

United States
Department of Agriculture

Marketing and
Regulatory
Programs
Agricultural
Marketing
Service

Dairy Program
April 2019

# Packaged Fluid Milk Sales in Federal Milk Order Markets: 

## By Size and Type of Container,

 Category, and Distribution Method During November 2021Packaged Fluid Milk Sales Report<br>Agricultural Marketing Service

## 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 (FMMO's). The information in this report is based on a survey of fluid milk sales by handlers regulated under Federal milk marketing orders during November 2021. Its purpose is to update a similar survey in November 2019, and to see if trends observed in past surveys are continuing. Data were obtained from milk handlers regulated under the 11 marketing orders.

Handlers regulated under FMMO's 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. 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, along with sales of eggnog which vary seasonally.

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 provided in Appendix 1 (page 47).

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

## Recent Changes in the Survey

The survey used to collect 2021data was identical to the one used to collect data for 2019 and 2017. However, the California FMMO became effective in November 2018 and data for that order is included in the 2021 and 2019 publications.

The survey used to collect 2017 data underwent one relatively minor change compared with 2015. The 2015 survey grouped products into three categories -- conventional, organic, and extended shelf life (ESL) -- for all products except eggnog and cultured buttermilk. The 2017 survey required eggnog and cultured buttermilk to be grouped in the same manner as all other products. This data is detailed in Tables 3 and 5 of this publication.

The survey used to collect 2015 data underwent significant changes compared with those used for previous reports. This was done to "modernize" the data collection to better reflect current marketing conditions, and to allow a more user-friendly publication of survey results. The change in data collection resulted in an alteration of several tables compared with previous publications. Graphical presentation was significantly expanded in the 2015 report, with roughly double the number of graphs compared with the 2013 report.

Changes to the 2015 survey compared with previous years included reducing the number of container sizes reported, which allows publication with fewer instances of restricted data. Grouping products into three categories - conventional, organic, and extended shelf life (ESL) -- was also a new feature of the 2015 survey. Finally, data collection pertaining to the method of distribution was altered in the 2015 survey. A detailed description of the 2015 survey changes can be found in the preface of the 2015 publication.

Packaged Fluid Milk Sales Report<br>Agricultural Marketing Service

## TABLE OF CONTENTS

Page No.
Preface ..... 2
Table of Contents ..... 3-4
Table 1: Total FMP Sold by Handlers Regulated under FMMO's
Percentage by Container Type - November of Selected Years 1965-2021 ..... 5
Table 2: Total FMP Sold by Handlers Regulated under FMMO's
Percentage by Container Size - November of Selected Years 1965-2021 ..... 5
Graphs 1 and 2: Fluid Products Sold by Container Type and Container Size, November of Selected Years 1965-2021. ..... 6-7
Table 3: Products Sold by Size and Type of Container; by Size and Category; by Individual Products (Tables 3-1 to 3-9) November 2021 ..... 8-24
Graphs 3-12: Sales by Container Size and Category for Each Product and All Products Combined - November 2021 ..... 9-26
Graphs 13-18: Sales by Container Size, All Orders and All Categories Combined November 2021 ..... 27-32
Table 4: Products Sold by Size and Type of Container for Each Order (Tables 4-1 to 4-11) November 2021 ..... 33-36
Table 5: Products Sold by Container Size, by Product and Category, All Orders (Tables 5-1 to 5-7) November 2021 ..... 37-39
Table 6: Product Sold by Method of Distribution, All Orders Combined, November of Selected Years 1965-2021 ..... 40
Table 7: Products Sold by Method of Distribution, By Individual Order, November 2021 ..... 41
Table 8: Products Sold by Type of Other Wholesale Outlet By Individual Orders, November 2021 ..... 42
Graphs 19-21: Fluid Products Sold by Method of Distribution November 2021 ..... 43-45
Table 9: Total Pounds of FMP Sold by Handlers Regulated under FMMO's, Percentage by Category - November of Selected Years 1965-2021 ..... 46
Table 10: Total Pounds of FMP Sold by Handlers Regulated under FMMO's By Product and By Marketing Area - November 2021. ..... 46

## Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service

Appendix 1: Definitions and Factors for Converting Container Units to Sales VolumeDefinitions48
Factors for Converting Container Units to Sales Volume ..... 49
Appendix 2: Sales by Product and Container Size
Graphs for Tables 3-1 to 3-8: Percentage by Container Size for Individual Products ..... 51-54
Appendix 3: Sales by Method of Distribution
Graphs for Tables 7 \& 8: Percentage by Method of Distribution for Individual Orders. ..... 56-61
Information Contacts ..... 62

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 1
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders
Percent by Container Type
November of Selected Years 1965-2021

| Year | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | Other |
|  |  |  |  |  |
| 1965 | 29 | 65 | 4 | 2 |
| 1975 | 2 | 67 | 31 | LT |
| 1985 | LT | 34 | 65 | LT |
| 1995 | LT | 24 | 76 | LT |
| 2005 | LT | 15 | 85 | NA |
| 2007 | LT | 15 | 85 | NA |
| 2009 | LT | 14 | 85 | NA |
| 2011 | LT | 15 | 85 | NA |
| 2013 | LT | 14 | 86 | NA |
| 2015 | LT | 16 | 84 | NA |
| 2017 | LT | 17 | 83 | NA |
| 2019 | LT | 19 | 81 | NA |
| 2021 | LT | 18 | 82 | NA |

Table 2
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders
Percent by Container Size
November of Selected Years 1965-2021

| Year | Size of Container: |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Gallon | Half-gallon | Quart | Pint | Half-pint | Over 10 quart | Other** |
|  |  |  |  |  |  |  |  |
| 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 |
| 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 |
| 2013 | 66 | 18 | 3 | 1 | 10 | 1 | 1 |
| 2015 | 64 | 18 | 3 | 1 | 11 | CO | 1 |
| 2017 | 64 | 18 | 3 | 1 | 11 | CO | 3 |
| 2019 | 58 | 20 | 3 | 2 | 13 | CO | 4 |
| 2021 | 58 | 21 | 3 | 1 | 10 | CO | 7 |

NOTES for Table 1 and Table 2:
LT - Less than 0.5 percent.
CO - Included in "Other".
NA - This category was discontinued prior to 2003.

* Totals may not add due to rounding.
** Other" (Table 2) includes miscellaneous sizes, in most cases smaller than a pint. For 2015-2021 it also includes 2.5 gallon and larger containers.



## Graph 1: Fluid Milk Products Sold by Container Type

> Plastic containers continue to be the dominate type used to distribute fluid milk products, accounting for approximately $82 \%$ of the volume of packaged fluid milk sold by FMMO handlers during November 2021. Plastic containers have accounted for two-thirds or more of the volume sold in each survey since 1987. Its proportion increased 1 percentage point in the 2021 biennial survey but decreased by 4 percentage points compared with the November 2013 survey.
> Paper continues to be the second most popular container type, accounting for around $18 \%$ of the total sold, up from 14\% in November 2013. Paper's popularity peaked in 1971 when it was responsible for approximately $78 \%$ of the volume sold.
$>$ 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.

## Fluid Milk Products Sold by Container Size

All Federal Milk Marketing Orders


## Graph 2: Fluid Milk Products Sold by Container Size

> Although gallon containers continue to account for most of the fluid milk sold by FMMO handlers, the proportion has declined from a high of $67 \%$ in November 2009 to $58 \%$ in 2019 and 2021. Prior to 2019 , gallon containers had accounted for at least $60 \%$ of the total during each survey since 1985, and the proportion was relatively constant in the mid 60's from 1995 through 2017.
> 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 2021 increased to $21 \%$. Prior to 2019, the proportion sold in half-gallon containers had been around $18 \%$ in every survey since 1995.
> The volume accounted for by quarts has been constant at approximately $3 \%$ of the total during each survey since 2005, which is one-fourth the level recorded in 1965.
> The proportion of milk sold in half-pint containers decreased by 3 percentage points in the 2021 survey to $10 \%$ of the total. Prior to 2019, pint container's proportion of the total had remained remarkably constant since the mid 1960 's, with a high of $11 \%$ and a low of $9 \%$.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-1
Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ---------------------------- Percent of Federal Order Total* ------------------------------- |  |  |  |
| Gallon |  |  |  |  |
| Half-gallon | 0.2 | 7.1 | 13.1 | 20.3 |
| Quart | LT | 0.4 | 1.3 | 1.7 |
| Pint | CR-LT | LT | 0.6 | 0.6 |
| Half-pint | -- | 0.9 | 0.1 | 1.0 |
| Other** | LT | 0.4 | 6.3 | 6.8 |
| All sizes | 0.2 | 8.8 | 91.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-1A
Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 67.4 | 0.7 | 1.5 | 69.6 |
| Half-gallon | 13.7 | 2.0 | 4.6 | 20.3 |
| Quart | 1.4 | 0.3 | 0.1 | 1.7 |
| Pint | 0.6 | LT | LT | 0.6 |
| Half-pint | 0.8 | LT | 0.1 | 1.0 |
| Other** | 23.9 | 2.7 | 0.1 | 6.8 |
| All sizes | 87.9 | 5.7 | 6.4 | 100.0 |

Table 3-1B
Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 76.7 | 11.7 | 23.6 | 69.6 |
| Half-gallon | 15.6 | 35.5 | 71.6 | 20.3 |
| Quart | 1.5 | 4.8 | 0.8 | 1.7 |
| Pint | 0.7 | 0.3 | 0.2 | 0.6 |
| Half-pint | 1.0 | 0.1 | 2.0 | 1.0 |
| Other** | 4.5 | 47.6 | 1.8 | 6.8 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Whole Milk Sales by Container Size and Category

All Federal Milk Marketing Orders


## Graph 3: 2021 Whole Milk Sales by Container Size and Category

> Whole milk accounted for $36.4 \%$ of all FMMO milk sales during November 2021, which was the largest proportion among all products sold and an increase of 2.9 percentage points compared with the previous survey, and 7.9 percentage points compared with the 2015 survey.
> Conventional milk sales accounted for $87.9 \%$ of all FMMO whole milk sales during November 2021, while organic milk sales were responsible for $6.4 \%$, and ESL sales represented $5.7 \%$.
> Within the conventional whole milk category, gallon containers accounted for $76.7 \%$ of total sales, while half-gallon sales were responsible for $15.6 \%$. Sales in all other container sizes represented only $7.7 \%$ of the November 2021 total.
> Organic whole milk sales during November 2021 were dominated by half-gallon ( $71.6 \%$ ) and gallon (23.6\%) packaging, with these two container sizes accounting for more than 95\% of the FMO total.
> Over $83 \%$ of extended shelf-life whole milk FMO sales during November 2021 were in two container size classifications - half-gallons (35.5\%) and other containers (47.6\%). Gallon containers registered a distant third with $11.7 \%$ of ESL sales, and quarts were fourth with $4.8 \%$.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-2
Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  |  |  |  |  |
| Gallon | -- -- 10.4 |  |  | 10.4 |
| Half-gallon | 0.9 | 5.5 | 33.8 | 40.1 |
| Quart | 0.5 | 0.6 | 12.1 | 13.2 |
| Pint | LT | 0.4 | 22.6 | 22.9 |
| Half-pint | -- | 1.1 | 1.8 | 2.9 |
| Other** | 0.2 | 1.4 | 8.8 | 10.5 |
| All sizes | 1.6 | 8.9 | 89.5 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-2A
Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 10.4 | -- | -- | 10.4 |
| Half-gallon | 35.1 | 2.2 | 2.8 | 40.1 |
| Quart | 11.7 | 1.4 | 0.1 | 13.2 |
| Pint | 22.7 | 0.2 | CR-LT | 22.9 |
| Half-pint | 2.7 | LT | 0.1 | 2.9 |
| Other** | 6.2 | 3.7 | 0.6 | 10.5 |
| All sizes | 88.9 | 7.5 | 3.6 | 100.0 |

Table 3-2B
Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | --------------------------- Percent of Category Total* ---------------------------- |  |  |  |
| Gallon | 11.8 | -- | -- | 10.4 |
| Half-gallon | 39.5 | 29.3 | 77.1 | 40.1 |
| Quart | 13.1 | 18.4 | 3.9 | 13.2 |
| Pint | 25.6 | 2.5 | CR | 22.9 |
| Half-pint | 3.0 | 0.6 | 3.3 | 2.9 |
| Other** | 7.0 | 49.2 | 15.7 | 10.5 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

2021 Flavored Whole Milk Sales by Container Size and Category
All Federal Milk Marketing Orders

Flavored Whole Milk Sales by Category:
Conventional - 88.9\% Organic - 3.6\% ESL - 7.5\%


Graph 4: 2021 Flavored Whole Milk Sales by Container Size and Category
> Conventional flavored whole milk comprised $88.9 \%$ of all FMMO flavored whole milk sales during November 2021, while ESL sales accounted for $7.5 \%$ with organic milk represented just $3.6 \%$. Flavored whole milk made up only $1.8 \%$ of all FMMO milk sales during November 2021.
> Within the conventional flavored whole milk category, half-gallons accounted for $40.1 \%$ of total sales, while pints made up $22.9 \%$, and quarts were responsible for $13.2 \%$. Gallons (10.4\%), halfpints ( $2.9 \%$ ), and other sizes ( $10.5 \%$ ) represented a combined $23.8 \%$ of the total.
> The most popular size container for ESL flavored whole milk was the other size package classification with $49.2 \%$ of total sales. Half-gallons (29.3\%) and quarts (18.4\%) accounted for an additional $47.7 \%$ of sales, while half-pints ( $0.6 \%$ ) and pints ( $2.5 \%$ ) accounted for the remainder.
$>$ Half-gallons dominated the organic market with $77.1 \%$ of the total, while the second closest size category was Other at $15.7 \%$. Half-pints (3.3\%) and quarts (3.9\%) made up just $7.2 \%$ of the organic total during November 2021.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-3
Reduced Fat (2\%) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ---------------------------- Percent ofFederal Order Total* <br> ------------------------------ |  |  |  |
| Gallon |  |  |  |  |
| Half-gallon | 0.2 | 7.0 | 13.1 | 20.3 |
| Quart | LT | 0.4 | 0.9 | 1.3 |
| Pint | -- | LT | 0.4 | 0.4 |
| Half-pint | -- | 1.7 | 0.1 | 1.8 |
| Other** | CR-LT | 0.4 | 6.5 | 6.9 |
| All sizes | 0.2 | 9.5 | 90.3 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-3A
Reduced Fat (2\%) Milk Sold By Handlers Regulated Under Federal Orders Percentage by Size and Category of Container- November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | $----------------------~ P e r c e n t ~ o f ~$ | Federal Order Total ${ }^{*}$---------------------------- |  |  |
| Gallon | 67.7 | 0.5 | 1.1 | 69.3 |
| Half-gallon | 13.6 | 2.5 | 4.2 | 20.3 |
| Quart | 0.9 | 0.3 | Lt | 1.3 |
| Pint | 0.4 | LT | -- | 0.4 |
| Half-pint | 1.8 | LT | -- | 1.8 |
| Other** | 3.0 | 3.9 | 0.1 | 6.9 |
|  |  |  |  |  |
| All sizes | 87.4 | 7.2 | 5.4 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-3B
Reduced Fat (2\%) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2019

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | $----------------------------~ P e r c e n t ~ o f ~$ | Category Total ${ }^{*}$---------------------------- |  |  |
| Gallon | 77.5 | 2.0 | 31.2 | 69.3 |
| Half-gallon | 15.6 | 46.1 | 65.8 | 20.3 |
| Quart | 1.0 | 12.4 | 2.2 | 1.3 |
| Pint | 0.4 | 0.9 | CR-LT | 0.4 |
| Half-pint | 2.1 | 1.0 | -- | 1.8 |
| Other** | 3.4 | 37.6 | 0.8 | 6.9 |
| All sizes |  |  |  | 100.0 |



## Graph 5: 2021 Reduced Fat Milk Sales by Container Size and Category

> Conventional products accounted for $87.4 \%$ of all reduced fat milk sales during November 2021, while ESL sales represented $7.2 \%$, and organic products made up $5.4 \%$. Reduced fat milk accounted for the second largest proportion ( $32.3 \%$ ) of FMMO milk sales during November 2021.
> Gallons and half-gallons were the dominate size containers for conventional (93.1\%) and organic (97.0\%) categories during November 2021, while half-gallons and the other size category accounted for $83.7 \%$ of the ESL category.
> Within the conventional reduced fat milk category, gallons made up $77.5 \%$ of total sales while halfgallons accounted for $15.6 \%$. Other* was the only other size container that accounted for at least $3 \%$ of the total during November 2021.
> Half-gallons were the most popular size container for organic reduced fat products with $65.8 \%$ of total sales. Gallons accounted $31.2 \%$ of the total, while all other size containers combined made up just $3.0 \%$ of the total during November 2021.
> ESL sales of reduced fat milk were dominated by half-gallons (46.1\%) and the other size category (37.6\%), while quarts (12.4\%) came in a distant third. All the other size categories combined for just 3.9\% of ESL reduced fat sales during November 2021.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-4
Low Fat (1\%) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  |  |  |  |  |
| Gallon | - Perce |  | 48.6 | 48.6 |
| Half-gallon | 0.1 | 6.4 | 11.6 | 18.1 |
| Quart | CR-LT | 1.3 | 0.8 | 2.1 |
| Pint | -- | CR-LT | 0.1 | 0.1 |
| Half-pint | -- | 24.8 | 1.8 | 26.6 |
| Other** | CR-LT | 0.7 | 3.8 | 4.5 |
| All sizes | 0.1 | 33.2 | 66.7 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-4A
Low Fat (1\%) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | $----------------------~ P e r c e n t ~ o f ~$ | Federal Order Total* | $----------------------~$ |  |
| Gallon | 47.6 | 0.3 | 0.7 | 48.6 |
| Half-gallon | 12.0 | 2.2 | 3.9 | 18.1 |
| Quart | 1.0 | 1.1 | LT | 2.1 |
| Pint | 0.1 | CR-LT | -- | 0.1 |
| Half-pint | 24.9 | 0.8 | 0.9 | 26.6 |
| Other** | 3.0 | 1.5 | 0.1 | 4.5 |
| All sizes | 88.5 | 5.9 | 5.6 | 100.0 |

Table 3-4B
Low Fat (1\%) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 53.7 | 4.8 | 12.7 | 48.6 |
| Half-gallon | 13.5 | 37.9 | 70.3 | 18.1 |
| Quart | 1.1 | 18.7 | 0.6 | 2.1 |
| Pint | 0.1 | CR-LT | -- | 0.1 |
| Half-pint | 28.2 | 13.4 | 15.3 | 26.6 |
| Other** | 3.4 | 25.2 | 1.1 | 4.5 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Low Fat Milk Sales by Container Size and Category

All Federal Milk Marketing Orders


## Graph 6: 2021 Low Fat Milk Sales by Container Size and Category

> Conventional milk comprised $88.5 \%$ of all FMMO low fat milk sales during November 2021, while organic sales accounted for $5.6 \%$ and ESL represented $5.9 \%$. Low fat milk made up $11.9 \%$ of all FMMO milk sales during November 2021.
> The most popular container sizes for conventional low fat milk during November 2021 were gallons ( $53.7 \%$ ), followed by half-pints ( $28.2 \%$ ), and half-gallons ( $13.5 \%$ ). The combined sales for all other container sizes accounted for just $4.6 \%$ of the total.
$>$ Organic low fat milk sales were primarily in half-gallons (70.3\%) and half-pints (15.3\%) during November 2021. Gallon sales made up $12.7 \%$ of the total, while the remaining containers sizes combined for just 1.7\%.
> Half-gallon (37.9\%) and other size container (25.2\%) sales of low fat milk made up $63.1 \%$ of the FMMO total for ESL products during November 2021. Sales in quart containers accounted for the next largest proportion with $18.7 \%$ of the total, while the remaining $18.2 \%$ of ESL low fat sales were attributable to half-pints and gallons.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-5
Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ---------------------------- Percent of Federal Order Total* ----------------------------- |  |  |  |
| Gallon |  |  |  |  |
| Half-gallon | 0.4 | 9.4 | 14.9 | 24.7 |
| Quart | LT | 0.6 | 1.5 | 2.0 |
| Pint | -- | CR-LT | 0.3 | 0.3 |
| Half-pint | -- | 9.0 | 0.3 | 9.3 |
| Other** | CR-LT | 0.4 | 7.8 | 8.2 |
| All sizes | 0.4 | 19.4 | 80.2 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-5A
Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | ------------------------ Percent of Federal Order Total* -------------------------------- |  |  |  |
| Gallon | 54.0 | 0.6 | 0.9 | 55.4 |
| Half-gallon | 16.5 | 4.2 | 4.1 | 24.7 |
| Quart | 1.5 | 0.5 | 0.1 | 2.0 |
| Pint | 0.3 | LT | LT | 0.3 |
| Half-pint | 9.1 | 0.2 | LT | 9.3 |
| Other** | 2.2 | 5.9 | 0.1 | 8.2 |
| All sizes | 83.6 | 11.4 | 5.1 | 100.0 |

Table 3-5B
Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | ---------------------------- Percent of Category Total* -------------------------------- |  |  |  |
| Gallon | 64.6 | 4.9 | 17.2 | 55.4 |
| Half-gallon | 19.8 | 36.5 | 80.1 | 24.7 |
| Quart | 1.8 | 4.4 | 1.2 | 2.0 |
| Pint | 0.3 | 0.3 | 0.2 | 0.3 |
| Half-pint | 10.9 | 1.9 | 0.1 | 9.3 |
| Other** | 2.6 | 52.0 | 1.2 | 8.2 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Fat Free Milk Sales by Container Size and Category

All Federal Milk Marketing Orders


## Graph 7: 2021 Fat Free Milk Sales by Container Size and Category

> Conventional milk accounted for $83.6 \%$ of all FMMO fat free milk sales during November 2021, while ESL products made up $11.4 \%$, and organic sales represented $5.1 \%$ of the total. Sales of all fat free products accounted for $6.2 \%$ of total FMMO milk sales during November 2021.
$>$ Within the conventional fat free milk category, gallons were the most popular size container accounting for $64.6 \%$ of sales during November 2021. Half-gallons were a distant second with $19.8 \%$ of the total, while half-pints recorded the third largest proportion at 10.9\%.
> Other size containers ( $52.0 \%$ ) and half-gallons ( $36.5 \%$ ) were the prominent container sizes for fat free milk within the ESL category, accounting for a combined $88.5 \%$ of the sales during November 2021. Gallons (4.9\%) and quarts (4.4\%) were a distant third and fourth, accounting for a combined $9.3 \%$ of fat free sales. Half-pints (1.9\%) and pints ( $0.3 \%$ ) made up the remaining $2.2 \%$ of ESL fat free sales during November 2021.
$>$ Organic fat free milk sales were predominately in half-gallon (80.1\%) and gallon (17.2\%) containers during November 2021. The remaining container sizes - quarts, pints, half-pints, and other accounted for less than 3\% of the FMMO fat free sales total.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-6
Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | Gallon | $----------------------~ P e r c e n t ~ o f ~ F e d e r a l ~ O r d e r ~ T o t a l * ~$ | -------------------------- |  |
| Half-gallon | -- | -- | 12.1 | 12.1 |
| Quart | 0.2 | 0.8 | 8.0 | 9.0 |
| Pint | 0.1 | 0.3 | 0.9 | 1.3 |
| Half-pint | LT | 0.2 | 1.2 | 1.4 |
| Other** | -- | 55.0 | 6.8 | 61.8 |
|  | CR-LT | 3.3 | 11.1 | 14.4 |
| All sizes |  |  |  |  |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-6A
Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 12.1 | LT | -- | 12.1 |
| Half-gallon | 8.3 | 0.5 | 0.2 | 9.0 |
| Quart | 0.9 | 0.4 | CR-LT | 1.3 |
| Pint | 1.4 | CR-LT | -- | 1.4 |
| Half-pint | 59.2 | 1.9 | 0.6 | 61.8 |
| Other** | 7.7 | 5.8 | 1.0 | 14.4 |
| All sizes | 89.6 | 8.6 | 1.8 | 100.0 |

Table 3-6B
Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 13.5 | 0.2 | - | 12.1 |
| Half-gallon | 9.3 | 5.4 | 12.8 | 9.0 |
| Quart | 1.0 | 4.4 | CR | 1.3 |
| Pint | 1.5 | CR-LT | -- | 1.4 |
| Half-pint | 66.1 | 22.8 | 32.0 | 61.8 |
| Other** | 8.6 | 67.2 | 55.2 | 14.4 |
| All sizes | 100.0 | 100.0 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Flavored Fat Reduced Milk Sales by Container Size and Category

All Federal Milk Marketing Orders


## Graph 8: 2021 Flavored Fat Reduced Milk Sales by Container Size and Category

$>$ For purposes of this survey, flavored fat reduced milk sales include all lower fat flavored products (i.e., flavored reduced fat, flavored low fat, flavored fat free), and these products accounted for 8.5\% of all FMMO milk sales during November 2021.
> The conventional milk category dominated sales of flavored reduced fat milk products during November 2021, accounting for $89.6 \%$ of FMMO sales. ESL products comprised $8.6 \%$ of sales, while the organic category recorded just $1.8 \%$ of the total.
> Half-pints were by far the most popular container size for conventional flavored fat reduced products with $66.1 \%$ of sales, and they accounted for $61.8 \%$ of all November 2021 FMMO sales. Gallons (13.5\%) were a distant second in conventional sales, followed by half-gallons (9.3\%), and other sizes (8.6\%)
$>$ The other size container category dominated organic and ESL sales, accounting for $55.2 \%$ of organic flavored fat reduced sales and 67.2\% of the ESL November 2021 total. Half-pints (32.0\%) were second for organic sales as well as for ESL sales at $22.8 \%$

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-7
Eggnog Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of <br> Container | Glass | Paper | Plastic | All Types |
| :--- | :---: | :---: | :---: | ---: |
|  | $-----------------------~ P e r c e n t ~ o f ~$ | Federal Order Total ${ }^{*}$------------------------ |  |  |
| Gallon | -- | -- | 0.2 | 0.2 |
| Half-gallon | 0.3 | 16.2 | 36.7 | 53.2 |
| Quart | 1.0 | 20.3 | 15.6 | 36.9 |
| Pint | -- | 0.1 | 2.0 | 2.2 |
| Half-pint | -- | -- | CR-LT | CR-LT |
| Other** | -- | 3.2 | 4.3 | 7.5 |
|  |  |  |  |  |
| All sizes | 1.3 | 39.9 | 58.8 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-7A
Eggnog Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | ------------------------- Percent of Federal Order Total* ----------------------------- |  |  |  |
| Gallon | 0.2 -- |  | -- | 0.2 |
| Half-gallon | 42.4 | 10.5 | 0.3 | 53.2 |
| Quart | 19.1 | 17.3 | 0.5 | 36.9 |
| Pint | 2.2 | -- | -- | 2.2 |
| Half-pint | CR-LT | -- | -- | CR-LT |
| Other** | 4.1 | 3.4 | -- | 7.5 |
| All sizes | 68.0 | 31.2 | 0.8 | 100.0 |

Table 3-7B
Eggnog Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | ------------------------- -- -- |  |  | 0.2 |
| Half-gallon | 62.4 | 33.6 | 39.0 | 53.2 |
| Quart | 28.0 | 55.6 | 61.0 | 36.9 |
| Pint | 3.2 | -- | -- | 2.2 |
| Half-pint | CR-LT | -- | -- | CR-LT |
| Other** | 6.1 | 10.8 | -- | 7.5 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Eggnog Sales by Container Size and Category <br> All Federal Milk Marketing Orders



## Graph 9: 2021 Eggnog Sales by Container Size and Category

> Eggnog accounted for a very small proportion of FMMO total fluid milk sales during November 2021, comprising just $1.6 \%$ of the FMMO total.
> The conventional milk category accounted for $68.0 \%$ of all eggnog sales, which was its smallest proportion among all products. Conversely, ESL products comprised $31.2 \%$ of sales, which was its largest share among all products. The organic category recorded just $0.8 \%$ of eggnog sales during November 2021.
> Half-gallons (53.2\%) and quarts (36.9\%) were by far the most popular container sizes, accounting for $90.1 \%$ of all eggnog sales during November 2021.
> Within the conventional eggnog category, half-gallons were the most popular size with $62.4 \%$ of sales, followed by quarts with $28.0 \%$. All other containers sizes comprised just $9.6 \%$ of sales.
> Within the ESL eggnog category, quarts were the most popular size with $55.6 \%$ of sales, followed by half-gallons with $33.6 \%$. All other container sizes comprised $10.8 \%$ of sales.
> Quarts made up $61.0 \%$ of organic eggnog sales with half-gallons making up $39.0 \%$ during November 2021. They were the only two sizes sold.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 3-8
Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ------------------------ Percent of Federal Order Total* ---------------------------- |  |  |  |
| Gallon | -- | -- | 3.5 | 3.5 |
| Half-gallon | CR-LT | 8.8 | 54.3 | 63.1 |
| Quart | 0.1 | 6.8 | 16.2 | 23.0 |
| Pint | -- | 0.5 | 2.4 | 3.0 |
| Half-pint | -- | 0.3 | CR-LT | 0.3 |
| Other** | -- | -- | 7.1 | 7.1 |
| All sizes | 0.1 | 16.4 | 83.5 | 100.0 |

$>$ Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-8A
Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | ------------------------- Percent of Federal Order Total* ----------------------------- |  |  |  |
| Gallon | 3.5 | -- | -- | 3.5 |
| Half-gallon | 63.0 | 0.1 | -- | 63.1 |
| Quart | 22.2 | CR | 0.9 | 23.0 |
| Pint | 2.9 | -- | CR | 3.0 |
| Half-pint | 0.3 | -- | -- | 0.3 |
| Other** | 7.1 | -- | -- | 7.1 |
| All sizes | 99.0 | 0.1 | 0.9 | 100.0 |

Table 3-8B
Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | ---------------------------- Percent of Category Total* --------------------------------- |  |  |  |
| Gallon | 3.5 | -- | -- | 3.5 |
| Half-gallon | 63.7 | 100.0 | -- | 63.1 |
| Quart | 22.4 | CR | 100.0 | 23.0 |
| Pint | 2.9 | -- | CR | 3.0 |
| Half-pint | 0.3 | -- | -- | 0.3 |
| Other** | 7.2 | -- | -- | 7.1 |
| All sizes | 100.0 | 100.0 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 Cultured Buttermilk Sales by Container Size and Category <br> All Federal Milk Marketing Orders



## Graph 10: 2021 Cultured Buttermilk Sales by Container Size and Category

> Cultured buttermilk accounted for a very small proportion of FMMO total fluid milk sales during November 2021, comprising just 1.2\% of the FMMO total.
> The conventional milk category accounted for $99 \%$ of all eggnog sales, which was its largest proportion among all types of milk products. Conversely, organic and ESL products comprised very small proportions, just $0.1 \%$ for ESL and $0.9 \%$ for organic.
$>$ Half-gallons (63.1\%) and quarts ( $23.0 \%$ ) were by far the most popular container sizes, accounting for $86.1 \%$ of all cultured buttermilk sales during November 2021.
$>$ Within the conventional cultured buttermilk category, half-gallons were the most popular size with $63.7 \%$ of sales, followed by quarts with $22.4 \%$. All other containers sizes comprised the remaining $13.9 \%$ of sales.
> Half-gallons and quarts* comprised $100 \%$ of sales within the ESL cultured buttermilk category.
$>$ Quarts and pints* comprised $100 \%$ of sales within the organic cultured buttermilk category.

Table 3-9
Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Type of Container - November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | Gallon | $---------------------~ P e r c e n t ~ o f ~$ | Federal Order Total $* * *$------------------------ |  |
| Half-gallon | -- | -- | 58.2 | 58.2 |
| Quart | 0.2 | 6.7 | 13.9 | 20.8 |
| Pint | LT | 0.9 | 1.7 | 2.6 |
| Half-pint | LT | LT | 0.9 | 1.0 |
| Other** | -- | 9.1 | 0.9 | 10.0 |
|  | LT | 0.8 | 6.6 | 7.4 |
| All sizes |  |  |  | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-9A
Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders
Percentage by Size and Category of Container- November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  | $---------------------~ P e r c e n t ~ o f ~ F e d e r a l ~ O r d e r ~ T o t a l * * * ~$ | ---------------------- |  |  |
| Gallon | 56.7 | 0.5 | 1.0 | 58.2 |
| Half-gallon | 14.6 | 2.3 | 3.8 | 20.8 |
| Quart | 1.9 | 0.7 | 0.1 | 2.6 |
| Pint | 1.0 | LT | LT | 1.0 |
| Half-pint | 9.5 | 0.3 | 0.2 | 10.0 |
| Other** | 3.8 | 3.4 | 0.2 | 7.4 |
|  |  |  |  |  |
| All sizes | 87.5 | 7.2 | 5.3 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

Table 3-9B
Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders Percentage by Size and Category of Container - November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Categories |
|  |  |  |  |  |
| Gallon | 64.8 | 6.6 | 20.0 | 58.2 |
| Half-gallon | 16.7 | 32.2 | 71.9 | 20.8 |
| Quart | 2.1 | 9.9 | 1.2 | 2.6 |
| Pint | 1.1 | 0.3 | 0.1 | 1.0 |
| Half-pint | 10.9 | 3.9 | 3.8 | 10.0 |
| Other** | 4.4 | 47.1 | 3.0 | 7.4 |
| All sizes | 100.0 | 100.00 | 100.0 | 100.0 |

Footnotes for Tables 3-1 through 3-9 are detailed on page 26.

## 2021 All Milk Sales by Container Size and Category



## Graph 11: 2021 All Milk Sales by Container Size and Category

> Products in the conventional sales category made up $87.5 \%$ of all FMMO milk sales during November 2021. Organic milk products accounted for $5.3 \%$ of this total, while ESL products were responsible for $7.2 \%$.
> Within the conventional milk category, gallons were the overwhelming favorite container size, accounting for $64.8 \%$ of FMMO total sales during November 2021. Half-gallons ( $16.7 \%$ ) and halfpints ( $10.9 \%$ ) were a distant second and third in popularity, while the remaining container sizes combined for just 7.6\% of total sales.
$>$ Nearly $92 \%$ of all FMMO organic milk sales during November 2021 were in two container sizes -half-gallons with $71.9 \%$ of the total, and gallons with $20.0 \%$. Half-pints held the largest share of the remaining container sizes, accounting for $3.8 \%$ of the organic total.
> Within the ESL category, other sizes accounted for $47.1 \%$ of all FMMO milk sales during November 2021. Half-gallon sales were second in popularity with $32.2 \%$ of the total, while quart sales accounted for $9.9 \%$. Gallons, pints, and half-pints combined for $10.8 \%$ of November 2021 ESL total milk sales.

## 2021 Sales by Container Size and Category

## All Federal Milk Marketing Orders



Graph 12:

## NOTES for Table 3:

LT - Less than 0.05 percent.
CR - Restricted due confidentiality. Included in "Other" when applicable, included in the largest size category otherwise.

* The figures in Tables 3-1 to 3-8 are based on the aggregate sales volume (all orders combined) for the specified product. See Table 10 for applicable sales volume for each product. Totals may not add due to rounding.
** The "Other" category includes 2.5 gallon and larger containers, along with miscellaneous other sizes, in most cases smaller than a pint.
*** The figures in Table 3-9 are based on the aggregate sales volume (all orders combined) for all products combined. See Table 10 for applicable sales volume. Totals may not add due to rounding.


## 2021 Fluid Milk Products Sold in Gallon Containers

All Federal Milk Marketing Orders, All Categories


* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free Milk


## Graph 13: 2021 Fluid Milk Products Sold in Gallon Containers, All Categories

> Gallon containers were the prominent type used for whole, reduced fat, fat-free, and low fat milk during November 2021, accounting for over half of the sales for each of these product categories except low fat. Overall, gallons were responsible for more than $58.2 \%$ of all milk sold by FMMO handlers.
> Almost 70\% of reduced fat and whole milk were sold in gallon containers during November 2021, while gallons accounted for $48.6 \%$ of low fat sales and $55.4 \%$ fat-free milk sales.
> Sales of eggnog and buttermilk in gallon containers accounted for a very small proportion of the total $-4 \%$ or less -- for these categories. Flavored lower fat and flavored whole milk sales in gallon containers were also a small proportion for this category, accounting for $12.1 \%$ and $10.4 \%$, respectively, of the total for these products during November 2021.
> While gallon containers were the predominate size for conventional milk sales, accounting for $64.8 \%$ of sales, they were much less popular for organic and ESL products. Gallons accounted for 20.0\% of organic milk sales and just 6.6\% of ESL sales. (See Graph \#11 for detailed comparison of sales by container size and category.)

# 2021 Fluid Milk Products in Half-Gallon Containers All Federal Milk Marketing Orders, All Categories 



## Graph 14: 2021 Fluid Milk Products Sold in Half-Gallon Containers, All Categories

> Half-gallon containers accounted for $20.8 \%$ of the volume of all milk sold by FMMO handlers during November 2021, an increase of approximately 1.3 percentage points from the previous survey. Prior to November 2019, this proportion had been quite stable at around $18 \%$ since 1995. (However, half-gallon containers were the most popular type for organic and second most popular size ESL sales, accounting for $71.9 \%$ and $32.2 \%$, respectively, for these categories - see Graph \#11.)
> Half-gallons were the prevalent container size for buttermilk, eggnog, and flavored whole milk, accounting for $63.1 \%, 53.2 \%$, and $40.1 \%$, respectively, of the volume sold for each of these products during November 2021.
> Half-gallons were the second most popular size container for fat free (24.7\%), whole (20.3\%), and reduced fat (20.3\%), and the third most popular for, low fat (18.1\%).
$>$ Half-gallons were the prevalent container size for many organic products: fat free ( $80.1 \%$ ), flavored whole milk ( $77.1 \%$ ), whole ( $71.6 \%$ ), low fat ( $70.3 \%$ ), and reduced fat ( $65.8 \%$ ). For ESL products, half-gallons were the most popular container size for reduced fat, low fat, and buttermilk.

## 2021 Fluid Milk Products Sold in Quart Containers <br> All Federal Milk Marketing Orders, All Categories



* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free


## Graph 15: 2021 Fluid Milk Products Sold in Quart Containers, All Categories

> The proportion of all FMMO milk sold in quart containers during November 2021 was quite small, accounting for just $2.6 \%$ of the total. (The proportion of sales accounted for by quart containers for ESL products was $9.9 \%$, while it was only $2.1 \%$ for conventional products and $1.2 \%$ for organic milk sales - see Graph \#11.)
> According to the biennial surveys, quarts have accounted for $10 \%$ or less of the total volume of milk sold since 1971.
> A little over one-third (36.9\%) of eggnog sales during November 2019 were in quart containers, which was the largest proportion of any fluid milk category.
> Quart containers accounted for $23.0 \%$ of all buttermilk sales, while they made up $13.2 \%$ of flavored whole milk sales during November 2021. For all other categories, quarts comprised $2.1 \%$ or less of total sales.

# 2021 Fluid MIlk Products Sold in Pint Containers 

All Federal Milk Marketing Orders, All Categories


* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free Milk


## Graph 16: 2021 Fluid Milk Products Sold in Pint Containers, All Categories

> Pint containers comprise a very small proportion of all FMMO fluid milk sales. During November 2021 they made up $1.0 \%$ of the total, which was the smallest proportion of any container size. This proportion was down from $2.0 \%$ recorded for November 2019. (Pints accounted for $1.1 \%$ of conventional milk sales, but only $0.3 \%$ of ESL sales, and just $0.1 \%$ of organic milk sales during November 2021 - see Graph \#11.)
> Flavored whole milk was the only product with substantial sales in pint containers during November 2021, with pints accounting for $22.9 \%$ of the total. Pints accounted for $3 \%$ or less of sales in all other categories.

# 2021 Fluid Milk Products Sold in Half-Pint Containers <br> All Federal Milk Marketing Orders, All Categories 



* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free Milk


## Graph 17: 2021 Fluid Milk Products Sold in Half-Pint Containers, All Categories

> Half-pint containers accounted for $10.0 \%$ of all FMMO milk sales during November 2021. Overall, this proportion has remained remarkably stable, with the proportion falling between 9 and $11 \%$ during each survey prior to November 2015.
> Over 60\% of all flavored lower fat sales were in half-pint containers, while half-pints accounted for a little over one-fourth of low fat milk sales.
> The only other product with half-pint sales accounting for more than $3 \%$ of total volume was fatfree milk (9.3\%). Sales in half-pint containers made up $3 \%$ or less of total sales for all other products.
> Half-pints accounted for $10.9 \%$ of all conventional milk sales, $3.8 \%$ of organic milk sales, and $3.9 \%$ of ESL milk sales - see Graph \#11.

# 2021 Fluid Milk Products Sold in Other Containers <br> All Federal Milk Marketing Orders, All Categories 



* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free Milk


## Graph 18: 2021 Fluid Milk Products Sold in Other Containers, All Categories

> Other container sizes comprised approximately $7.4 \%$ of all November 2021 fluid milk sales. The other sizes category is made up of a wide variety of container sizes, including multi-gallon containers along with various additional sizes, most of them smaller than a pint.
> Flavored lower fat, flavored whole and fat free milk had the largest proportions of sales in the other size category with $14.4 \%, 10.5 \%$, and $8.2 \%$, respectively. The only product with less than $5 \%$ of total sales in other size containers was low fat at $4.5 \%$.
> Other container sizes accounted for more than $5 \%$ of November 2021 sales for all of the following products: eggnog (7.5\%), buttermilk (7.1\%), reduced fat (6.9\%), and whole (6.8\%).
$>$ Other container sizes accounted for $47.1 \%$ of sales for the ESL milk category, which was substantially different compared with the conventional milk category (4.4\%) and the organic milk category (3.0\%) - see Graph \#11.

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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  |  |  |  |  |
| Gallon | -- | -- | 47.5 | 47.5 |
| Half-gallon | 0.2 | 14.3 | 15.6 | 30.2 |
| Quart | LT | 1.9 | 3.0 | 4.9 |
| Pint | -- | LT | 0.7 | 0.7 |
| Half-pint | -- | 8.4 | 1.0 | 9.4 |
| Other** | LT | 0.9 | 6.4 | 7.3 |
| All sizes | 0.2 | 25.6 | 74.2 | 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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | -------------------- Percent of Individual Order Total* ----------------------------- |  |  |  |
| Gallon | -- | -- | 64.4 | 64.4 |
| Half-gallon | CR-1 | CR-1 | 17.1 | 17.1 |
| Quart | CR-1 | CR-1 | 1.4 | 1.4 |
| Pint | -- | -- | 1.2 | 1.2 |
| Half-pint | -- | 13.0 | 1.4 | 14.4 |
| Other** | CR-1 | -- | 1.5 | 1.5 |
| All sizes | CR-1 | 13.0 | 87.0 | 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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  |  |  |  |  |
| Gallon | -- | CR-1 | 67.6 | 67.6 |
| Half-gallon | -- | CR-1 | 17.9 | 17.9 |
| Quart | -- | -- | 1.1 | 1.1 |
| Pint | -- | -- | 1.2 | 1.2 |
| Half-pint | -- | 11.7 | -- | 11.7 |
| Other** | -- | -- | 0.5 | 0.5 |
| All sizes | -- | 11.7 | 88.3 | 100.0 |

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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  |  |  |  |  |
| Gallon | -- | -- | 64.5 | 64.5 |
| Half-gallon | -- | 1.7 | 17.2 | 18.9 |
| Quart | -- | 0.1 | 2.5 | 2.6 |
| Pint | -- | -- | 2.0 | 2.0 |
| Half-pint | -- | 8.3 | 2.7 | 11.0 |
| Other** | -- | 0.6 | 0.3 | 0.9 |
| All sizes | -- | 10.8 | 89.2 | 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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ----------------------Percent of Individual Order Total* ----------------------------- |  |  |  |
| Gallon | -- | -- | 63.7 | 63.7 |
| Half-gallon | CR-1 | 4.8 | 15.4 | 20.2 |
| Quart | -- | 0.6 | 1.8 | 2.4 |
| Pint | -- | CR-1 | 1.0 | 1.0 |
| Half-pint | -- | 10.3 | 0.6 | 10.9 |
| Other** | CR-1 | 0.9 | 0.9 | 1.8 |
| All sizes | CR-1 | 16.6 | 83.4 | 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 2021

| Size of Container |  |  | ovember |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Type of Container: |  |  |  |
|  | Glass | Paper | Plastic | All Types |
|  | ----------------------Percent of Individual Order Total* ----------------------------- |  |  |  |
| Gallon | -- | -- | 59.8 | 59.8 |
| Half-gallon | -- | 10.7 | 13.6 | 24.3 |
| Quart | -- | 0.5 | 2.0 | 2.5 |
| Pint | -- | 0.1 | 1.3 | 1.4 |
| Half-pint | -- | 10.3 | CR | 10.3 |
| Other** | -- | LT | 1.7 | 1.7 |
| All sizes | -- | 21.6 | 78.4 | 100.0 |

# Packaged Fluid Milk Sales Report 

Agricultural Marketing Service

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 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ----------------------Percent of Individual Order Total* ---------------------------- |  |  |  |
| Gallon | -- | -- | 65.1 | 65.1 |
| Half-gallon | CR-1 | 1.6 | 12.7 | 14.3 |
| Quart | CR-1 | 0.8 | 1.4 | 2.2 |
| Pint | -- | LT | 0.8 | 0.8 |
| Half-pint | -- | 6.7 | 1.1 | 7.8 |
| Other** | -- | 0.1 | 9.7 | 9.8 |
| All sizes | CR-1 | 9.2 | 90.8 | 100.0 |

Table 4-8
Total Fluid Milk Products Sold by Handlers Regulated Under the California Order (051) Percentage by Size and Type of Container for November 2021

| Percentage by Size and Type of Container for November 2021 |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
| Size of Container | Type of Container: |  |  |  |
|  | Glass | Paper | Plastic | All Types |
|  | $----------------------P e r c e n t ~ o f ~ I n d i v i d u a l ~ O r d e r ~ T o t a l * ~------------------------~$ |  |  |  |
| Gallon |  |  |  |  |
| Half-gallon | -- | -- | 43.3 | 43.3 |
| Quart | CR-1 | 12.0 | 7.5 | 19.5 |
| Pint | CR-1 | 1.8 | 0.4 | 2.2 |
| Half-pint | -- | 0.1 | 0.1 | 0.2 |
| Other** | -- | 7.3 | 0.8 | 8.1 |
|  | CR-1 | 1.5 | 25.2 | 26.7 |
| All sizes |  |  |  | 100.0 |

Table 4-9
Total Fluid Milk Products Sold by Handlers Regulated Under the Pacific Northwest Order (124)
Percentage by Size and Type of Container for November 2021

| Size of <br> Container | Type of Container: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | $---------------------P e r c e n t ~ o f ~ I n d i v i d u a l ~ O r d e r ~ T o t a l * ~---------------------~$ |  |  |  |
| Gallon | -- | -- | 66.7 | 66.7 |
| Half-gallon | -- | 11.1 | 8.4 | 19.5 |
| Quart | -- | 1.7 | 0.9 | 2.6 |
| Pint | -- | 0.2 | CR | 0.2 |
| Half-pint | -- | 7.3 | 0.2 | 7.5 |
| Other** | -- | 1.0 | 3.5 |  |
| All sizes | -- | 22.8 | 77.2 | 100.0 |

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 4-10
Total Fluid Milk Products Sold by Handlers Regulated Under the Southwest Order (126)
Percentage by Size and Type of Container for November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | -----------------------Percent of Individual Order Total* ----------------------------- |  |  |  |
| Gallon | -- | -- | 61.2 | 61.2 |
| Half-gallon | 0.1 | 3.8 | 16.2 | 20.1 |
| Quart | 0.1 | 0.3 | 1.5 | 1.9 |
| Pint | LT | 0.1 | 1.7 | 1.8 |
| Half-pint | -- | 11.6 | 0.8 | 12.4 |
| Other** | -- | 2.1 | 0.5 | 2.6 |
| All sizes | 0.2 | 17.9 | 81.9 | 100.0 |

Table 4-11
Total Fluid Milk Products Sold by Handlers Regulated Under the Arizona Order (131) Percentage by Size and Type of Container for November 2021

| Size of Container | Type of Container: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Glass | Paper | Plastic | All Types |
|  | ----------------------Percent of Individual Order Total* ---------------------------- |  |  |  |
| Gallon | -- | -- | 64.8 | 64.8 |
| Half-gallon | CR-1 | CR-1 | 10.5 | 10.5 |
| Quart | CR-1 | CR-1 | 1.5 | 1.5 |
| Pint | CR-2 | -- | -- | CR |
| Half-pint | -- | CR-2 | CR | CR |
| Other** | -- | -- | 23.2 | 23.2 |
| All sizes | CR-1 | CR-1 | 100.0 | 100.0 |

## NOTES for Table 4-1 to 4-11:

LT : Less than 0.05 percent.
CR : Restricted due confidentiality. Included in "Other".
CR-1 : Restricted due confidentiality. Included in "Plastic".
CR-2 : Restricted due confidentiality. Included in "Plastic Other".

* The figures in Tables 4-1 to 4-11 are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. Totals may not add due to rounding.
** The "Other" category includes 2.5 gallon and larger containers, along with miscellaneous other sizes, in most
cases smaller than a pint.


# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 5-1
Gallon Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  | $------------------------~ P e r c e n t ~ o f ~ G a l l o n ~ T o t a l * ~--------------------------~$ |  |  |  |
| Whole Milk | 42.1 | 0.4 | 1.0 | 43.4 |
| Reduced Fat (2\%) | 37.6 | 0.3 | 0.6 | 38.5 |
| Low Fat (1\%) | 9.8 | 0.1 | 0.1 | 10.0 |
| Fat-Free (skim) | 5.7 | 0.1 | 0.1 | 5.9 |
|  |  |  |  |  |
| Flavored Whole | 0.3 | -- | -- | 0.3 |
| Flavored Reduced Fat | 1.8 | LT | -- | 1.8 |
| Eggnog | LT | -- | -- | LT |
| Buttermilk | 0.1 | -- | -- | 0.1 |
| All Products | 97.4 | 0.8 | 1.8 | 100.0 |

Table 5-2
Half-Gallon Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  |  |  |  |  |
| Whole Milk | 24.0 | 3.5 | 8.1 | 35.6 |
| Reduced Fat (2\%) | 21.2 | 3.9 | 6.5 | 31.6 |
| Low Fat (1\%) | 6.9 | 1.3 | 2.2 | 10.4 |
| Fat-Free (skim) | 4.9 | 1.3 | 1.2 | 7.4 |
| Flavored Whole | 3.0 | 0.2 | 0.2 | 3.4 |
| Flavored Reduced Fat | 3.4 | 0.2 | 0.1 | 3.7 |
| Eggnog | 3.4 | 0.8 | LT | 4.2 |
| Buttermilk | 3.7 | LT | -- | 3.7 |
| All Products | 70.5 | 11.2 | 18.3 | 100.0 |

Table 5-3
Quart Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  | $--------------------------~ P e r c e n t ~ o f ~ Q u a r t ~ T o t a l * ~$ | ------------------------- |  |  |
| Whole Milk | 18.8 | 3.8 | 0.7 | 23.3 |
| Reduced Fat (2\%) | 11.1 | 4.0 | 0.5 | 15.6 |
| Low Fat (1\%) | 4.4 | 5.0 | 0.2 | 9.6 |
| Fat-Free (skim) | 3.4 | 1.2 | 0.1 | 4.7 |
|  |  |  |  |  |
| Flavored Whole | 7.7 | 0.9 | 0.1 | 8.7 |
| Flavored Reduced Fat | 2.9 | 1.2 | 0.1 | 4.2 |
| Eggnog | 12.0 | 10.9 | 0.3 | 23.2 |
| Buttermilk | 10.3 | -- | 0.4 | 10.7 |
| All Products | 70.6 | 27.0 | 2.4 | 100.0 |

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 5-4
Pint Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  | $-------------------------~ P e r c e n t ~ o f ~ P i n t ~ T o t a l * ~---------------------------~$ |  |  |  |
| Whole Milk | 23.4 | 0.7 | 0.4 | 24.5 |
| Reduced Fat (2\%) | 11.6 | 0.9 | -- | 12.5 |
| Low Fat (1\%) | 0.8 | 0.1 | -- | 0.9 |
| Fat-Free (skim) | 1.7 | 0.2 | 0.1 | 2.0 |
|  |  |  |  |  |
| Flavored Whole | 40.6 | 0.3 | LT | 41.0 |
| Flavored Reduced Fat | 11.8 | LT | -- | 11.8 |
| Eggnog | 3.6 | -- | -- | 3.6 |
| Buttermilk | 3.6 | -- | 0.1 | 3.7 |
| All Products | 97.2 | 2.2 | 0.6 | 100.0 |

Table 5-5
10-14 oz Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  |  |  |  |  |
| Whole Milk | 3.5 | 4.6 | CR-C | 8.1 |
| Reduced Fat (2\%) | 2.5 | 3.8 | -- | 6.3 |
| Low Fat (1\%) | 0.3 | 0.2 | -- | 0.5 |
| Fat-Free (skim) | 0.1 | 0.2 | -- | 0.3 |
| Flavored Whole | 3.4 | 6.2 | CR-C | 9.6 |
| Flavored Reduced Fat | 54.8 | 19.6 | -- | 74.4 |
| Eggnog | 0.5 | 0.3 | -- | 0.8 |
| Buttermilk | LT | -- | -- | LT |
| All Products | 65.1 | 34.9 | CR-C | 100.0 |

Table 5-6
Half-Pint Containers Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  | $--------------------------~ P e r c e n t ~ o f ~ H a l f-P i n t ~ T o t a l * ~$ | ------------------------- |  |  |
| Whole Milk | 3.1 | LT | 0.5 | 3.6 |
| Reduced Fat (2\%) | 5.9 | LT | -- | 5.9 |
| Low Fat (1\%) | 29.7 | 1.0 | 1.0 | 31.7 |
| Fat-Free (skim) | 5.7 | 0.1 | LT | 5.8 |
|  |  |  |  |  |
| Flavored Whole | 0.5 | LT | LT | 0.5 |
| Flavored Reduced Fat | 50.3 | 1.7 | 0.5 | 52.5 |
| Eggnog | LT | -- | -- | LT |
| Buttermilk | LT | -- | -- | LT |
| All Products | 95.2 | 2.8 | 2.0 | 100.0 |

Packaged Fluid Milk Sales Report<br>Agricultural Marketing Service

Table 5-7
All Other Container Sizes Sold By Handlers Regulated Under Federal Orders
Percentage by Product and Category - November 2021

| Product Category | Category: |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conventional | ESL | Organic | All Types |
|  |  |  |  |  |
| Whole Milk | 20.8 | 14.2 | 0.6 | 35.6 |
| Reduced Fat (2\%) | 14.1 | 18.1 | 0.2 | 32.4 |
| Low Fat (1\%) | 5.3 | 2.6 | 0.1 | 8.0 |
| Fat-Free (skim) | 2.0 | 5.4 | 0.1 | 7.5 |
| Flavored Whole | 1.3 | 0.4 | 0.1 | 1.8 |
| Flavored Reduced Fat | 4.8 | 5.5 | 1.2 | 11.6 |
| Eggnog | 1.0 | 0.8 | -- | 1.8 |
| Buttermilk | 1.3 | -- | -- | 1.3 |
| All Products | 50.6 | 47.0 | 2.4 | 100.0 |

## NOTES for Table 5-1 to 5-7:

LT - Less than 0.05 percent.
CR-C - Restricted due to confidentiality. Included in "Conventional Category"

* Totals may not add due to rounding


# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 6
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders
Method of Distribution-All Orders Combined
November of Selected Years 1965-2021

| Year | Method of Distribution: |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Home Delivery | Food Chain* |  | Institutional |  | Other <br> Wholesale | Total |
|  |  | Supermarkets | Dairy and Convenience | Military | Schools |  |  |
|  |  |  | -------- Percen | Federa | Total** |  | ----- |
| 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 |
| 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 |
| 2013 | 0.3 | 40.9 | 8.2 | 0.8 | 8.5 | 41.3 | 100.0 |
| 2015 | 0.4 | 40.4 | 6.3 | NC | 8.0 | NC | 100.0 |
| 2017 | 0.4 | 36.7 | 5.6 | NC | 8.9 | NC | 100.0 |
| 2019 | 0.4 | 35.2 | 5.0 | NC | 9.6 | NC | 100.0 |
| 2021 | 0.4 | 38.6 | 4.6 | NC | 7.4 | NC | 100.0 |

## NOTES for Table 6:

N/A-This breakdown was not available prior to 1977.
NC - Comparable data is not available due to changes in the categories used in the 2015 through 2021 surveys.

* The definitions for these methods of distribution were changed somewhat in the 2015 through 2021 surveys; consequently, 2015 through 2021 data may not be completely comparable to prior years.
** The figures in Table 6 are based on the aggregate sales volume (all products and all orders combined, excluding Arizona due to data confidentiality). See Table 10 for applicable sales volume. Totals may not add due to rounding.


## Packaged Fluid Milk Sales Report Agricultural Marketing Service

Table 7
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders Method of Distribution - Individual Orders

November 2021

|  | Order | Method of Distribution: |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marketing Area |  |  |  |  |  |  |  |  |  |
|  |  | Home Delivery | Food Stores |  | School, Institutional, and Other |  |  | Other Wholesale * | Total |
|  |  |  | Supermarket Chains | $\begin{gathered} \text { Conven- } \\ \text { ience } \\ \text { Stores } \\ \hline \end{gathered}$ | Schools | Institutional | Other |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Northeast | 001 | 0.2 | 38.3 | 5.8 | 3.5 | 2.5 | 7.1 | 42.6 | 100.0 |
| Appalachian | 005 | CR | 40.3 | 3.0 | 14.7 | 3.4 | 3.8 | 34.8 | 100.0 |
| Florida | 006 | --- | 52.2 | 4.1 | 7.5 | 7.2 | 5.0 | 24.0 | 100.0 |
| Southeast | 007 | --- | 34.3 | 2.7 | 9.0 | 2.4 | 5.5 | 46.1 | 100.0 |
| Upper MW | 030 | 3.0 | 35.6 | 12.1 | 4.7 | 3.6 | 4.6 | 36.4 | 100.0 |
| Central | 032 | CR | 36.2 | 3.7 | 12.0 | 2.2 | 9.2 | 36.7 | 100.0 |
| Mideast | 033 | 0.1 | 38.8 | 3.5 | 5.2 | 2.2 | 4.5 | 45.8 | 100.0 |
| California | 051 | 0.1 | 32.1 | 6.1 | 6.5 | 1.5 | 10.2 | 43.5 | 100.0 |
| Pacific NW | 124 | CR | 49.4 | 2.6 | 0.9 | 0.5 | 5.4 | 41.2 | 100.0 |
| Southwest | 126 | LT | 41.3 | 2.5 | 11.4 | 2.7 | 6.2 | 35.9 | 100.0 |
| Arizona | 131 | CR-X | CR-X | CR-X | CR-X | CR-X | CR-X | CR-X | CR-X |
| All Orders | --- | 0.4 | 38.6 | 4.6 | 7.4 | 2.6 | 6.3 | 40.1 | 100.0 |

## NOTES for Tables 7:

LT - Less than 0.05 percent.
CR- Restricted due to confidentiality. Included in applicable "Other" category.
CR-X -Arizona restricted due to confidentiality. Not included in "All Orders" percentages.

* The Other Wholesale category includes Mass Merchandisers (such as Walmart, Target. etc.), Drug Stores (such as CVS, Rite Aid, Walgreens, etc.), Club Stores (such as Costco, Sam's, BJ's Wholesale, etc.), and Wholesale Distributors. See Table 8 for additional information for this category.

[^0]Table 8
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders Type of Other Wholesale Outlet* - Individual Orders November 2021

|  | Order <br> Number |  | ber 2021 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Marketing Area |  | Type of Other Wholesale Outlet:* |  |  |  |
|  |  | Mass <br> Merchandisers | Wholesale Distributors | Club Stores | Total |
|  |  | ----------------- Percent of Individual Order Total** ------------------- |  |  |  |
| Northeast | 001 | 12.9 | 23.6 | 6.1 | 42.6 |
| Appalachian | 005 | 20.6 | 14.0 | 0.2 | 34.8 |
| Florida | 006 | 11.0 | 11.7 | 1.3 | 24.0 |
| Southeast | 007 | 27.2 | 18.1 | 0.8 | 46.1 |
| Upper Midwest | 030 | 16.6 | 18.1 | 1.7 | 36.4 |
| Central | 032 | 22.9 | 8.9 | 4.9 | 36.7 |
| Mideast | 033 | 21.4 | 16.1 | 8.2 | 45.8 |
| California | 051 | 10.7 | 18.0 | 14.9 | 43.5 |
| Pacific NW | 124 | 12.1 | 20.0 | 9.1 | 41.2 |
| Southwest | 126 | 19.8 | 12.4 | 3.7 | 35.9 |
| Arizona | 131 | CR-X | CR-X | CR-X | CR-X |
| All Orders | --- | 17.6 | 16.8 | 5.8 | 40.1 |

## NOTES for Tables 8:

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

* Mass merchandisers include outlets such as Walmart, Target, etc., as well as drug stores such as CVS, Rite Aid, Walgreens, etc. Club stores include outlets like Costco, Sam's, BJ's Wholesale, etc.
** The data in Table 8 for individual orders are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. Totals may not add due to rounding.


## 2021 Fluid Milk Products Sold by Method of Distribution <br> Food Stores



Graph 19: 2021 Fluid Milk Products Sold by Method of Distribution: Food Stores
> During November 2021, 43.2\% of all FMMO fluid milk sales were sold through food stores, up from $40.2 \%$ in November 2019 and 42.3\% in November 2017. This proportion varied significantly among FMMO's, ranging from a low of $37.0 \%$ of total sales in the Southeast Order to a high of $56.3 \%$ in the Florida Order. The food store category includes supermarket chains and convenience stores but does not include drug stores.
> Supermarket chains comprised $38.6 \%$ of fluid milk sales during November 2021, while convenience stores accounted for $4.6 \%$ of the FMMO total. Supermarket chain sales accounted for more than one-third of the total for all orders except California, while they accounted for approximately half the sales in Florida and the Pacific NW.
> The proportion of sales attributable to supermarket chains ranged from a low of $32.1 \%$ for the California Order to a high of 52.2\% for the Florida Order.
> The Upper Midwest and California Orders reported the largest proportion of sales by convenience stores with $12.1 \%$ and $6.1 \%$, respectively, of each order's total milk sales.

# 2021 Fluid Milk Products Sold by Method of Distribution <br> Schools, Institutional, and Other 



## Graph 20: 2021 Fluid Milk Products Sold by Method of Distribution: Schools, Institutional and Other

$>$ Schools, institutional and other sales outlets accounted for $16.3 \%$ of all FMMO fluid milk sales during November 2021, down from 18.5\% in November 2021 and 18.2\% in November 2017. The Central Order reported the largest proportion with $23.4 \%$ of sales in this category, while the Pacific Northwest Order reported the lowest at 6.8\%.
$>$ Sales to institutional outlets ranged from a low of $0.5 \%$ of the market total for the Pacific Northwest Order to a high of $7.2 \%$ for the Florida Order during November 2021. The institutional category includes hospital, military, nursing home, and prison milk sales.
$>$ School sales ranged from a low of $0.9 \%$ of the market total for the Pacific Northwest Order to a high of $14.7 \%$ for the Appalachian Order. The Central (12.0\%) and Southwest (11.4\%) were the only other markets to report school milk sales over 10\% during November 2021.
$>$ Sales in the other category ranged from a low of $3.8 \%$ of the total for the Appalachian Order to a high of 10.2\% for the California Order. This category includes sales to outlets not otherwise defined in the survey questionnaire, as well as home delivery milk sales for some markets.

# 2021 Fluid Milk Products Sold by Method of Distribution <br> Mass Merchandisers, Wholesale Ditributors, \& Club Stores 



## Graph 21: 2021 Fluid Milk Products Sold by Method of Distribution : Mass Merchandisers, Wholesale Distributors, and Club Stores

> The mass merchandisers, wholesale distributors, and club stores category accounted for $40.1 \%$ of total FMMO fluid milk sales during November 2021, down from 41.0\% in November 2019 yet up from 39.1\% in November 2017. Mass merchandisers include retailers such as Walmart, Target, etc., while the club store category includes outlets like Costco, Sam's Club, BJ's Wholesale, etc. Drug stores, such as CVS, Rite Aid, Walgreens, etc., are included in the mass merchandisers category.
> Milk sales in this combined category ranged from a low of $24.0 \%$ of the total for the Florida Order, to a high of $46.1 \%$ for the Southeast Order.
> Mass merchandiser milk sales ranged from a low of $10.7 \%$ of the total for the California Order, to a high of $27.2 \%$ for the Southeast Order.
> Milk sales by wholesale distributors was quite variable, with a range of $8.9 \%$ of the total for the Central Order to a high of 23.6\% for the Northeast Order during November 2021.
> Club stores accounted for the smallest proportion of sales with $5.8 \%$ of the FMMO total, compared with $16.8 \%$ for wholesale distributors and $17.6 \%$ for mass merchandisers. Club store sales ranged from a low of $0.2 \%$ of the total for the Appalachian Order to a high of $14.9 \%$ for the California Order.

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

Table 9
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders November of Selected Years 1965-2021

| Year | Sales: | Category: |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Conventional | ESL | Organic |
|  | Million Pounds | ----------------- Percent OF FMO Total -------------------- |  |  |
| 1965 | 2,242 | 100.0 | N/A | N/A |
| 1975 | 3,290 | 100.0 | N/A | N/A |
| 1985 | 3,625 | 100.0 | N/A | N/A |
| 1995 | 3,762 | 100.0 | N/A | N/A |
| 2005 | 3,761 | 100.0 | N/A | N/A |
| 2007 | 3,873 | 100.0 | N/A | N/A |
| 2009 | 3,774 | 97.9 | N/A | 2.1 |
| 2011 | 3,794 | 96.9 | N/A | 3.1 |
| 2013 | 3,701 | 96.3 | N/A | 3.7 |
| 2015 | 3,481 | 92.0 | 3.7 | 4.3 |
| 2017 | 3,498 | 90.9 | 4.3 | 4.8 |
| 2019 | 3,551 | 90.5 | 4.6 | 4.9 |
| 2021 | 3,586 | 87.5 | 7.2 | 5.3 |

NOTES for Table 9: N/A - Organic milk was included with Conventional prior to 2009; ESL was included with Conventional prior to 2015.

Table 10
Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders By Product and By Marketing Area

November 2021

| Product | Sales: | Marketing Area | Order \# | Sales: |
| :--- | :---: | :--- | :---: | :---: |
|  | Million Pounds* |  |  | Million Pounds** |
| Whole Milk | 1,304 | Northeast | 001 | 711 |
| Flavored Whole | 63 | Appalachian | 005 | 330 |
| Reduced Fat (2\%) | 1,160 | Florida | 006 | 173 |
| Low Fat (1\%) | 428 | Southeast | 007 | 263 |
| Fat-Free (skim) | 223 | Upper MW | 030 | 216 |
| Flavored Reduced Fat | 306 | Central | 032 | 355 |
| Eggnog | 59 | Mideast | 033 | 542 |
| Buttermilk | 44 | California | 051 | 408 |
| All Orders | $\mathbf{3 , 5 8 6}$ | Pacific NW | 124 | 136 |
| Conventional | 3,138 | Southwest | 126 | 337 |
| ESL | 258 | Arizona | 131 | 115 |
| Organic | 190 | All Orders | --- |  |

## NOTES for Table 10:

[^1]
## Appendix 1

# Definitions and Factors for Converting Container Units to Sales Volume 

## 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 FMMO's. Note: The one exception would be eggnog testing more than 9\% butterfat. They are not considered a Class I FMP under FMMO's but are included in the survey with 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 ultra-high temperature (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.

Product Category: Products included in this survey have been grouped into one of three categories: conventional, extended shelf life, and organic. Conventional products are non-organic fluid milk products that have been processed using traditional pasteurization and bottling methods. These products have a "standard" shelf life historically associated with fluid milk products. Extended shelf life (ESL) products are those that have been processed in a manner that allows for a longer shelf life compared with conventional products. Typically, this involves some form of ultra-pasteurization combined with specialized packaging that provides the product with a longer shelf life. Organic products are those made with milk from certified organic dairy herds. These products can be bottled using either traditional or ultra-pasteurization methods. (Thus, an ultra-pasteurized product from organic milk would be classified under the organic category even though it would also have an extended shelf life.)

Size of Container: Container sizes surveyed are: gallon, half-gallon, quart, pint, half-pint, 14 ounce, 12 ounce, 10 ounce, and other. Containers banded together, or containers put into larger bags, sacs, etc., are reported separately. Examples: half-gallon twin packs are reported as two half-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 halfpints, 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 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 stores; school, institutional, and other outlets; and all other wholesale.

Food stores are further broken down into supermarket chains and convenience stores. Schools include all public schools (elementary and high school), colleges, and universities. Institutional outlets include hospitals, military, nursing homes, and prisons. The Other category includes outlets not specified under any of the other specified categories. Other Wholesale is broken down into mass merchandisers, wholesale distributors, and club stores. Mass Merchandisers include retailers such as Walmart, Target, etc., as well as drug stores such as CVS, Rite Aid, Walgreens, etc. Club Stores include outlets such as Costco, Sam's Club, BJ's Wholesale, etc. Wholesale Distributors are those entities that purchase fluid milk products from processing plants for distribution to other outlets.

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.

## Appendix 1

Factors for Converting Container Units to Sales Volume - Pounds per Unit

| Size of Container | Product Type: |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Whole <br> Milk | Flavored Whole Milk | Eggnog | Reduced Fat Milk (2\%) | Low Fat Milk (1\%) | Fat Free Milk (Skim) | Flavored Fat Reduced Milk | Buttermilk |
| Gallon <br> Half-gallon <br> Quart <br> 6-Gallon <br> 5-Gallon | pounds per unit |  |  |  |  |  |  |  |
|  | 8.600 | 8.000 | 9.000 | 8.620 | 8.620 | 8.630 | 8.000 | 8.620 |
|  | 4.300 | 4.000 | 4.500 | 4.310 | 4.310 | 4.310 | 4.000 | 4.310 |
|  | 2.150 | 2.000 | 2.250 | 2.155 | 2.155 | 2.1575 | 2.000 | 2.155 |
|  | 51.600 | 48.000 | 54.000 | 51.720 | 51.720 | 51.780 | 48.000 | 51.720 |
|  | 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 |

## Appendix 2

## Sales by Product and Container Size

## All Federal Milk Marketing Orders, <br> All Categories

Packaged Fluid Milk Sales Report
Agricultural Marketing Service

## 2021 Whole Milk Sales by Container Size <br> All Federal Milk Marketing Orders, All Categories



## 2021 Flavored Whole Milk Sales by Container Size

All Federal Milk Marketing Orders, All Catergories
\% of Individual Product Category Total


## 2021 Reduced Fat Milk Sales by Container Size <br> All Federal Milk Martketing Orders, All Orders



## 2021 Low Fat Milk Sales by Container Size <br> All Federal Milk Marketing Orders, All Categories



## 2021 Fat Free Milk Sales by Container Size <br> All Federal Milk Marketing Orders, All Categories



## 2021 Flavored Fat Reduced Milk Sales by Container Size <br> All Federal Milk Marketing Orders, All Categories



Packaged Fluid Milk Sales Report
Agricultural Marketing Service

## 2021 Eggnog Sales by Container Size <br> All Federal Milk Marketing Orders



## 2021 Buttermilk Sales by Container Size <br> All Federal Milk Marketing Orders



## Appendix 3

# Sales by Method of Distribution 

## Individual Markets and

## All Orders Combined

## 2021 Fluid Milk Products Sold by Method of Distribution <br> Northeast Order



## 2021 Fluid Milk Products Sold by Method of Distribution

Appalachian Order


2021 Fluid Milk Products Sold by Method of Distribution Florida Order


## 2021 Fluid Milk Products Sold by Method of Distribution Southeast Order



2021 Fluid Milk Products Sold by Method of Distribution Upper Midwest Order


## 2021 Fluid Milk Products Sold by Method of Distribution

Central Order
\% of Individual Market Total


2021 Fluid Milk Products Sold by Method of Distribution Mideast Order


2021 Fluid Milk Products Sold by Method of Distribution California Order


[^2]
## 2021 Fluid Milk Products Sold by Method of Distribution

## Pacific Northwest Order



## 2021 Fluid Milk Products Sold by Method of Distribution Southwest Order



## 2021 Fluid Milk Products Sold by Method of Distribution

 All Orders

# Packaged Fluid Milk Sales Report <br> Agricultural Marketing Service 

## Information Contacts:

This report was compiled and published by the Central FMMO Market Administrator's office, with assistance from all other FMMO offices. E-mail inquiries may be sent to econ.staff@fmmacentral.com.


#### Abstract

Central Federal Milk Marketing Order (913) 495-9300


## Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.


[^0]:    ** The data in Table 7 for the individual orders are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. Totals may not add due to rounding.

[^1]:    * Total sales for all orders combined. Sales based on survey results. 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.

[^2]:    * Includes drug stores

