

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS
JANUARY-DECEMBER 2010, 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	1,230	-6.5	1,121	-3.7	1,206	-5.4
Flavored Whole Milk			43	-8.1	55	-0.7
Organic Whole Milk	44 ₃₃	5.9	29	1.5	34	3.5
Reduced Fat Milk (2%)	1,630	-5.5 0.1	1,471	2.2	1,603	2.1
Low Fat Milk (1%)	618	2.4	563	4.2	621	4.0
Fat-Free Milk (Skim)	699	-2.5	646	0.5	701	0.6
Flavored Fat-Reduced Milk	361	0.6	344	-1.7	389	2.2
Organic Fat-Reduced Milk	106	3.5	99	2.5	116	6.0
Buttermilk	39	-47.4	37	-33.9	41	-36.5
Total Organic Milk Products	138	4.0	128	2.3	151	5.4
Total Fluid Milk Products 4/	4,766	-2.5	4,357	-0.3	4,774	-0.3
Total Fluid Milk Products Adj. 4/ 5/	4,819	0.0	4,357	-0.3	4,729	-2.4
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	1,158	-5.9	1,156	-5.5	1,133	-8.2
Flavored Whole Milk	45	-3.3	43	-6.7	43	-6.5
Reduced Fat Milk (2%)	1,532	1.0	1,508	-0.1	1,468	-2.0
Low Fat Milk (1%)	593	4.5	597	4.0	531	1.2
Fat-Free Milk (Skim)	672	-0.3	669	-0.8	630	-3.7
Flavored Fat-Reduced Milk	383	5.0	361	2.3	191	-0.3
Buttermilk	37	-35.2	40	-16.8	37	-2.3
Total Conventional Milk Products	4,428	-0.8	4,380	-1.2	4,039	-3.7
Organic Whole Milk		16.0	34	16.5	34	10.7
Organic Reduced Fat Milk	33	-	-	-	38	6/
Organic Low Fat Milk	-	-	-	-	30	6/
Organic Fat-Free Milk (Skim)	-	-	-	-	33	6/
Organic Flavored Milk	-	-	-	-	12	6/
Organic Fat-Reduced Milk 7/	108	11.7	109	12.3	113	12.1
Total Organic Milk Products	142	12.7	144	13.3	148	11.7
Total Fluid Milk Products 4/	4,569	-0.5	4,524	-0.8	4,187	-3.2
Total Fluid Milk Products Adj. 4/ 5/	4,515	-1.9	4,584	-0.6	4,181	-2.1

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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	1,194	-6.6	1,181	-6.7	1,143	-6.1
Flavored Whole Milk	44	-7.5	46	-3.6	46	-0.8
Reduced Fat Milk (2%)	1,547	-0.5	1,542	-1.6	1,507	-1.4
Low Fat Milk (1%)	542	3.0	572	2.2	601	1.2
Fat-Free Milk (Skim)	655	-1.5	660	-2.4	663	-1.0
Flavored Fat-Reduced Milk	145	-2.7	258	1.3	398	2.1
Buttermilk	39	-3.3	39	-3.4	38	-2.5
Total Conventional Milk Products	4,172	-2.3	4,301	-2.6	4,402	-2.0
Organic Whole Milk		13.8	38	29.9	40	27.3
Organic Reduced Fat Milk	3640	6/	44	6/	45	6/
Organic Low Fat Milk	31	6/	31	6/	34	6/
Organic Fat-Free Milk (Skim)	34	6/	35	6/	39	6/
Organic Flavored Milk	9	6/	9	6/	9	6/
Organic Fat-Reduced Milk 7/	115	12.1	120	15.9	127	18.3
Total Organic Milk Products	151	12.5	158	18.9	167	20.3
Total Fluid Milk Products 4/	4,322	-1.8	4,460	-2.0	4,569	-1.4
Total Fluid Milk Products Adj. 4/ 5/	4,261	-2.5	4,509	-2.2	4,579	-1.0

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	1,164	-7.9	1,187	0.4	1,260	-2.2
Flavored Whole Milk	48	-6.4	51	2.2	49	-3.5
Reduced Fat Milk (2%)	1,543	-5.1	1,558	0.9	1,637	-2.1
Low Fat Milk (1%)	614	-1.0	600	2.7	597	-0.6
Fat-Free Milk (Skim)	671	-4.4	667	1.0	677	-2.2
Flavored Fat-Reduced Milk	404	-0.1	363	4.4	302	-3.0
Buttermilk	41	-0.8	47	1.2	44	-1.5
Total Conventional Milk Products	4,504	-4.8	4,524	1.3	4,629	-2.0
Organic Whole Milk	39	21.2	39	25.4	42	28.5
Organic Reduced Fat Milk	45	6/	44	6/	49	6/
Organic Low Fat Milk	31	6/	32	6/	33	6/
Organic Fat-Free Milk (Skim)	36	6/	36	6/	37	6/
Organic Flavored Milk	7	6/	7	6/	7	6
Organic Fat-Reduced Milk 7/	120	13.1	120	14.9	126	21.8
Total Organic Milk Products	159	15.0	159	17.3	169	23.4
Total Fluid Milk Products 4/	4,663	-4.2	4,683	1.7	4,797	-1.3
Total Fluid Milk Products Adj. 4/ 5/	4,714	-1.8	4,621	-1.3	4,759	-1.8

Footnotes on next page.

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-September 2010 have been revised due to changes in the information from some reporting areas. Some data for June and July have been corrected. **Revised and corrected 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> 6/ Volume figures are not available for the previous year. Percentage changes are based on combined data under Organic Fat-Reduced Milk. 7/ Total of organic reduced fat, lowfat, skim, flavored, and miscellaneous milk products combined.