

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS
JANUARY- DECEMBER 2008, WITH COMPARISONS 1/**

Product	January Sales	Change from previous year 2/	February Sales	Change from previous year 2/	March Sales	Change from previous year 2/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,334	-6.9	1,219	-3.6	1,276	-8.1
Flavored Whole Milk			49	-8.3	49	-19.1
Organic Whole Milk	48 ³	29.2	30	31.5	33	25.5
Reduced Fat Milk (2%)	1,580	-25.0	1,458	3.7	1,535	-1.0
Low Fat Milk (1%)	580	0.7	549	5.4	572	-1.9
Fat-Free Milk (Skim)	708	-0.8	668	3.8	694	-2.8
Flavored Fat-Reduced Milk	364	-1.6	342	3.7	331	-9.1
Organic Fat-Reduced Milk	109	25.1	115	46.7	110	28.1
Buttermilk	53	21.2	48	13.8	54	16.3
Total Fluid Milk Products 3/	4,824	-1.6	4,489	2.7	4,666	-3.4
Total Fluid Milk Products Adj. 3/ 4/	4,811	-1.0	4,287	-1.9	4,728	-0.7
Product	April Sales	Change from previous year 2/	May Sales	Change from previous year 2/	June Sales	Change from previous year 2/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,220	-6.2	1,269	-4.1	1,207	-8.4
Flavored Whole Milk	49	-13.1	54	-5.3	45	-13.4
Organic Whole Milk	31	32.3	31	33.6	31	24.5
Reduced Fat Milk (2%)	1,486	2.6	1,539	4.4	1,437	-1.0
Low Fat Milk (1%)	559	3.4	573	2.9	503	-1.4
Fat-Free Milk (Skim)	677	1.8	695	2.8	642	-2.2
Flavored Fat-Reduced Milk	380	11.5	344	-2.0	170	-0.7
Organic Fat-Reduced Milk	103	24.7	107	26.6	102	16.9
Buttermilk	44	4.2	45	3.1	39	-3.6
Total Fluid Milk Products 3/	4,562	1.1	4,665	1.4	4,184	-3.2
Total Fluid Milk Products Adj. 3/ 4/	4,556	-0.7	4,599	0.3	4,254	-0.2
Product	July Sales	Change from previous year 2/	August Sales	Change from previous year 2/	September Sales	Change from previous year 2/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,258	-3.8	1,268	-5.8	1,238	1.2
Flavored Whole Milk	48	-6.7	48	-12.8	51	-0.8
Organic Whole Milk	30	20.0	33	19.4	33	25.8
Reduced Fat Milk (2%)	1,500	3.4	1,549	0.4	1,522	4.0
Low Fat Milk (1%)	508	1.8	549	1.1	577	5.9
Fat-Free Milk (Skim)	659	1.3	683	-0.9	681	3.6
Flavored Fat-Reduced Milk	142	1.1	232	-3.5	385	7.8
Organic Fat-Reduced Milk	99	16.7	109	13.7	110	20.0
Buttermilk	40	-5.4	40	-8.0	39	-3.8
Total Fluid Milk Products 3/	4,294	0.7	4,522	-1.6	4,643	4.0
Total Fluid Milk Products Adj. 3/ 4/	4,282	-0.6	4,572	0.3	4,581	0.3

Footnotes on next page.

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS
JANUARY– DECEMBER 2008, WITH COMPARISONS 1/ cont.**

Product	October Sales	Change from previous year 3/	November Sales	Change from previous year 3/	December Sales	Change from previous year 3/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,290	-1.2	1,225	-4.8	1,341	1.1
Flavored Whole Milk		-15.7	49	-7.7	51	-3.8
Organic Whole Milk 4/	55 ₃₄	11.1	31	3.6	39	28.0
Reduced Fat Milk (2%)	1,587	1.2	1,507	-1.8	1,624	3.6
Low Fat Milk (1%)	595	2.5	553	-0.4	577	3.5
Fat-Free Milk (Skim)	705	0.6	665	-1.3	692	1.1
Flavored Fat-Reduced Milk	413	2.9	327	-5.6	302	6.3
Organic Fat-Reduced Milk 4/	110	8.9	102	0.4	111	17.9
Buttermilk	40	-9.6	44	-8.9	79	56.7
Total Fluid Milk Products 5/	4,851	0.6	4,555	-2.8	4,885	3.6
Total Fluid Milk Products Adj. 5/ 6/	4,812	-0.7	4,656	0.5	4,839	1.3

1/ These figures are based on the consumption of fluid milk products in Federal milk order marketing areas and California, which represents approximately 92 percent of total fluid milk sales in the United States. An estimate of total U.S. fluid milk sales is derived by interpolating the remaining 8 percent of sales from the Federal milk order and California data. The procedure used for estimating U.S. fluid milk sales by the Agricultural Marketing Service is different from that used by the Economic Research Service (ERS) of USDA. Consequently, the sum of the monthly figures presented here may differ from the annual figures published by ERS. The ERS data series can be found at <http://www.ers.usda.gov/Data/FoodConsumption/Spreadsheets/dyfluid.xls>. For further information, contact Roger Hoskin of ERS at 202-694-5148. 2/ Percent changes, as well as sales volumes, unless otherwise noted, are not shown on a calendar composition basis. See 4/. Some data for January have been revised due to changes in the information from some reporting areas. **Revised figures are in bold print.** 3/ Total fluid milk products include the products listed plus miscellaneous products and eggnog. 4/ Sales volumes and percent changes have been adjusted for calendar composition; see http://www.ams.usda.gov/dyfmoms/mib/clndr_comp_rpt.pdf.