

ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS  
JANUARY-DECEMBER 2009, WITH COMPARISONS 1/2/

Product	January Sales	Change from previous year 3/	February Sales	Change from previous year 3/	March Sales	Change from previous year 3/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,316	-1.3	1,163	-4.5	1,276	0.1
Flavored Whole Milk	46		46	-5.0	55	14.1
Organic Whole Milk	31	-3.6	29	-1.4	33	3.0
Reduced Fat Milk (2%)	1,629	-4.0 3.2	1,439	-1.2	1,570	2.4
Low Fat Milk (1%)	604	4.2	540	-1.5	597	4.6
Fat-Free Milk (Skim)	717	1.3	642	-3.9	697	0.3
Flavored Fat-Reduced Milk	359	-1.4	350	2.5	380	14.8
Organic Fat-Reduced Milk	102	-5.2	96	-14.6	111	2.5
Buttermilk	73	37.1	55	16.3	65	21.3
Total Fluid Milk Products 4/	4,887	1.4	4,369	-2.5	4,792	2.8
Total Fluid Milk Products Adj. 4/5/	4,817	0.3	4,369	2.1	4,845	2.6
Product	April Sales	Change from previous year 3/	May Sales	Change from previous year 3/	June Sales	Change from previous year 3/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,231	0.9	1,225	-3.4	1,235	2.4
Flavored Whole Milk	47	-3.1	46	-14.3	46	2.1
Organic Whole Milk	29	-4.7	30	4.4	31	1.3
Reduced Fat Milk (2%)	1,516	2.1	1,509	-1.8	1,499	4.4
Low Fat Milk (1%)	567	1.6	574	0.4	525	4.5
Fat-Free Milk (Skim)	674	-0.4	675	-2.8	654	1.9
Flavored Fat-Reduced Milk	365	-4.1	352	2.5	192	12.6
Organic Fat-Reduced Milk	97	-4.1	97	-7.7	101	1.1
Buttermilk	58	31.4	48	6.8	39	-2.3
Total Fluid Milk Products 4/	4,590	0.8	4,563	-2.1	4,327	3.6
Total Fluid Milk Products Adj. 4/5/	4,601	1.1	4,613	0.4	4,269	0.5
Product	July Sales	Change from previous year 3/	August Sales	Change from previous year 3/	September Sales	Change from previous year 3/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,279	1.8	1,266	0.0	1,218	-1.5
Flavored Whole Milk	47	-1.3	47	-1.7	46	-1.0
Organic Whole Milk	31	7.1	29	-11.1	32	-9.5
Reduced Fat Milk (2%)	1,554	3.7	1,566	1.2	1,529	0.5
Low Fat Milk (1%)	527	3.8	560	2.1	594	3.2
Fat-Free Milk (Skim)	665	1.0	676	-0.9	670	-1.6
Flavored Fat-Reduced Milk	149	4.6	254	9.7	390	1.4
Organic Fat-Reduced Milk	102	5.6	104	-2.8	107	0.1
Buttermilk	41	2.0	40	-0.3	39	0.6
Total Fluid Milk Products 4/	4,403	2.7	4,551	0.8	4,632	-0.1
Total Fluid Milk Products Adj. 4/ 5/	4,368	2.2	4,611	1.0	4,626	1.1

Footnotes on next page.

Product	October Sales	Change from previous year 3/	November Sales	Change from previous year 3/	December Sales	Change from previous year3/
	Mil. Lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	<b>1,263</b>	<b>-1.9</b>	<b>1,182</b>	<b>-3.4</b>	<b>1,289</b>	<b>-3.6</b>
Flavored Whole Milk	51	<b>-7.0</b>	50	<b>2.1</b>	51	<b>-0.1</b>
Organic Whole Milk	32	-2.3	31	3.4	33	-10.2
Reduced Fat Milk (2%)	<b>1,627</b>	<b>2.6</b>	<b>1,544</b>	<b>2.5</b>	<b>1,672</b>	<b>3.0</b>
Low Fat Milk (1%)	<b>620</b>	<b>4.4</b>	<b>584</b>	<b>5.9</b>	<b>600</b>	<b>4.2</b>
Fat-Free Milk (Skim)	<b>703</b>	<b>-0.4</b>	<b>660</b>	<b>-0.7</b>	<b>691</b>	<b>-0.1</b>
Flavored Fat-Reduced Milk	405	<b>-2.0</b>	348	<b>6.5</b>	311	<b>3.1</b>
Organic Fat-Reduced Milk	106	-1.8	104	4.5	104	-6.8
Buttermilk	<b>41</b>	<b>4.0</b>	<b>46</b>	<b>5.9</b>	<b>45</b>	<b>-43.1</b>
Total Fluid Milk Products 4/	<b>4,870</b>	<b>0.5</b>	<b>4,603</b>	<b>1.2</b>	<b>4,860</b>	<b>-0.3</b>
Total Fluid Milk Products Adj. 4/ 5/	<b>4,800</b>	<b>-0.1</b>	<b>4,679</b>	<b>0.6</b>	<b>4,847</b>	<b>0.3</b>

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/ Some data for January-March and October-December 2009 have been revised due to changes in the information from some reporting areas. **Revised figures are in bold print.** 3 / Percent changes, as well as sales volumes, unless otherwise noted, are not shown on a calendar composition basis. See 5/. 4/ Total fluid milk products include the products listed plus miscellaneous products and eggnog. 5/ Sales volumes and percent changes have been adjusted for calendar composition; see <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELDEV3023272>