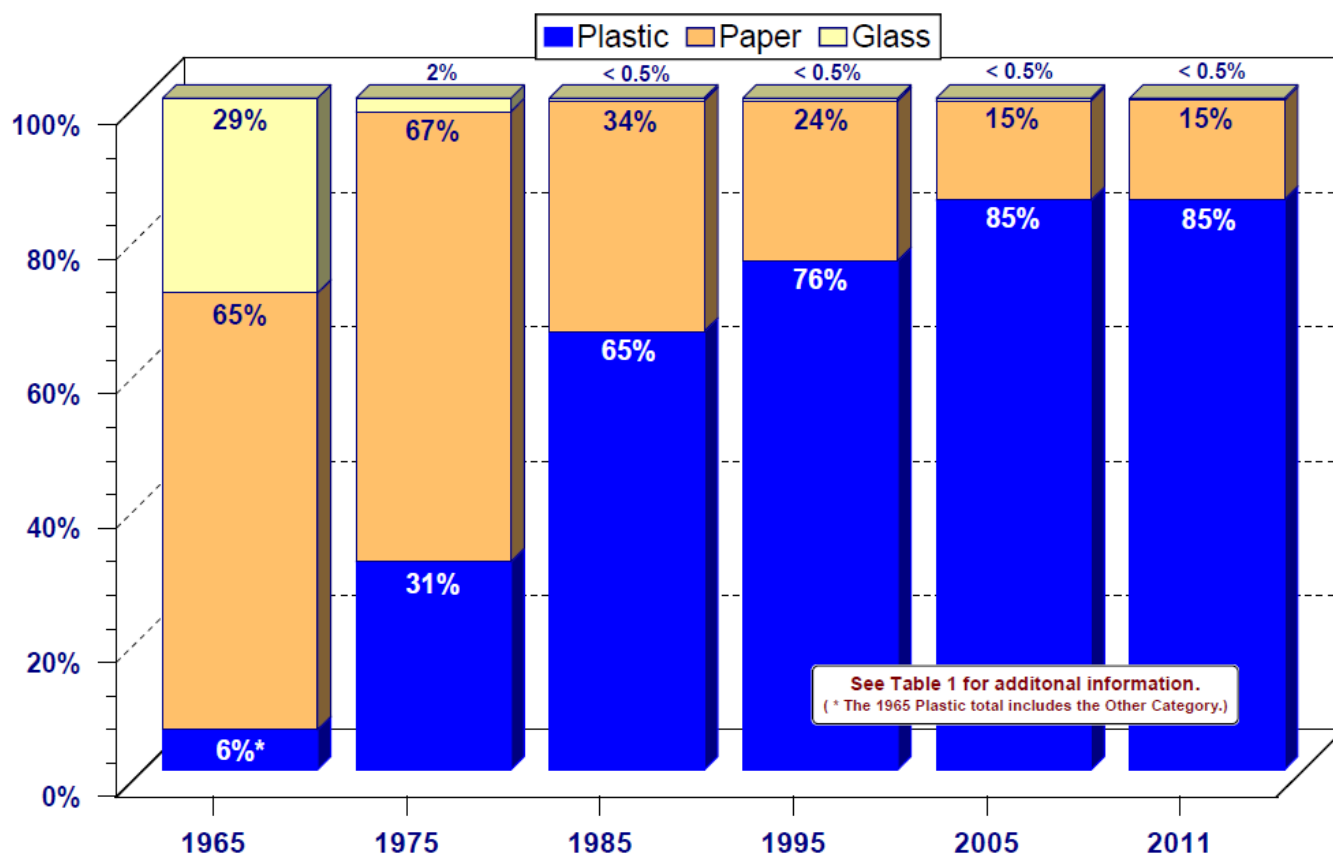
LT - Less than 0.5 percent.

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

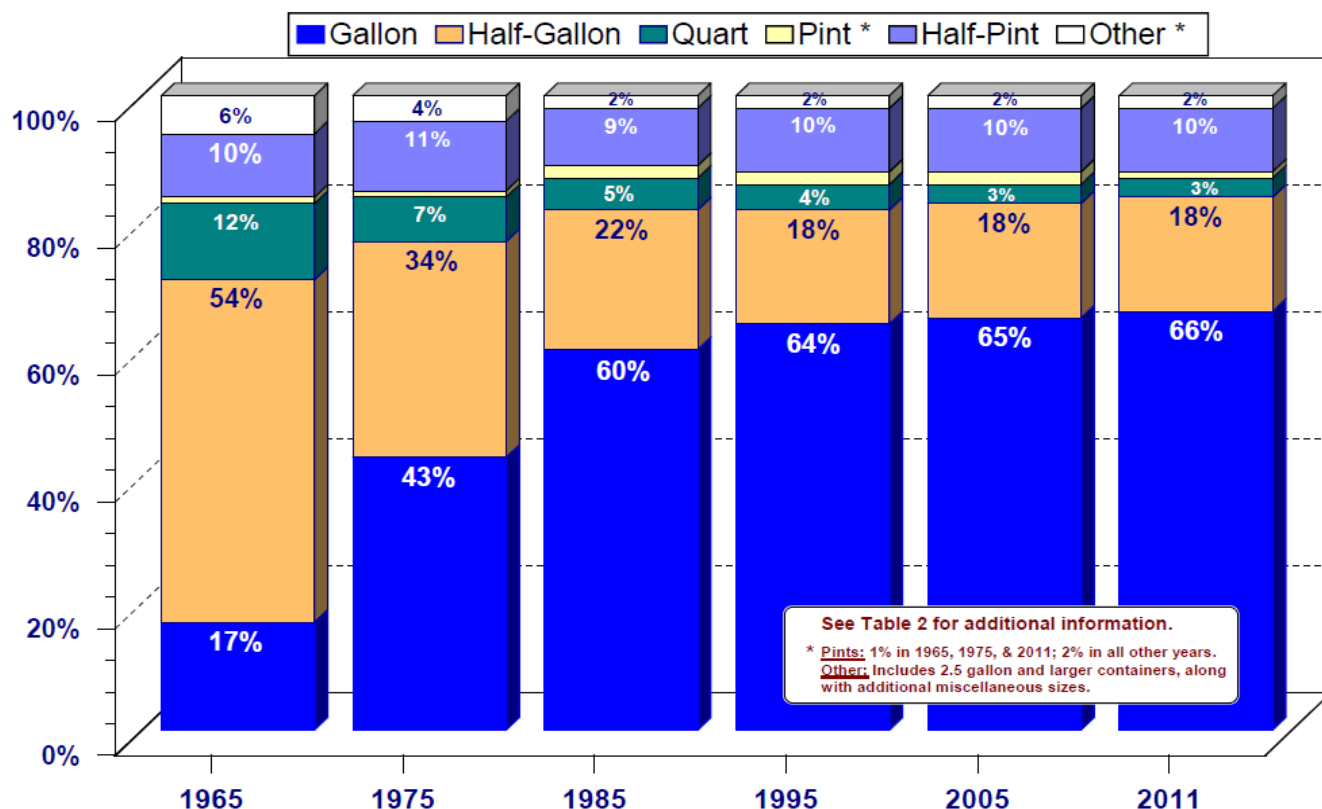
### All Federal Milk Marketing Orders



- 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 2011. Plastic has accounted for more than two-thirds of the volume sold in each survey since 1987.
- Paper continues to be the second most popular container type, accounting for around 15% of the total sold. Paper's popularity peaked in 1971 when it was responsible for approximately 78% of the volume sold. The proportion of total milk sold in paper containers declined steadily until 2005, but has remained relatively stable since then.
- The volume of milk sold in glass containers has been less than 0.5% since 1983. 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 proportion of milk sold in each type of container has remained relatively constant during the last four surveys (2005 through 2011).

## 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 2011 survey. Gallon containers have accounted for at least 60% of the total during each survey since 1985, and at least 65% since the 1997.
- 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 2011 was approximately one-third the level recorded in 1965, falling from 54% to 18%. Similarly, the volume accounted for by quarts has fallen precipitously, with the 2011 proportion one-fourth that of 1965.
- The proportion of milk sold in half-pint containers has remained remarkably constant throughout the 46-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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			76.6	76.6
Half-gallon	0.1	1.9	13.2	15.3
Quart	LT	1.1	1.6	2.7
6-Gallon			0.2	0.2
5-Gallon			1.3	1.3
Pint	CR-1	0.1	0.3	0.4
Round Pint			0.5	0.5
Half-pint	CR-1	1.5	0.1	1.6
Round Half-pint			LT	LT
Round Other			LT	LT
14 Ounce			0.1	0.1
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce			LT	LT
Other	CR-1	0.2	1.0	1.2
All sizes	0.1	4.8	95.0	100.0

**Table 3-2**  
**Organic Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			35.3	35.3
Half-gallon	CR-1	47.5	14.1	61.6
Quart	CR-1	1.1		1.1
6-Gallon				
5-Gallon			0.1	0.1
Pint	CR-1			CR
Round Pint			0.3	0.3
Half-pint				
Round Half-pint				
Round Other			CR-2	CR
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other		0.5	1.1	1.6
All sizes	CR	49.0	50.9	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			4.2	4.2
Half-gallon	0.6	4.6	30.1	35.3
Quart	0.3	2.8	12.1	15.2
6-Gallon			CR-2	CR
5-Gallon			0.9	0.9
Pint	LT	2.4	10.1	12.5
Round Pint			23.5	23.5
Half-pint	CR-1	2.4	0.3	2.7
Round Half-pint			0.7	0.7
Round Other			0.3	0.3
14 Ounce			1.7	1.7
13.5 Ounce				
12 Ounce			1.8	1.8
10 Ounce			LT	LT
Other	CR-1	0.6	0.7	1.3
All sizes	0.9	12.8	86.4	100.0

**Table 3-4**  
**Eggnog Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			0.5	0.5
Half-gallon	LT	16.5	35.6	52.1
Quart	0.2	29.7	13.6	43.5
6-Gallon				
5-Gallon				
Pint	CR-1	0.3	1.8	2.1
Round Pint			1.5	1.5
Half-pint			CR-2	CR
Round Half-pint			CR-2	CR
Round Other			CR-2	CR
14 Ounce			0.2	0.2
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce				
Other	CR-1	LT	0.2	0.2
All sizes	0.2	46.4	53.3	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			79.9	79.9
Half-gallon	0.2	2.0	11.8	14.0
Quart	LT	0.7	0.8	1.5
6-Gallon			LT	LT
5-Gallon			0.7	0.7
Pint	CR-1	0.1	0.1	0.2
Round Pint			0.4	0.4
Half-pint		2.5	0.1	2.6
Round Half-pint			0.1	0.1
Round Other	CR-1		LT	LT
14 Ounce			LT	LT
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce			CR-2	CR
Other		0.1	0.4	0.5
All sizes	0.2	5.4	94.5	100.0

**Table 3-6**  
**Low Fat (1%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			64.8	64.8
Half-gallon	0.1	2.0	12.4	14.5
Quart	LT	0.6	1.0	1.6
6-Gallon			CR-2	CR
5-Gallon			0.4	0.4
Pint		LT		LT
Round Pint			LT	LT
Half-pint		15.2	1.2	16.4
Round Half-pint			1.5	1.5
Round Other			CR-2	CR
14 Ounce			0.1	0.1
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce			LT	LT
Other		0.1	0.6	0.7
All sizes	0.1	17.9	82.0	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			69.7	69.7
Half-gallon	0.4	5.2	13.9	19.5
Quart	LT	1.1	1.1	2.1
6-Gallon			LT	LT
5-Gallon			1.0	1.0
Pint		LT	0.1	0.1
Round Pint			0.2	0.2
Half-pint		5.5	0.2	5.7
Round Half-pint			0.3	0.3
Round Other			0.1	0.1
14 Ounce			LT	LT
13.5 Ounce				
12 Ounce			LT	LT
10 Ounce			0.1	0.1
Other	CR-1	0.2	0.9	1.2
All sizes	0.4	12.0	87.6	100.0

**Table 3-8**  
**Organic Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			28.3	28.3
Half-gallon	CR-1	49.1	18.6	67.8
Quart	CR-1	1.1		1.1
6-Gallon				
5-Gallon			0.1	0.1
Pint				
Round Pint				
Half-pint		0.7		0.7
Round Half-pint				
Round Other				
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other		1.6	0.4	2.0
All sizes	CR	52.5	47.4	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			11.7	11.7
Half-gallon	0.1	1.3	7.1	8.6
Quart	LT	0.5	1.2	1.7
6-Gallon			CR-2	CR
5-Gallon			1.4	1.4
Pint		0.2	0.4	0.5
Round Pint			5.6	5.6
Half-pint		54.2	4.2	58.4
Round Half-pint			7.8	7.8
Round Other			CR-2	CR
14 Ounce			0.3	0.3
13.5 Ounce				
12 Ounce			0.9	0.9
10 Ounce			0.2	0.2
Other	CR-1	1.3	1.6	2.9
All sizes	0.2	57.5	42.3	100.0

**Table 3-10**  
**Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			6.9	6.9
Half-gallon	CR-2	10.9	49.7	60.6
Quart	0.1	16.0	11.9	27.9
6-Gallon				
5-Gallon			0.9	0.9
Pint		1.1	0.2	1.3
Round Pint			1.0	1.0
Half-pint		1.2	0.2	1.4
Round Half-pint			LT	LT
Round Other				
14 Ounce				
13.5 Ounce				
12 Ounce				
10 Ounce				
Other			0.1	0.1
All sizes	0.1	29.2	70.9	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent**</i>			
Gallon			65.7	65.7
Half-gallon	0.2	4.2	13.2	17.6
Quart	LT	1.4	1.5	3.0
6-Gallon			0.1	0.1
5-Gallon			0.9	0.9
Pint	LT	0.1	0.3	0.4
Round Pint			1.0	1.0
Half-pint	LT	8.6	0.6	9.2
Round Half-pint			0.9	0.9
Round Other			0.1	0.1
14 Ounce			0.1	0.1
13.5 Ounce				
12 Ounce			0.1	0.1
10 Ounce			LT	LT
Other	LT	0.3	0.7	1.0
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.

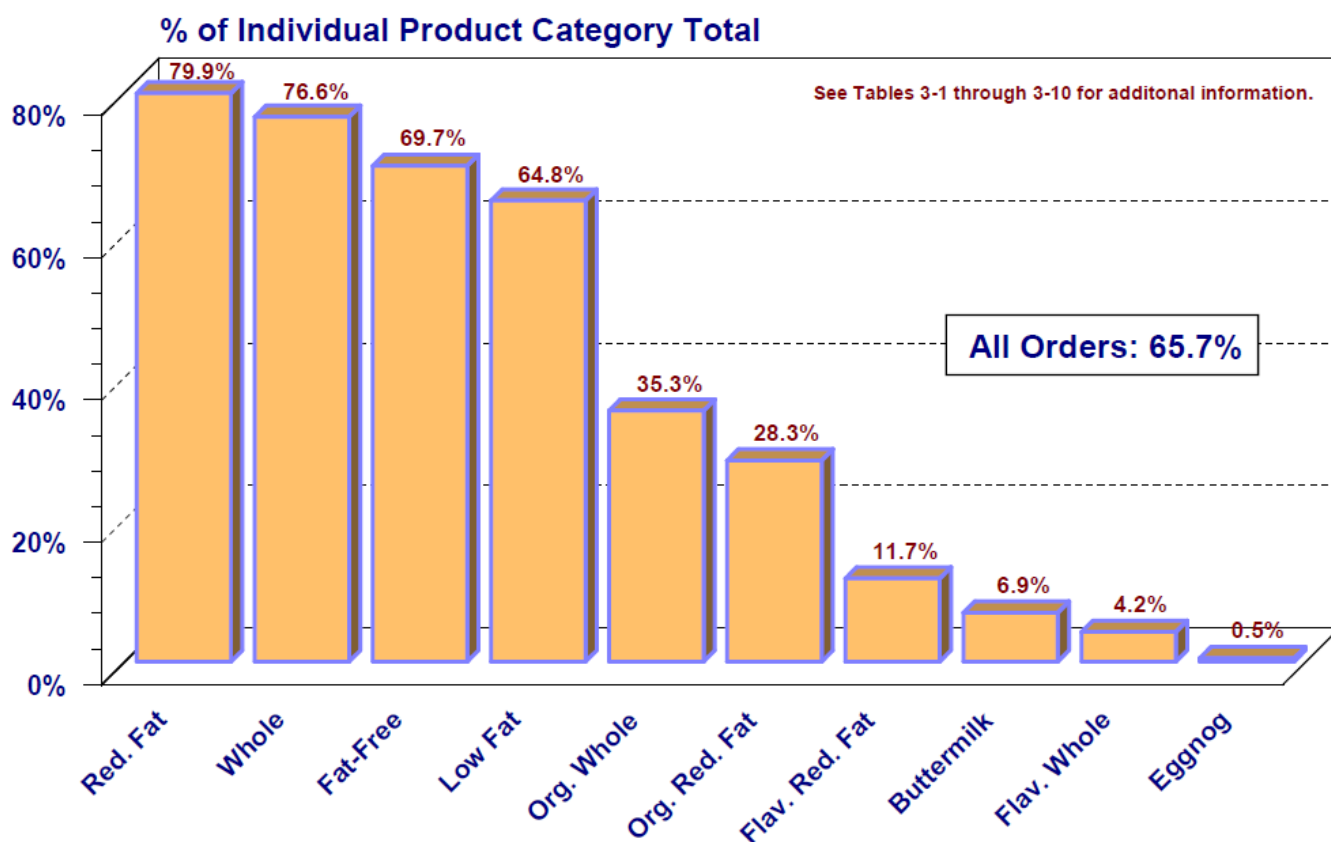
CR-2 - Restricted due to confidentiality. Included in “Other” Plastic.

\* 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.

## 2011 Fluid Milk Products Sold in Gallon Containers

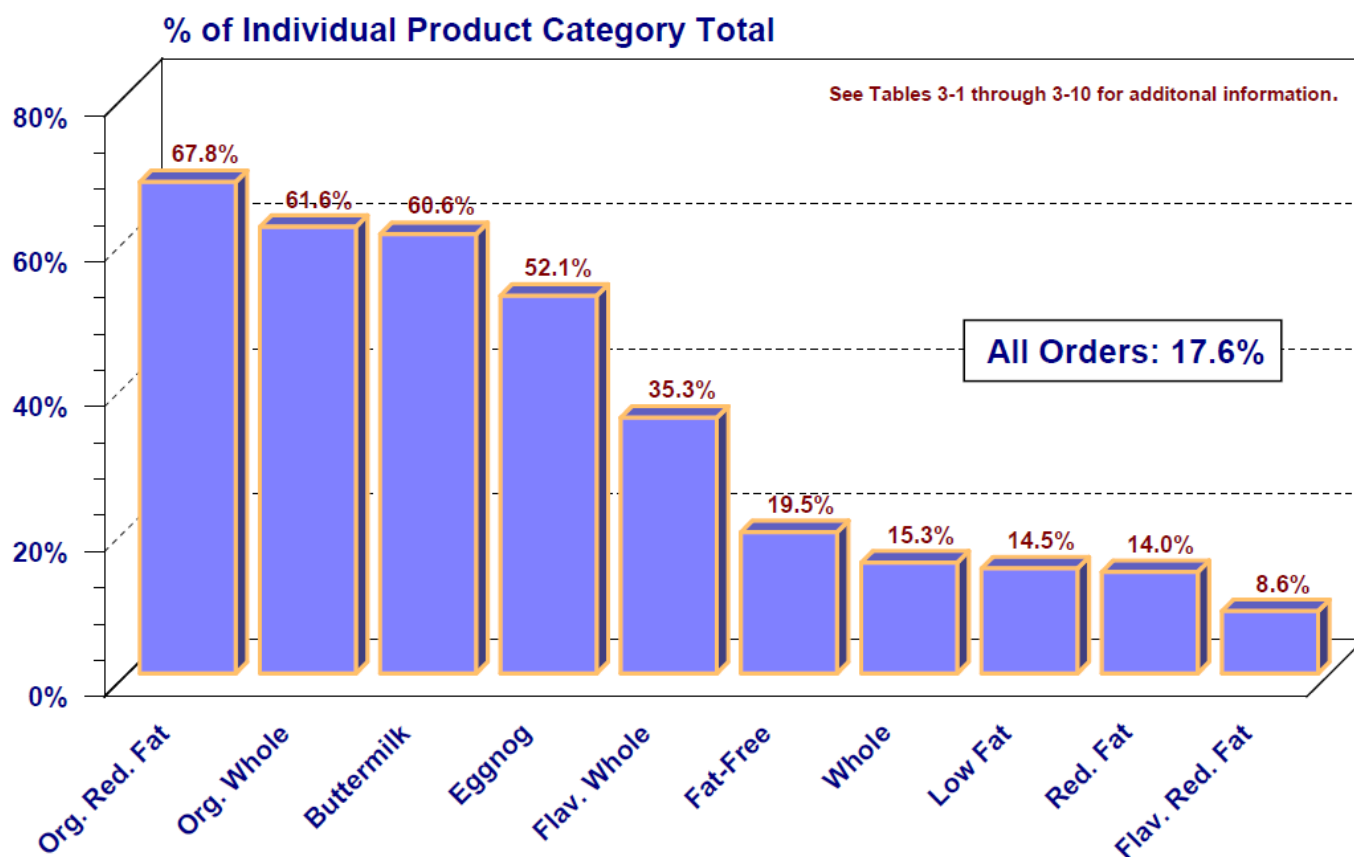
### All Federal Milk Marketing Orders



- Gallon containers were the prominent type used for reduced fat, whole, fat-free, and low fat milk during November 2011, accounting for at least 64% of the sales for each of these fluid milk product categories.
- Over three-fourths of reduced fat and whole milk was sold in gallon containers during November 2011, while gallons accounted for more than two-thirds of fat-free milk sales.
- Gallon containers accounted for around 35% of the sales of organic whole milk and 28% of organic reduced fat milk during November 2011.
- Sales of eggnog, flavored whole, buttermilk, and flavored reduced fat milk in gallon containers accounted for a small proportion of the total – 12% or less -- for each of these categories.

## 2011 Fluid Milk Products Sold in Half-Gallon Containers

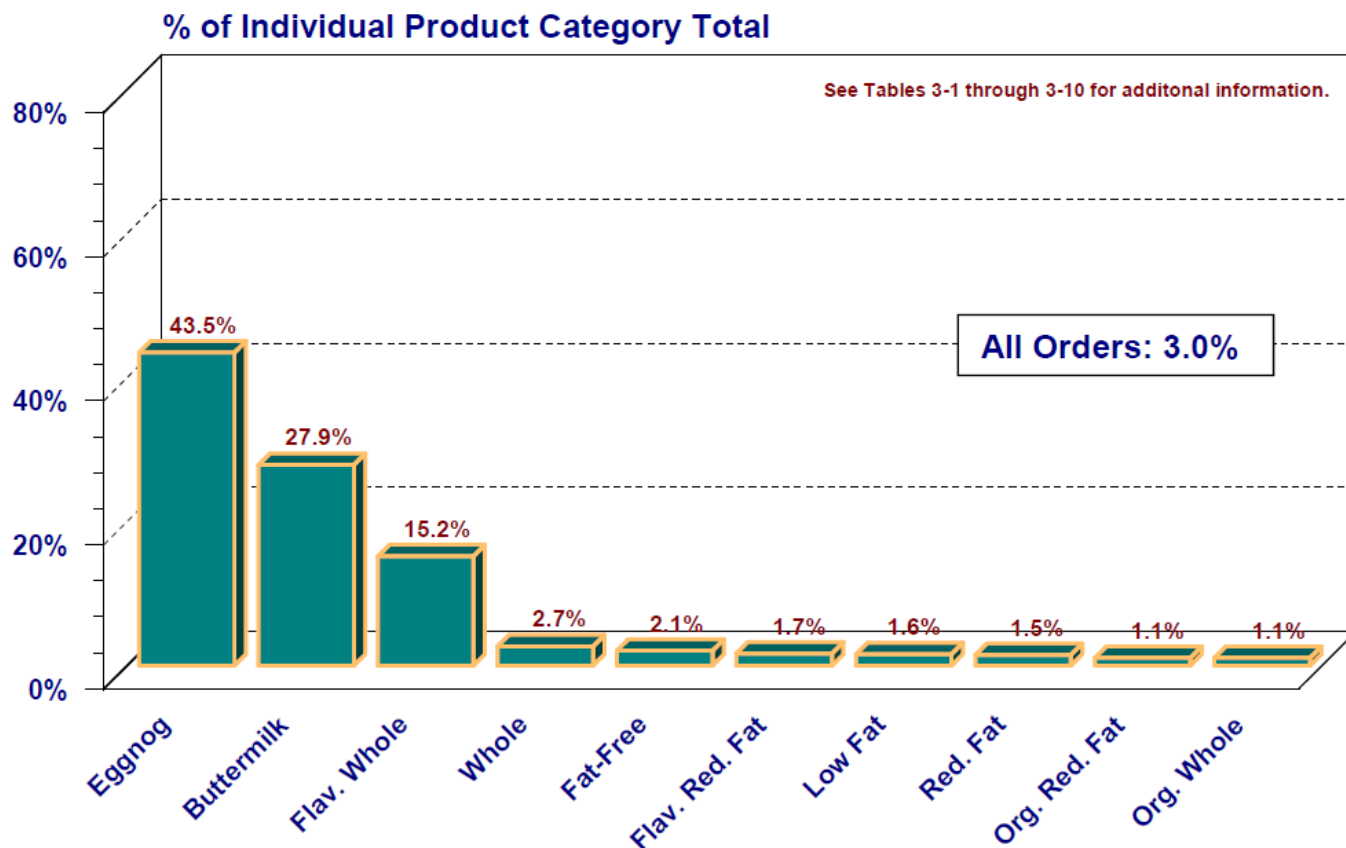
### All Federal Milk Marketing Orders



- Half-gallon containers accounted for approximately 18% of the volume of all milk sold by FMO handlers during November 2011, and this proportion has been quite stable since 1995.
- Half-gallons were the prevalent container size for organic reduced fat, organic whole, buttermilk and eggnog, accounting for more than 50% of the volume sold for each of these categories.
- More than 60% of organic whole milk and buttermilk sales were in half-gallon containers during November 2011, while half-gallons accounted for over two-thirds of organic reduced fat milk sales.
- Less than 20% of the total volume sold during November 2011 for each of the following categories was in half-gallon containers: fat-free milk, whole, low fat, reduced fat, and flavored reduced fat milk.

## 2011 Fluid Milk Products Sold in Quart Containers

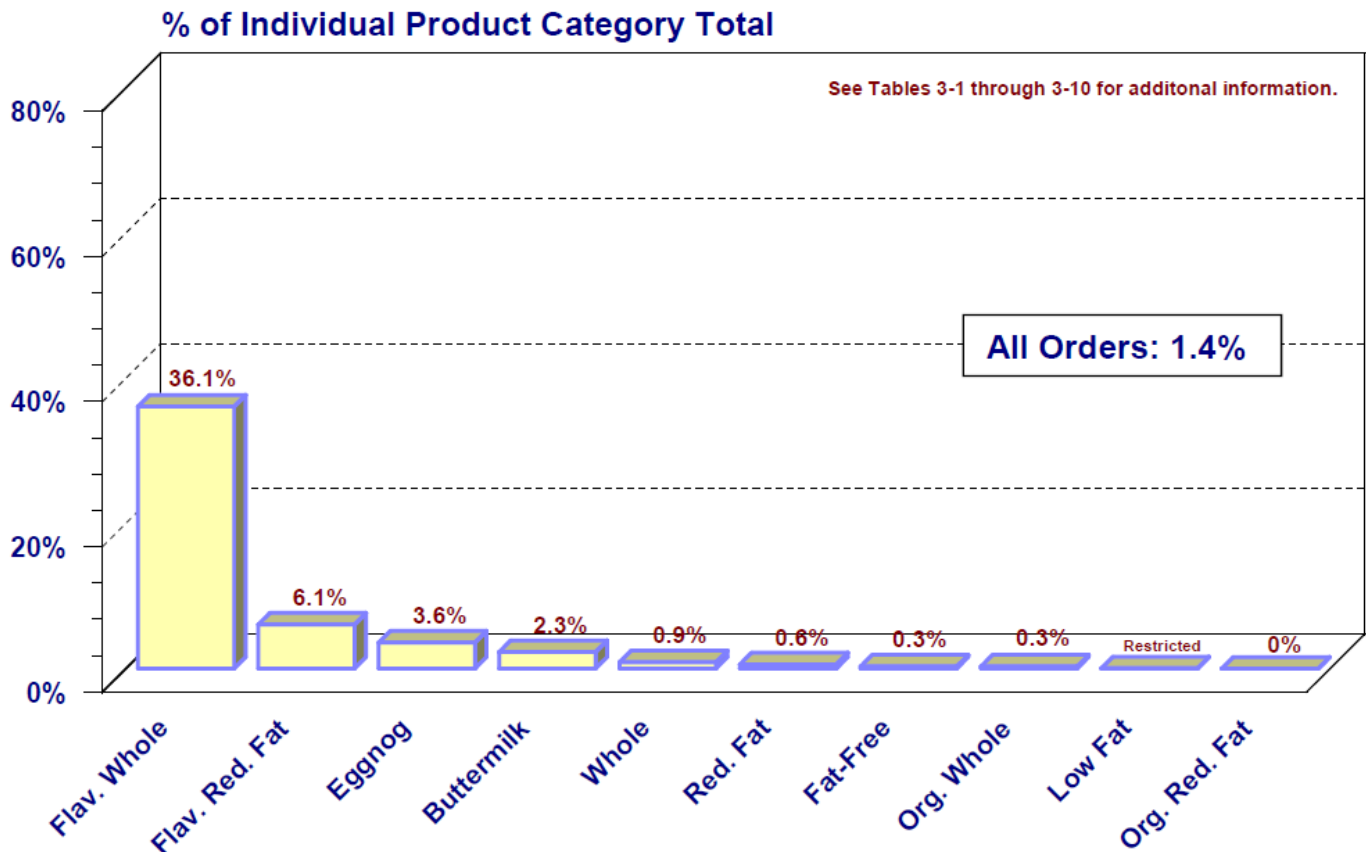
### All Federal Milk Marketing Orders



- The proportion of all FMO milk sold in quart containers during November 2011 was quite small, accounting for approximately 3% of the total.
- According to the biennial surveys, quarts have accounted for 10% or less of the total volume of milk sold since 1971.
- Approximately 44% of eggnog sales during November 2011 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 15% of flavored whole milk sales during November 2011. For all other categories, quarts comprised less than 3% of total sales.

## 2011 Fluid Milk Products Sold in Pint Containers

### All Federal Milk Marketing Orders

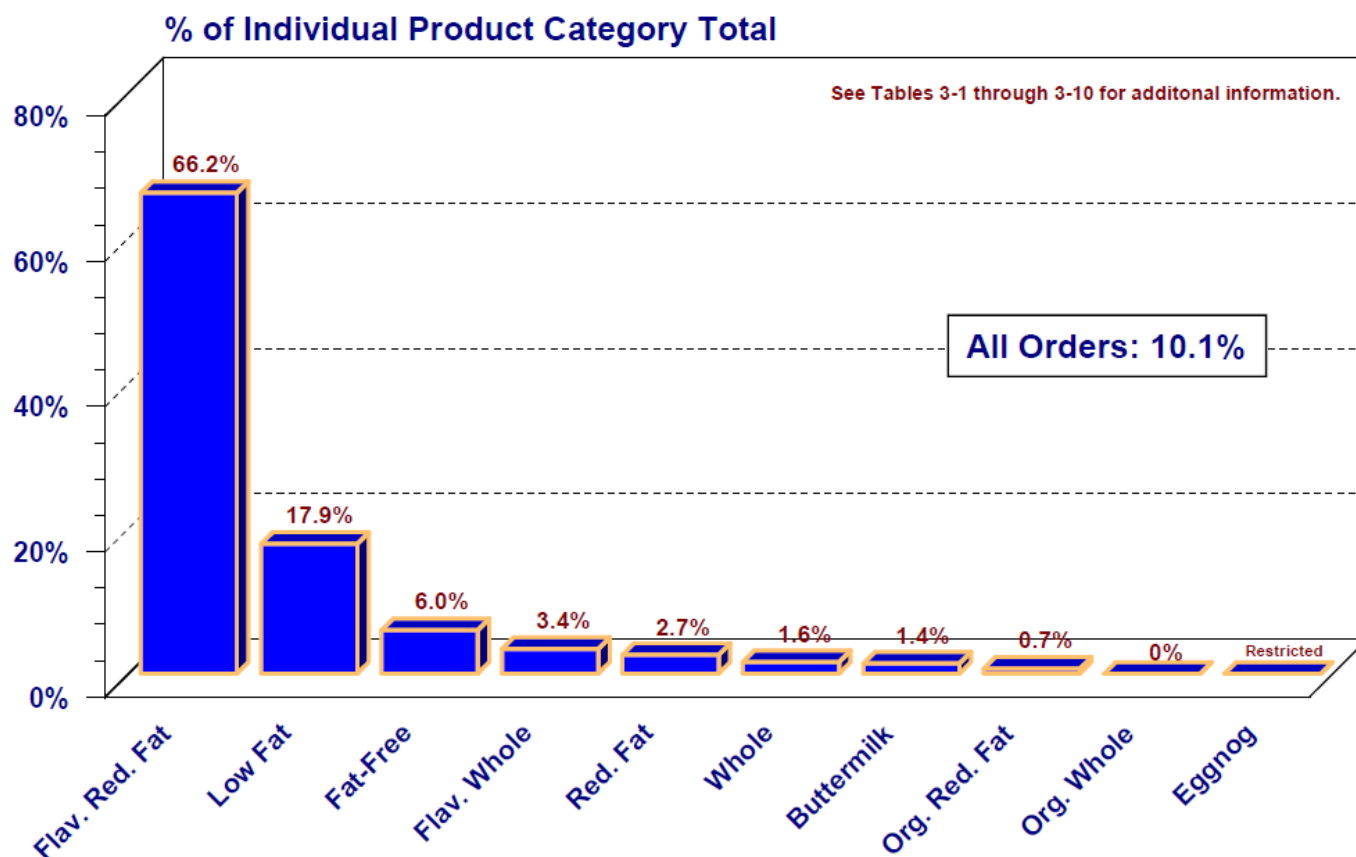


- Pint containers comprise a very small proportion of all FMO fluid milk sales – during November 2011 they made up approximately 1.4% of the total.
- Flavored whole milk was the only category with substantial sales in pint containers during November 2011, with pints accounting for a little over 36% of the total.
- The only other categories with sales in pints accounting for more than 3% of the FMO total were flavored reduced fat milk (6.1%) and eggnog (3.6%).



## 2011 Fluid Milk Products Sold in Half-Pint Containers

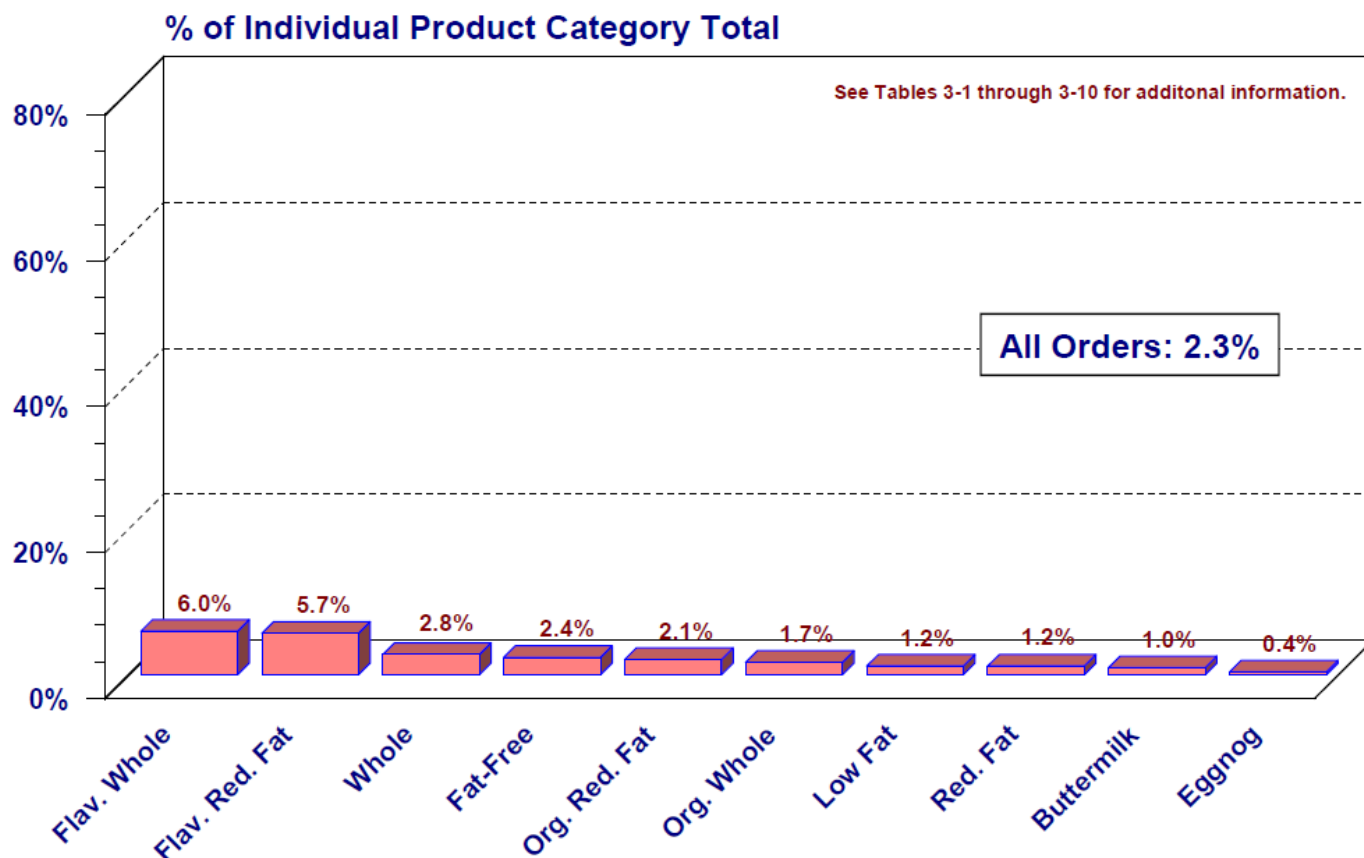
### All Federal Milk Marketing Orders



- Approximately 10% of all FMO fluid milk sales during November 2011 were in half-pint containers. This proportion is down slightly from 2007, but has remained remarkably stable since these surveys began in 1963, with the proportion between 9 and 11% during each survey.
- Nearly two-thirds of all flavored reduced fat sales were in half-pint containers, while half-pints accounted for approximately 18% of low fat milk sales.
- The only other category with half-pint sales accounting for more than 5% of total volume was the fat-free milk category with 6%.

## 2011 Fluid Milk Products Sold in Other Containers

### All Federal Milk Marketing Orders



- Other container sizes comprised approximately 2.3% of all November 2011 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.
- Flavored whole milk had the largest proportion of sales in the other size category with approximately 6%. The only other product with more than 5% of total sales in other size containers was 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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			54.7	54.7
Half-gallon	0.3	10.4	15.8	26.5
Quart	0.1	3.4	2.0	5.6
Pint	LT	0.1	0.6	0.7
Half-pint	CR-1	6.9	1.1	8.0
Other	CR-1	0.9	3.8	4.7
All sizes	0.3	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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			72.2	72.2
Half-gallon	CR-2	CR-2	12.8	12.8
Quart	CR-2	0.2	1.1	1.3
Pint		CR-2	1.2	1.2
Half-pint		11.7	0.2	11.9
Other			0.6	0.6
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			69.1	69.1
Half-gallon		CR-2	15.1	15.1
Quart		CR-2	2.5	2.5
Pint		CR-2	1.4	1.4
Half-pint		10.2	0.7	10.9
Other		CR-2	1.0	1.0
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			66.9	66.9
Half-gallon		1.2	14.3	15.5
Quart		0.3	2.3	2.6
Pint		CR-2	1.6	1.6
Half-pint		8.1	4.5	12.6
Other		CR-2	0.8	0.8
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			70.2	70.2
Half-gallon	CR-1	3.2	10.5	13.7
Quart		1.0	1.2	2.2
Pint		0.1	0.9	1.0
Half-pint		9.3	0.9	10.2
Other		1.3	1.5	2.8
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			65.1	65.1
Half-gallon	CR-2	2.6	16.6	19.2
Quart		1.7	0.4	2.1
Pint		CR-2	1.2	1.2
Half-pint		9.1	0.8	9.9
Other		LT	1.3	1.3
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 Midwest Order (033)**  
**Percentage by Size and Type of Container for November 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			69.8	69.8
Half-gallon	CR-2	0.7	11.6	12.3
Quart	CR-2	1.3	1.4	2.7
Pint		LT	3.4	3.4
Half-pint		8.5	1.4	9.9
Other		0.1	1.7	1.8
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			70.8	70.8
Half-gallon		10.5	7.4	17.9
Quart		2.5	CR-2	2.5
Pint		0.6	0.6	1.2
Half-pint		5.2	CR-2	5.2
Other		CR-2	2.3	2.3
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			67.3	67.3
Half-gallon		3.6	10.4	14.0
Quart		0.3	1.6	1.9
Pint		0.4	1.2	1.6
Half-pint		10.3	3.5	13.8
Other		0.1	1.3	1.4
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 2011**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>percent*</i>			
Gallon			73.1	73.1
Half-gallon		1.1	12.0	13.1
Quart		CR-2	1.8	1.8
Pint		CR-2	LT	CR
Half-pint		6.6	CR-2	6.6
Other		CR-2	5.5	5.5
All sizes		7.7	92.4	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 2011**

Marketing Area	Order #	Size of Container:						
		Pint	Half-Pint	14 Ounce	12 Ounce	10 Ounce	Other	Total
		<i>percent**</i>						
Northeast	001	0.6	1.1	0.3	0.2	0.1	LT	2.3
Appalachian	005	1.2	0.2	CR	LT	LT	CR	1.4
Florida	006	CR		LT	CR			CR
Southeast	007	CR	CR	CR	0.2	0.2		0.8
Upper MW	030	0.6	0.3		0.1			1.0
Central	032	1.1	0.7		0.1	CR	CR	2.0
Mideast	033	3.2	1.4		0.2			4.9
Pacific NW	124	0.6	CR		LT			0.6
Southwest	126	1.2	3.5	0.1	0.1		0.2	5.0
Arizona	131		CR				CR	CR
All Orders	---	1.0	0.9	0.1	0.1	LT	0.1	2.3

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 1965-2011**

Year	Method of Distribution:						
	Home Delivery	Food Chain		Institutional		Other Wholesale	Total
		Super- markets	Dairy and Convenience	Military	Schools		
	<i>percent*</i>						
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
2011	0.3	42.6	7.6	0.8	8.0	40.6	100.0

**Table 7**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Method of Distribution – Individual Orders**  
**November 2011**

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	40.6	10.4	0.9	4.4	43.3	100.0
Appalachian	005	CR	46.4	5.2	2.0	16.3	30.2	100.0
Florida	006	---	40.8	5.5	0.5	15.4	37.8	100.0
Southeast	007	---	37.6	5.6	1.8	11.6	43.4	100.0
Upper MW	030	0.8	34.3	6.6	CR	4.9	53.5	100.0
Central	032	CR	47.2	8.9	0.7	8.3	34.9	100.0
Mideast	033	CR	37.1	6.7	0.1	5.3	50.8	100.0
Pacific NW	124	CR	47.1	10.5	0.8	3.8	37.8	100.0
Southwest	126	---	59.0	5.9	0.5	9.6	24.9	100.0
Arizona	131	---	CR-X	CR-X	CR-X	CR-X	CR-X	CR-X
All Orders	---	0.3	42.6	7.6	0.8	8.0	40.6	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 2011**

Marketing Area	Order	Supermarkets		Dairy and Convenience		Total	
		Vertically Integrated	Other	Vertically Integrated	Other	Vertically Integrated	Food Chain Stores
		<i>percent**</i>					
Northeast	001	11.1	29.4	4.8	5.6	15.9	51.0
Appalachian	005	16.8	29.6	1.4	3.9	18.2	51.6
Florida	006	40.8		5.5		46.3	46.3
Southeast	007	37.6		5.6		43.2	43.2
Upper MW	030	CR	34.3	CR	6.6	CR	40.9
Central	032	20.3	26.9	3.9	5.0	24.1	56.1
Mideast	033	CR	37.1	0.5	6.2	CR	43.8
Pacific NW	124	24.7	22.4	3.3	7.2	28.0	57.5
Southwest	126	43.5	15.5	2.8	3.1	46.3	64.9
Arizona	131	CR-X	CR-X	CR-X	CR-X	CR-X	CR
All Orders	---	20.5	22.1	3.6	4.0	24.1	50.2

**Table 9**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Type of Other Wholesale Outlet – Individual Orders**  
**November 2011**

Marketing Area	Order Number	Type of Other Wholesale Outlet:			
		Superstores and Hypermarkets	Warehouse Stores and Wholesale Clubs	Other	Total
		<i>percent**</i>			
Northeast	001	6.6	4.8	32.0	43.3
Appalachian	005	12.6	1.7	16.0	30.2
Florida	006	5.0	CR	32.8	37.8
Southeast	007	23.2	3.6	16.6	43.4
Upper Midwest	030	12.6	1.7	39.2	53.5
Central	032	13.4	7.0	14.4	34.9
Mideast	033	21.3	1.8	27.7	50.8
Pacific NW	124	13.3	8.6	15.9	37.8
Southwest	126	4.2	12.7	8.0	24.9
Arizona	131	CR-X	CR-X	CR-X	CR-X
All Orders	---	12.4	4.6	23.7	40.6

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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:**

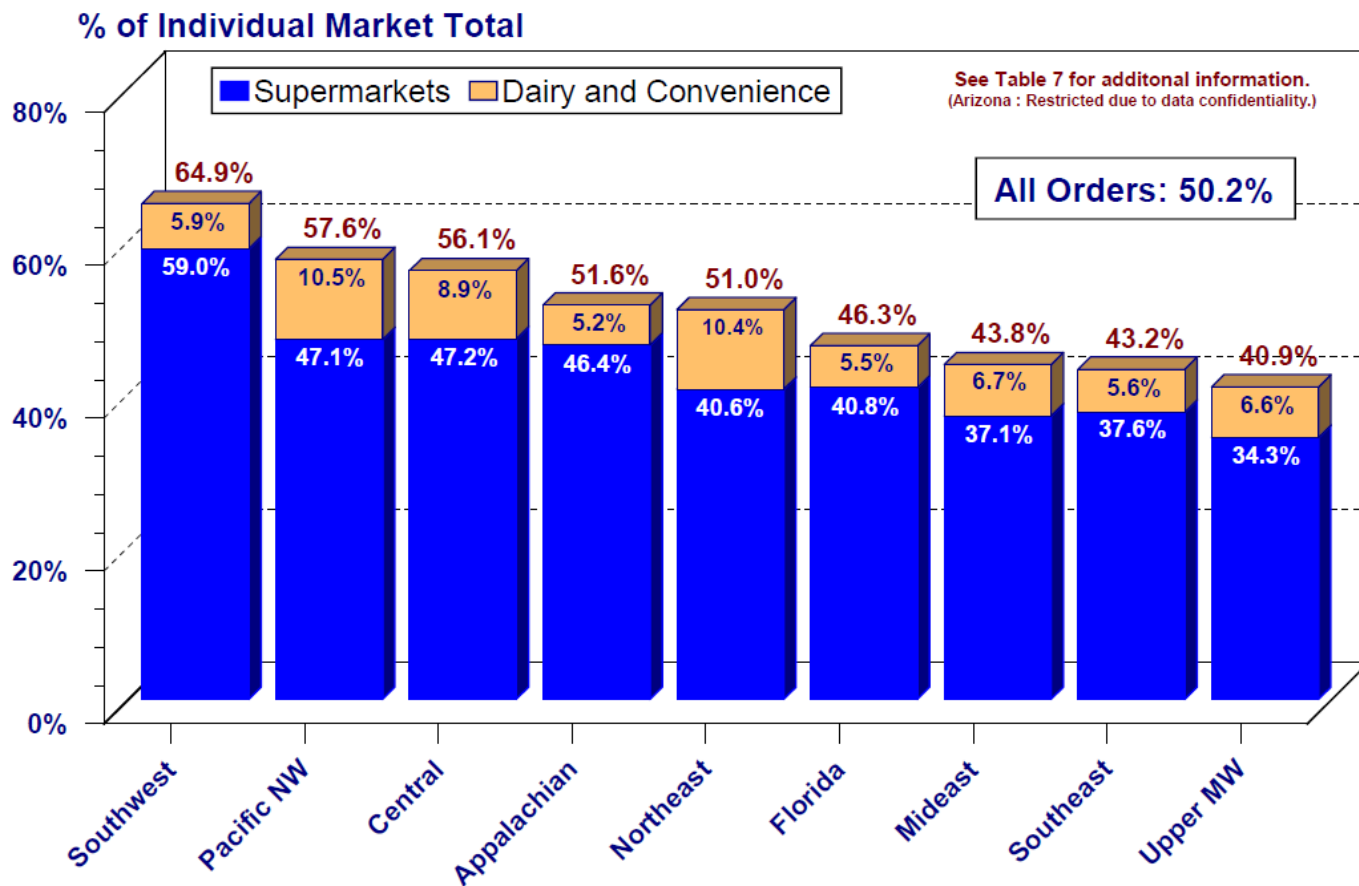
CR- Restricted due to confidentiality. Included in applicable "Other" category.

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.

## 2011 Fluid Milk Products Sold by Method of Distribution

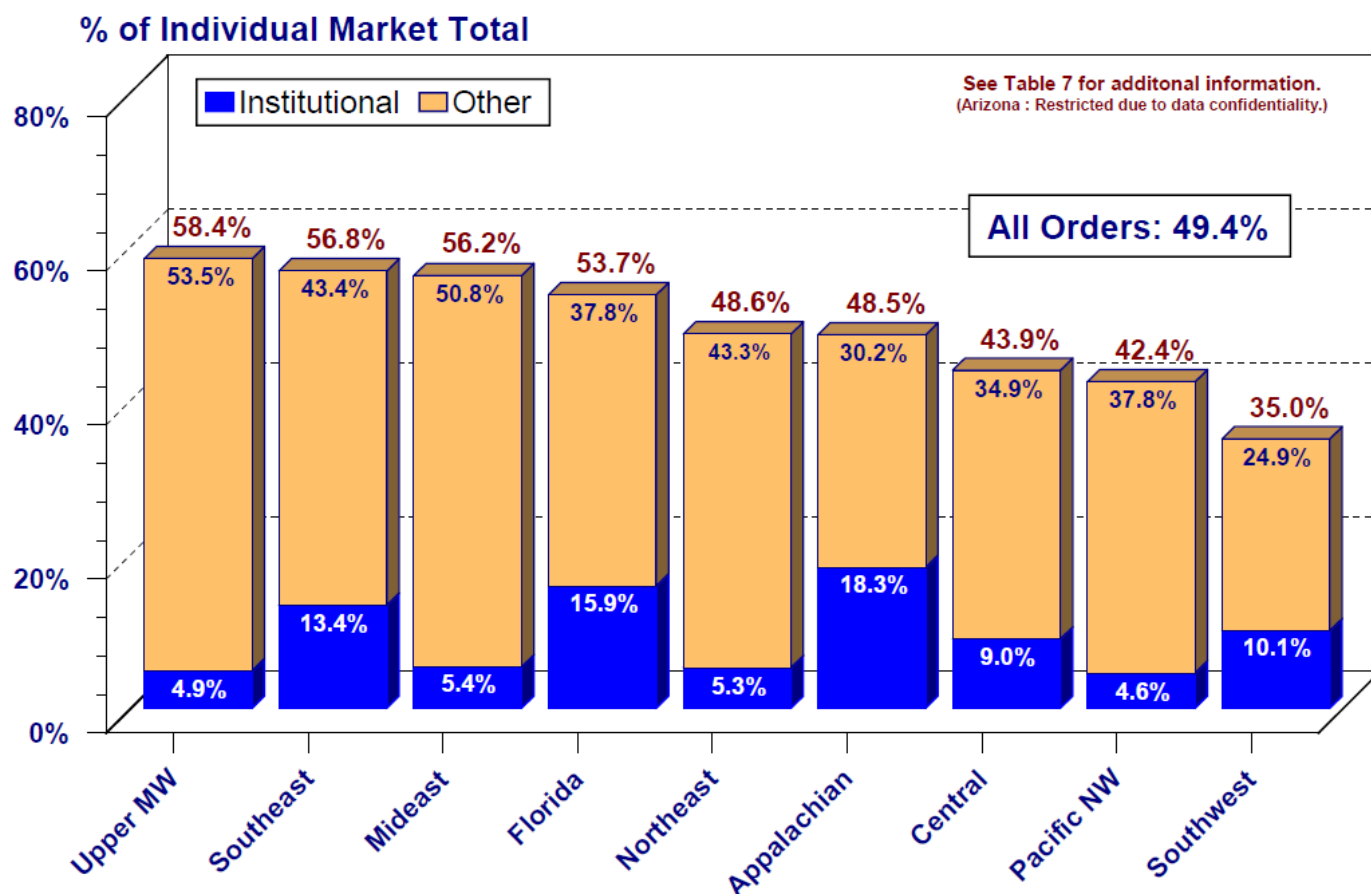
### Food Chains



- Slightly more than half of all FMO fluid milk sales during November 2011 were sold through food chain stores. The food chain category includes supermarkets as well as dairy and convenience stores.
- Supermarkets comprised approximately 43% of fluid milk sales during November 2011, while dairy and convenience outlets accounted for less than 8%. Supermarket sales accounted for more than 40% of total sales for six orders.
- The proportion of sales attributable to food chains ranged from a low of 40.9% for the Upper Midwest to a high of 64.9% for the Southwest Order.
- The Pacific Northwest Order reported the largest proportion of sales by dairy and convenience stores, with 10.5% of the order total.

## 2011 Fluid Milk Products Sold by Method of Distribution

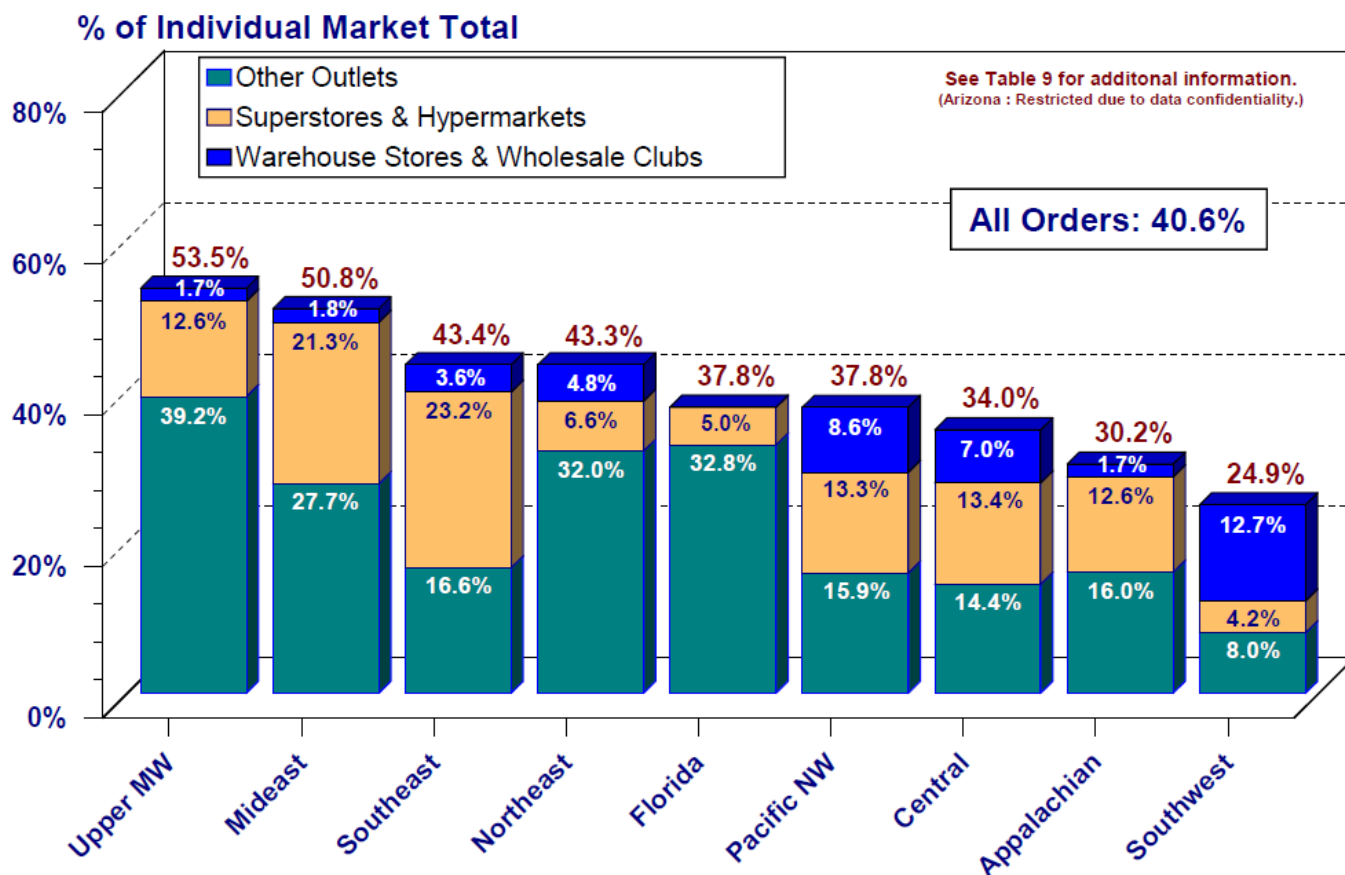
### Institutional and Other



- Institutional and other sales outlets accounted for 49.4% of all FMO fluid milk sales during November 2011. The Upper Midwest Order reported the largest proportion in these combined categories with 58.4%, while the Southwest reported the lowest at 35.0%
- 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 4.6% of the market total for the Pacific Northwest to a high of 18.3% for the Appalachian Order.
- The other category comprised 53.5% of the market total for the Upper Midwest Order, which was the largest among all FMOs during November 2011. The Mideast Order was the only other order to report more than 50% of sales by this method of distribution.

## 2011 Fluid Milk Products Sold by Method of Distribution

### Other Wholesale Outlets



- The other wholesale outlet method of distribution category -- warehouse stores & wholesale clubs, superstores & hypermarkets, and all other wholesale outlets -- accounted for 40.6% of total FMO fluid milk sales during November 2011.
- The Southwest Order reported the largest proportion of sales by warehouse stores & wholesale clubs with 12.7 %, while several orders reported proportions of less than 5%
- Sales by superstores & hypermarkets ranges from a low of 4.2% of the total for the Southwest Order, to a high of 23.2% 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. This category accounted for 23.7% of all FMO sales during November 2011, with a high of 39.2% for the Upper Midwest order and a low of 8.0% for the Southwest Order.

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**Table 10**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**November of Selected Years 1965-2011**

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
2011	3,794	96.9	3.1

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 2011**

Product	Sales:	Marketing Area	Order #	Sales:
	November 2011			November 2011
	<i>million pounds*</i>			<i>million pounds**</i>
Whole Milk	938	Northeast	001	882
Organic Whole	28	Appalachian	005	360
Flavored Whole	41	Florida	006	209
Eggnog	59	Southeast	007	387
Reduced Fat (2%)	1,237	Upper MW	030	360
Low Fat (1%	506	Central	032	381
Fat-Free (skim)	545	Mideast	033	530
Organic Fat Reduced	90	Pacific NW	124	191
Flavored Fat Reduced	315	Southwest	126	372
Buttermilk	36	Arizona	131	121
All Orders	3,794	All Orders	---	3,794

NOTES for Table 11:

\*Total sales for all orders combined. Totals may not add due to rounding.

\*\*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. Totals may not add due to rounding.

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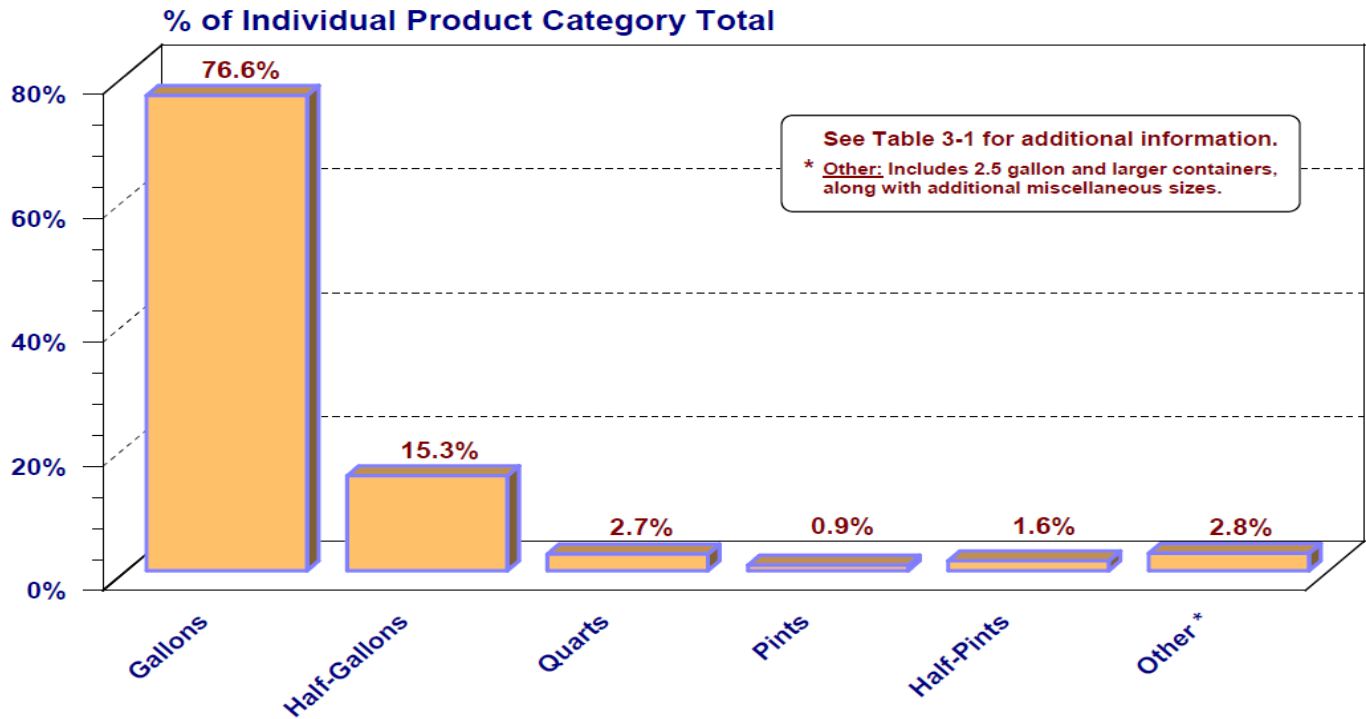
**Appendix – Table A-1**  
**Factors for Converting Container Units to Sales Volume – Pounds per Unit**

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



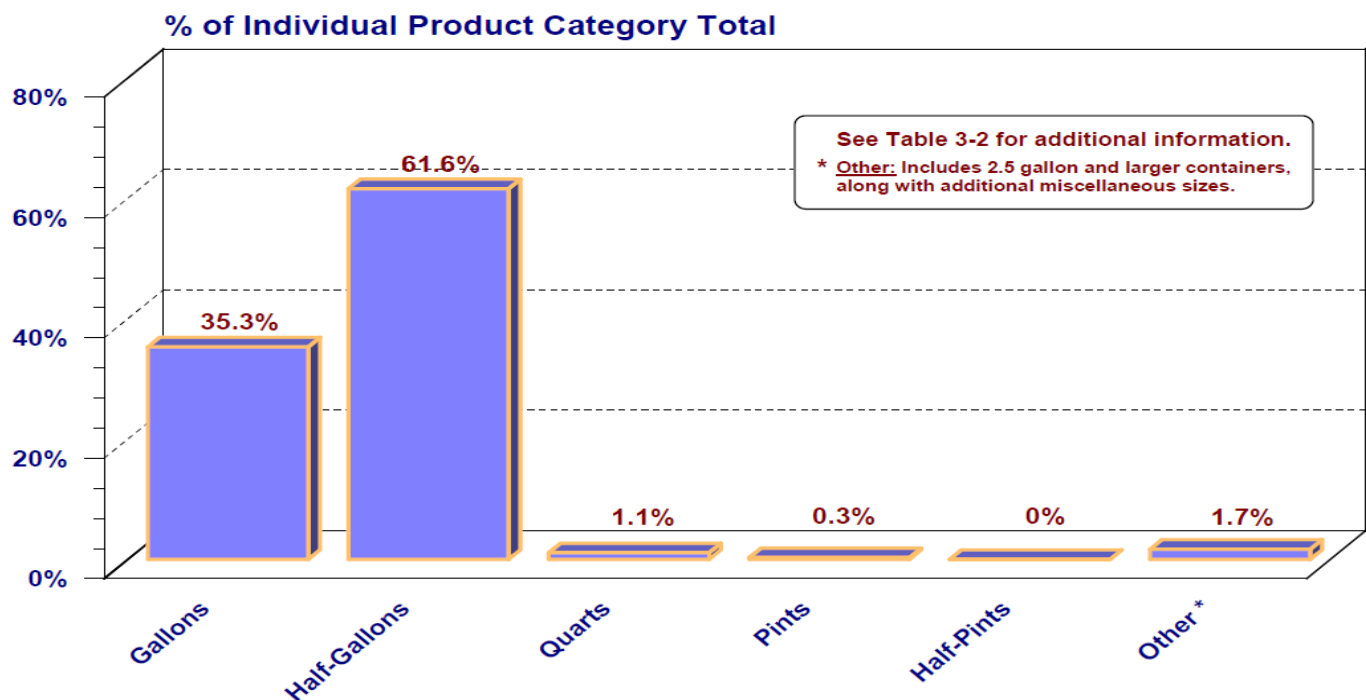
## **2011 Whole Milk Sales By Container Size**

All Federal Milk Marketing Orders



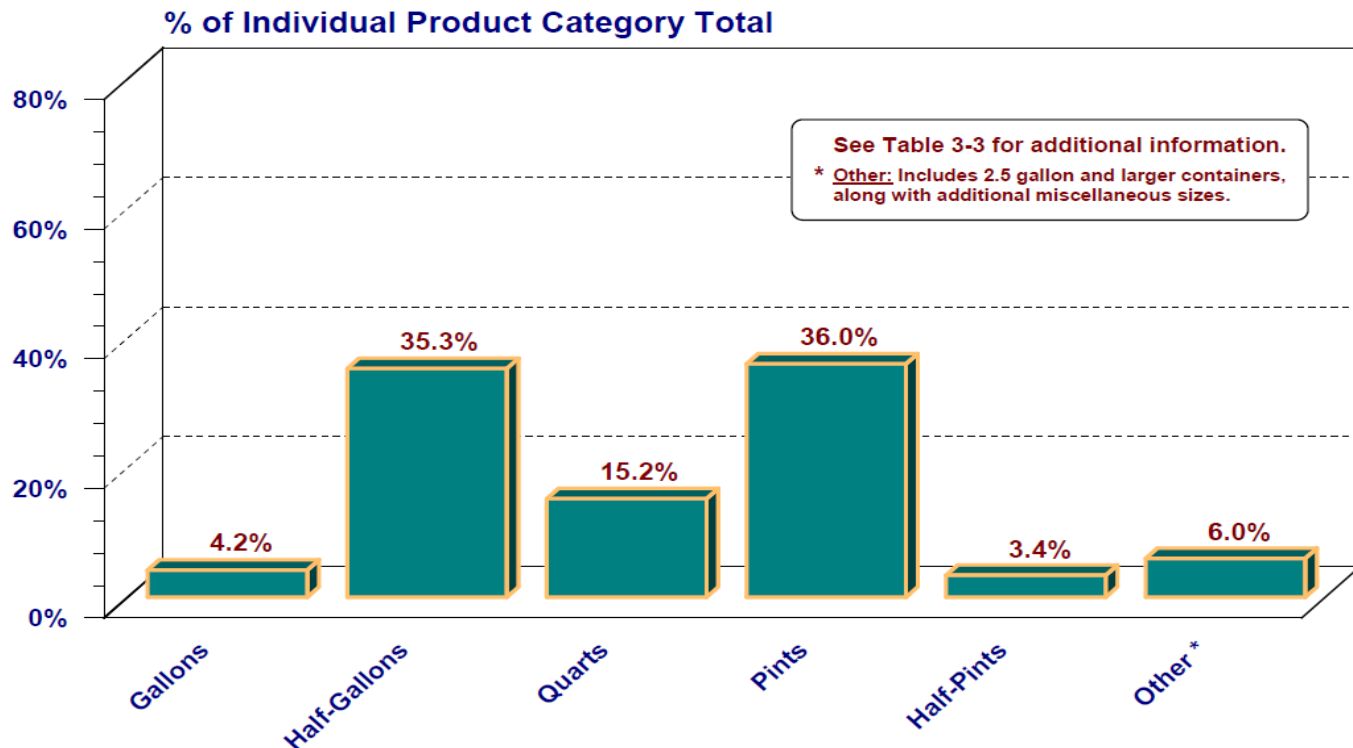
## **2011 Organic Whole Milk Sales By Container Size**

All Federal Milk Marketing Orders



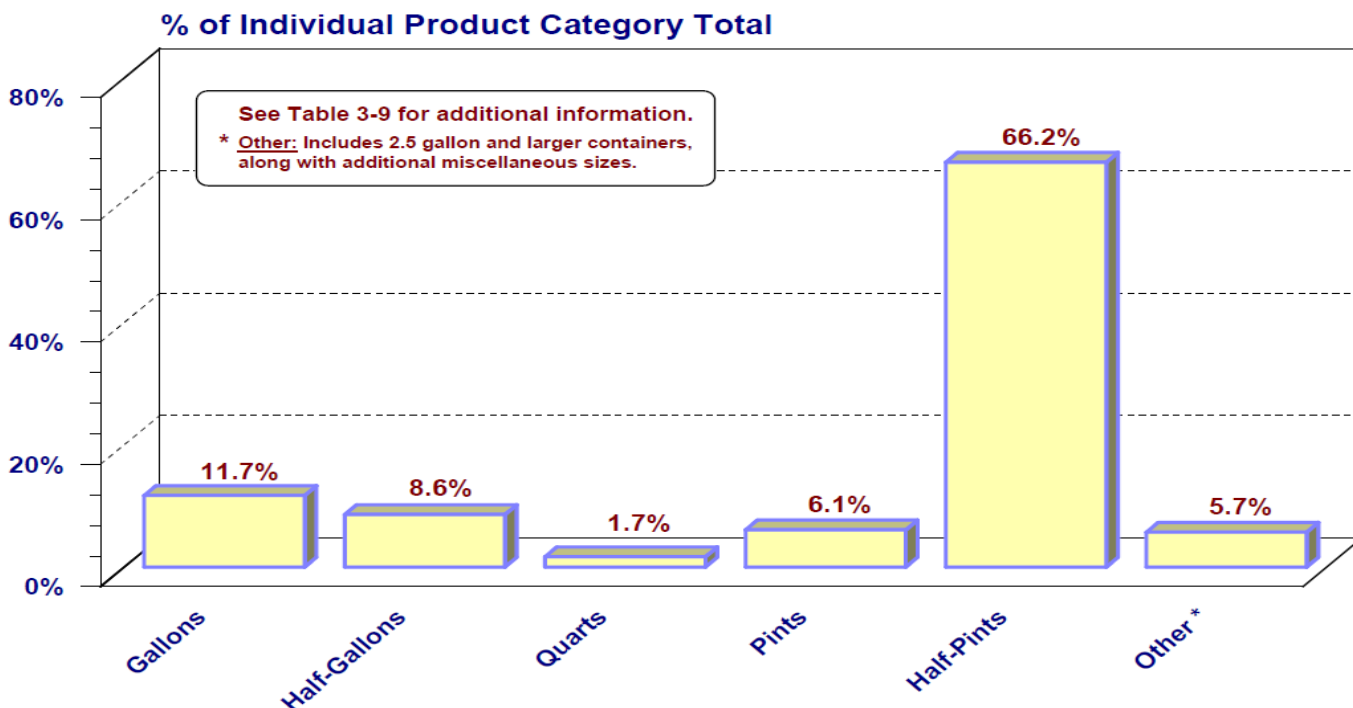
## 2011 **Flavored Whole Milk** Sales By Container Size

All Federal Milk Marketing Orders



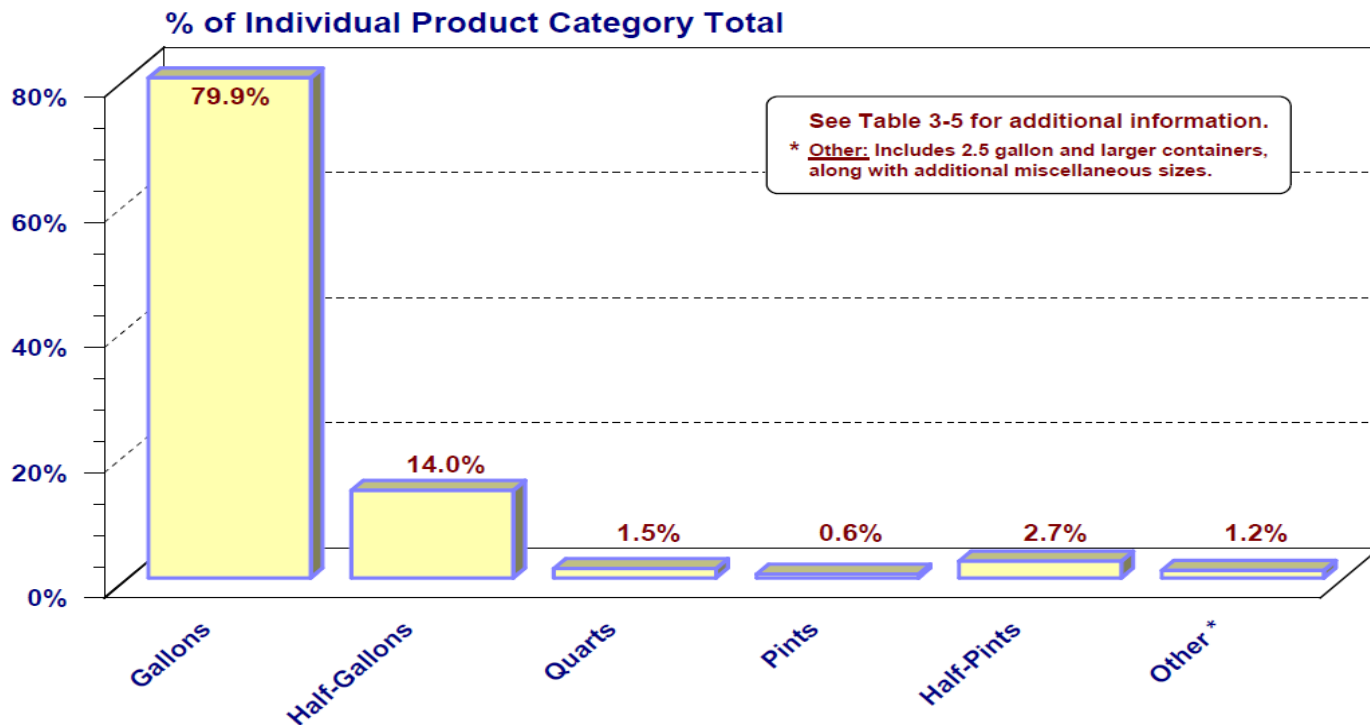
## 2011 **Flavored Reduced Fat Milk** Sales By Container Size

All Federal Milk Marketing Orders



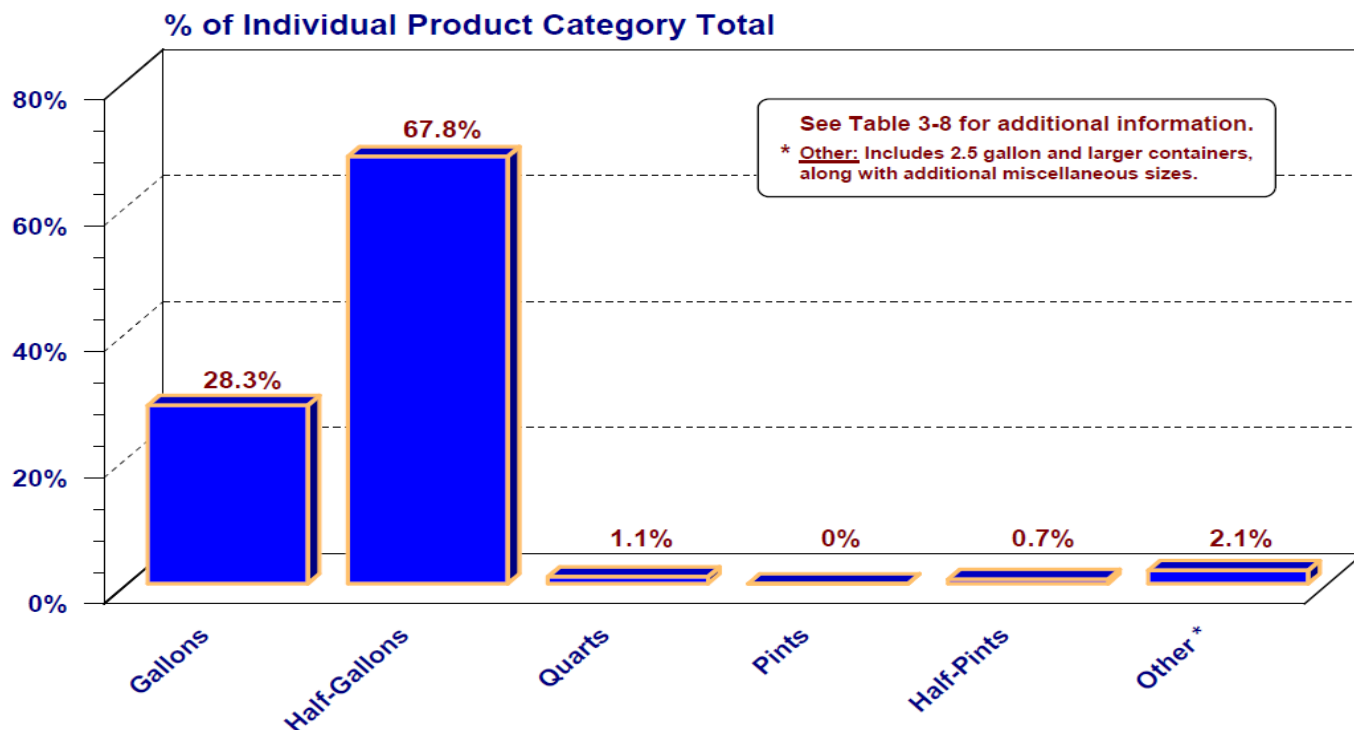
## 2011 Reduced Fat Milk Sales By Container Size

All Federal Milk Marketing Orders



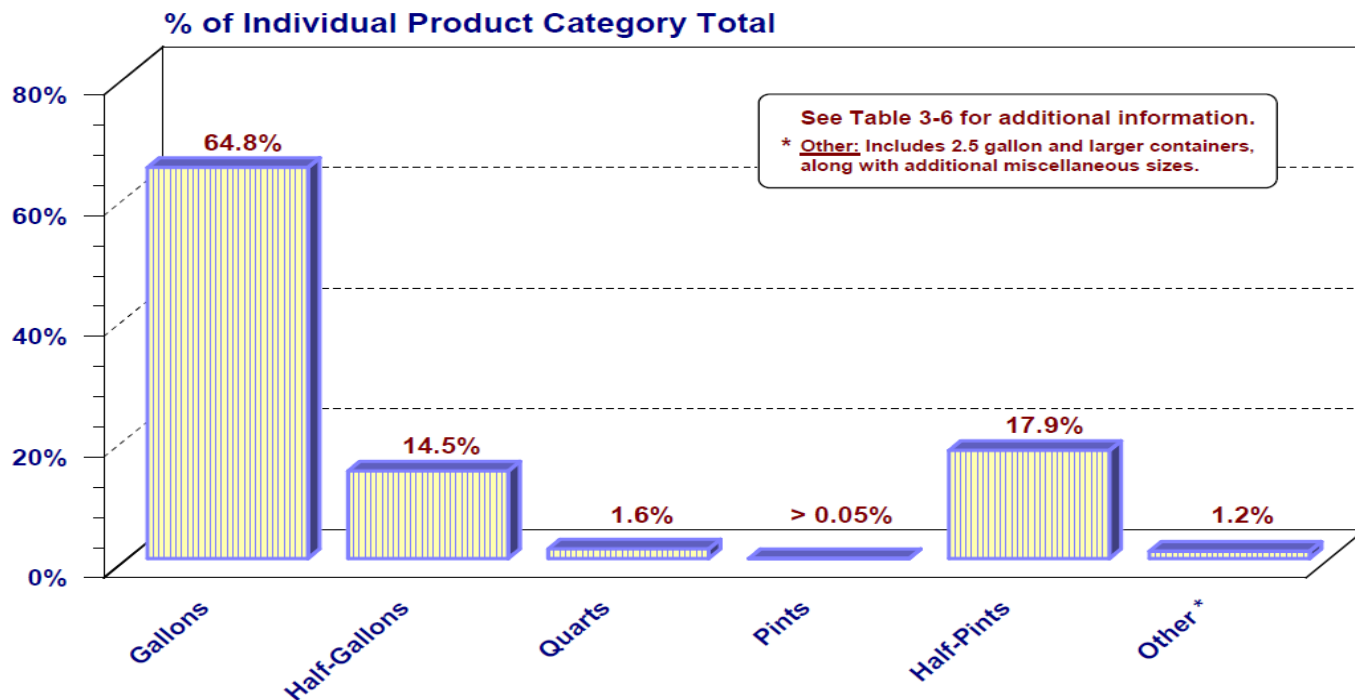
## 2011 Organic Reduced Fat Milk Sales By Container Size

All Federal Milk Marketing Orders



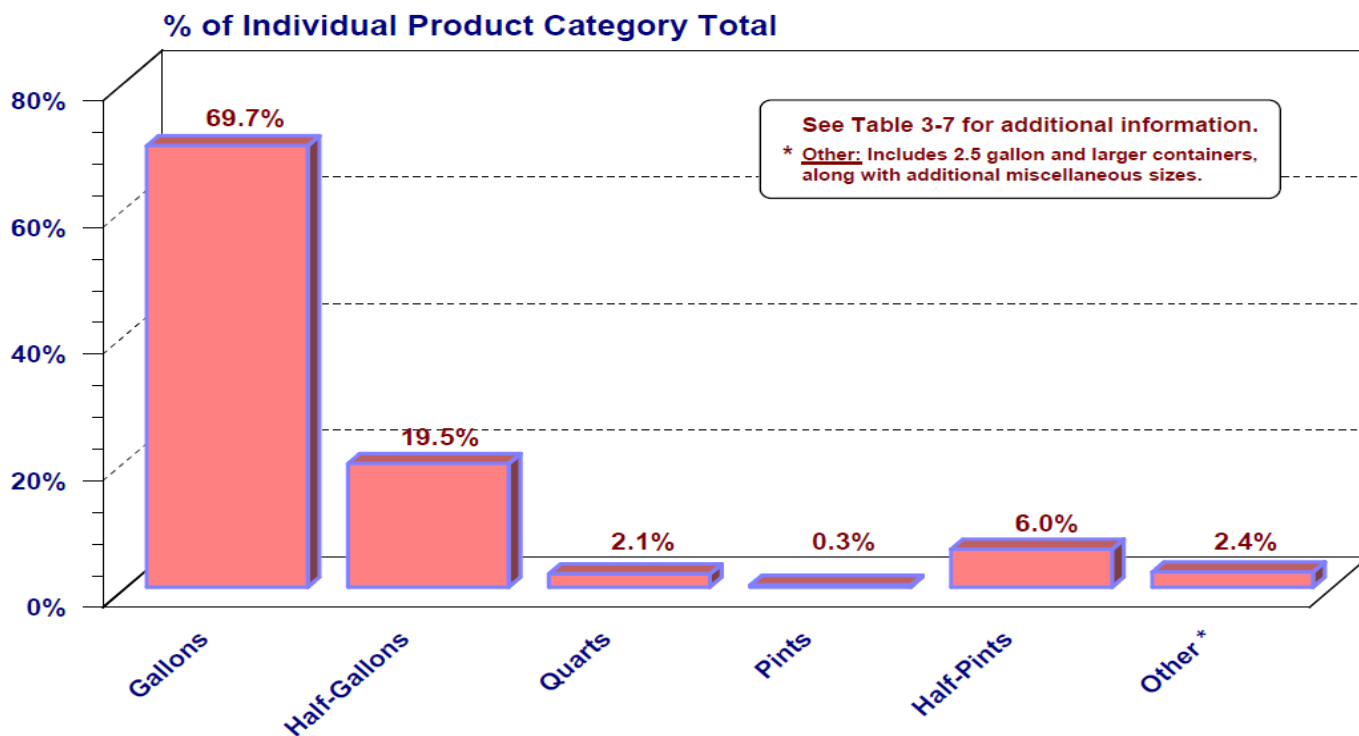
## 2011 **Lowfat Fat Milk** Sales By Container Size

All Federal Milk Marketing Orders



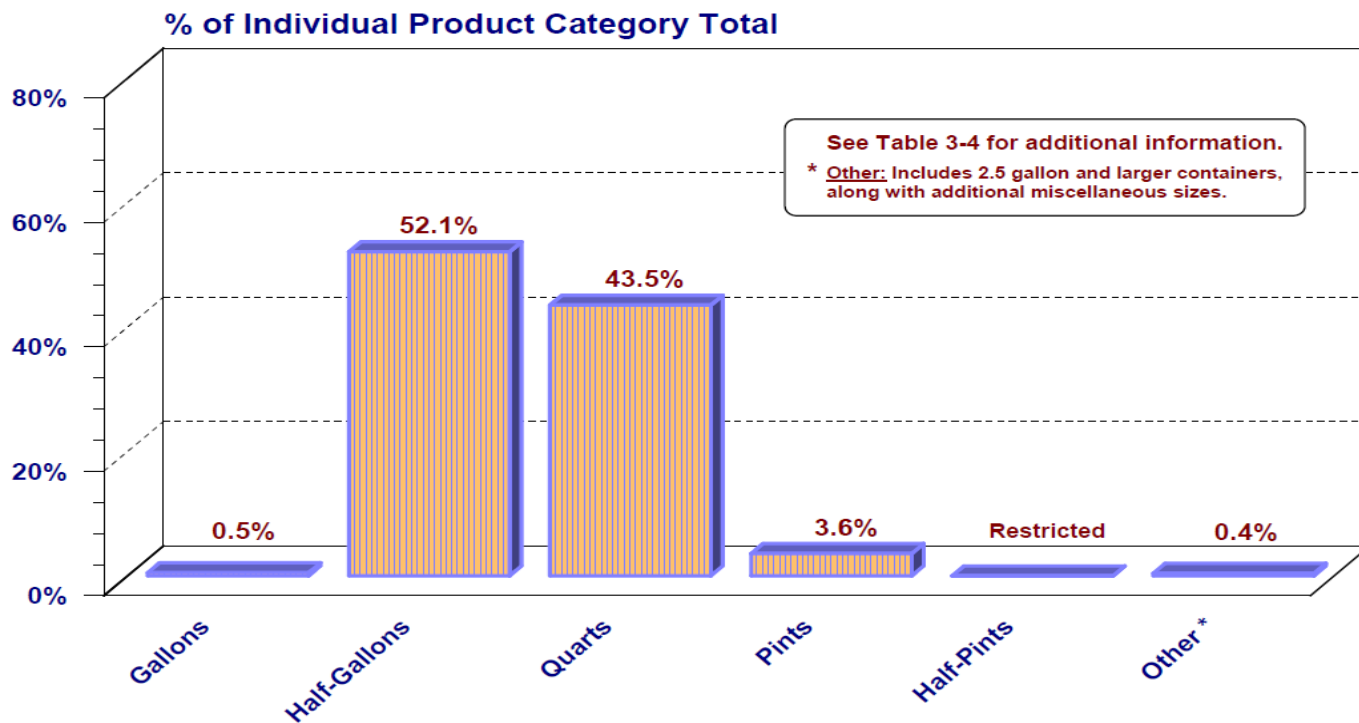
## 2011 **Fat-Free Milk** Sales By Container Size

All Federal Milk Marketing Orders



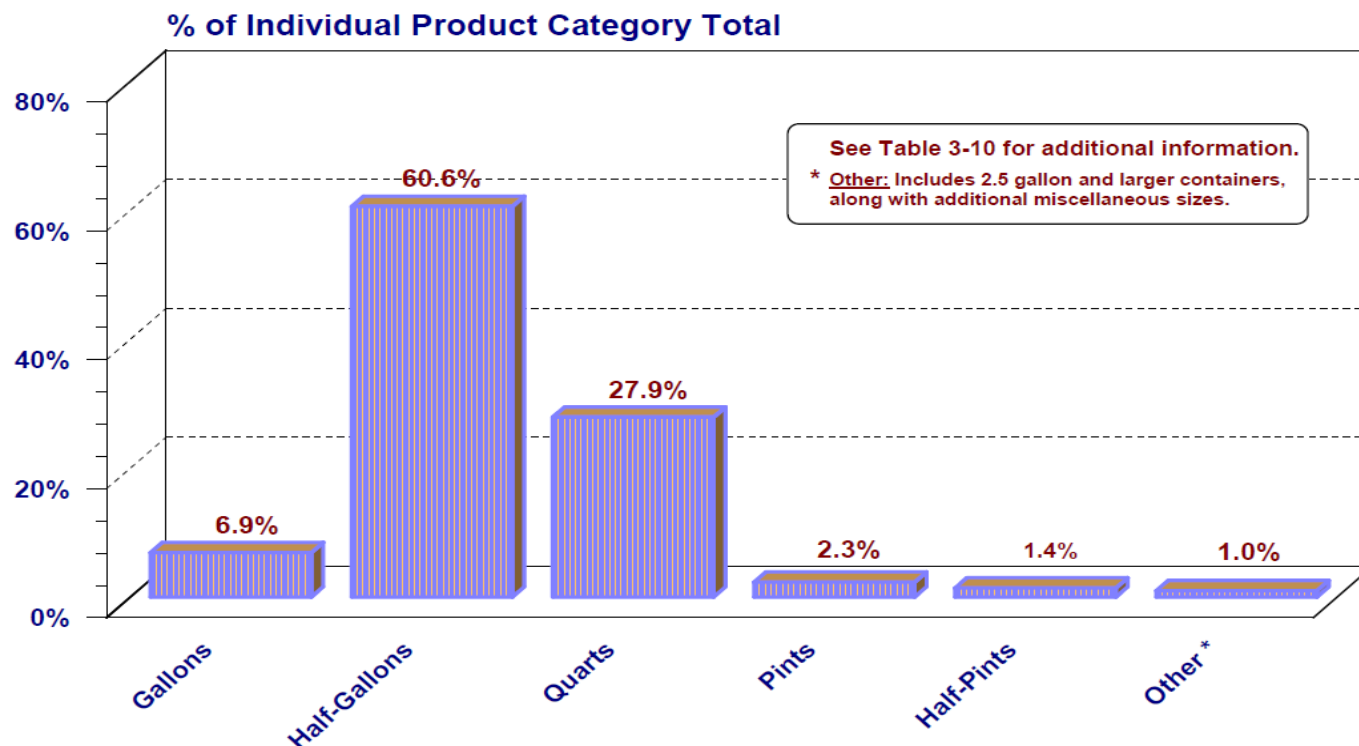
## 2011 Eggnog Sales By Container Size

All Federal Milk Marketing Orders



## 2011 Buttermilk Sales By Container Size

All Federal Milk Marketing Orders



**Information Contacts:**

This report was compiled and published by the Central Federal Milk Marketing Order Market Administrator's office, with assistance from the other FMMA offices. E-mail inquiries may be sent to [econ.staff@fmmacentral.com](mailto:econ.staff@fmmacentral.com).

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