

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS
JANUARY – DECEMBER 2012, 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 | 1,157 | -4.6 | 1,070 | -0.6 | 1,142 | -2.0 |
| Flavored Whole Milk | 40 | -5.8 | 40 | -5.6 | 43 | -11.3 |
| Reduced Fat Milk (2%) | 1,550 | -3.4 | 1,421 | -0.5 | 1,525 | -2.2 |
| Low Fat Milk (1%) | 639 | 2.5 | 595 | 6.5 | 634 | 2.1 |
| Fat-Free Milk (Skim) | 652 | -4.8 | 608 | -2.1 | 644 | -4.7 |
| Flavored Fat-Reduced Milk | 369 | 0.4 | 363 | 4.4 | 364 | -8.1 |
| Buttermilk | 39 | 0.9 | 39 | 2.8 | 41 | -4.1 |
| Total Conventional Milk Products | 4,449 | -2.8 | 4,139 | 0.6 | 4,398 | -2.5 |
| Organic Whole Milk | 48 | 12.2 | 43 | 15.2 | 45 | 5.4 |
| Organic Reduced Fat Milk | 58 | 18.5 | 50 | 11.0 | 56 | 12.0 |
| Organic Low Fat Milk | 41 | 23.7 | 39 | 19.5 | 39 | 12.1 |
| Organic Fat-Free Milk (Skim) | 39 | -0.3 | 36 | -1.1 | 39 | -6.6 |
| Organic Flavored Milk | 7 | -10.8 | 6 | -20.1 | 6 | -57.2 |
| Organic Fat-Reduced Milk 6/ | 145 | 12.6 | 132 | 9.3 | 140 | -0.1 |
| Total Organic Milk Products | 193 | 12.5 | 176 | 10.7 | 185 | 1.2 |
| Total Fluid Milk Products 4/ | 4,642 | -2.2 | 4,315 | 0.9 | 4,583 | -2.4 |
| Total Fluid Milk Products Adj. 4/ 5/ | 4,694 | -2.4 | 4,162 | -2.7 | 4,537 | -3.1 |

| 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 | 1,074 | -4.1 | 1,109 | -1.2 | 1,106 | 0.1 |
| Flavored Whole Milk | 40 | -9.4 | 41 | -6.3 | 39 | -5.6 |
| Reduced Fat Milk (2%) | 1,429 | -4.8 | 1,465 | -1.0 | 1,468 | 0.6 |
| Low Fat Milk (1%) | 593 | 0.8 | 612 | 3.4 | 538 | 2.3 |
| Fat-Free Milk (Skim) | 601 | -7.3 | 611 | -4.6 | 579 | -5.1 |
| Flavored Fat-Reduced Milk | 348 | -2.9 | 340 | -4.4 | 165 | -4.1 |
| Buttermilk | 38 | 0.9 | 39 | 3.7 | 38 | 0.3 |
| Total Conventional Milk Products | 4,125 | -4.0 | 4,221 | -0.8 | 3,936 | -0.5 |
| Organic Whole Milk | 43 | 3.4 | 46 | 10.6 | 43 | 10.2 |
| Organic Reduced Fat Milk | 49 | -1.0 | 52 | 8.4 | 50 | 8.8 |
| Organic Low Fat Milk | 36 | 10.4 | 38 | 2.8 | 35 | 2.4 |
| Organic Fat-Free Milk (Skim) | 35 | -10.4 | 38 | -2.6 | 35 | -5.8 |
| Organic Flavored Milk | 6 | -42.9 | 6 | -5.4 | 6 | -2.9 |
| Organic Fat-Reduced Milk 6/ | 126 | -3.8 | 135 | -11.9 | 126 | 1.9 |
| Total Organic Milk Products | 169 | -2.1 | 181 | -7.1 | 170 | 3.9 |
| Total Fluid Milk Products 4/ | 4,293 | -3.9 | 4,401 | -1.0 | 4,106 | -0.3 |
| Total Fluid Milk Products Adj. 4/ 5/ | 4,340 | -2.1 | 4,391 | -2.3 | 4,072 | -0.8 |

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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/ |
|--------------------------------------|----------------|------------------------------|----------------|------------------------------|-----------------|------------------------------|
| | Million Pounds | Percent | Million Pounds | Percent | Million Pounds | Percent |
| Whole Milk | 1,119 | -1.3 | 1,165 | -0.7 | 1,061 | -4.9 |
| Flavored Whole Milk | 42 | 3.7 | 47 | 9.0 | 44 | 5.6 |
| Reduced Fat Milk (2%) | 1,482 | -0.8 | 1,562 | -0.2 | 1,429 | -4.6 |
| Low Fat Milk (1%) | 525 | -0.5 | 598 | 0.3 | 598 | -4.0 |
| Fat-Free Milk (Skim) | 572 | -7.3 | 611 | -6.9 | 581 | -9.9 |
| Flavored Fat-Reduced Milk | 146 | 10.1 | 262 | 3.5 | 363 | -4.0 |
| Buttermilk | 39 | 5.1 | 41 | 1.0 | 37 | -6.0 |
| Total Conventional Milk Products | 3,927 | -1.4 | 4,289 | -0.9 | 4,117 | -5.2 |
| Organic Whole Milk | 43 | 5.7 | 48 | 15.6 | 44 | 7.6 |
| Organic Reduced Fat Milk | 46 | -5.7 | 55 | 11.1 | 51 | -4.9 |
| Organic Low Fat Milk | 36 | 4.5 | 40 | 20.2 | 37 | -5.6 |
| Organic Fat-Free Milk (Skim) | 34 | -6.5 | 38 | -3.1 | 35 | -11.3 |
| Organic Flavored Milk | 5 | -19.1 | 7 | -9.2 | 5 | -27.5 |
| Organic Fat-Reduced Milk 6/ | 121 | -3.7 | 140 | 8.0 | 129 | -8.0 |
| Total Organic Milk Products | 164 | -1.4 | 187 | 9.8 | 174 | -4.5 |
| Total Fluid Milk Products 4/ | 4,091 | -1.4 | 4,477 | -0.5 | 4,291 | -5.2 |
| Total Fluid Milk Products Adj. 4/ 5/ | 4,136 | -1.8 | 4,420 | -0.5 | 4,404 | -1.5 |

| Product | October Sales | Change from previous year 3/ | November Sales | Change from previous year 3/ | December Sales | Change from previous year 3/ |
|--------------------------------------|----------------|------------------------------|----------------|------------------------------|----------------|------------------------------|
| | Million Pounds | Percent | Million Pounds | Percent | Million Pounds | Percent |
| Whole Milk | 1,147 | 1.4 | 1,140 | -0.1 | 1,149 | -4.0 |
| Flavored Whole Milk | 51 | 14.6 | 50 | 9.4 | 47 | 2.8 |
| Reduced Fat Milk (2%) | 1,543 | 1.7 | 1,513 | 0.2 | 1,527 | -3.3 |
| Low Fat Milk (1%) | 649 | 3.2 | 605 | -0.6 | 577 | -4.2 |
| Fat-Free Milk (Skim) | 619 | -4.4 | 594 | -5.9 | 585 | -8.7 |
| Flavored Fat-Reduced Milk | 411 | 7.0 | 345 | -1.1 | 286 | -2.1 |
| Buttermilk | 41 | 2.6 | 46 | 3.8 | 43 | -0.4 |
| Total Conventional Milk Products | 4,483 | 1.6 | 4,342 | -0.9 | 4,267 | -4.3 |
| Organic Whole Milk | 50 | 14.6 | 49 | 16.0 | 48 | 8.2 |
| Organic Reduced Fat Milk | 58 | 10.8 | 55 | 4.6 | 52 | -6.6 |
| Organic Low Fat Milk | 41 | 7.6 | 41 | 9.2 | 36 | -5.9 |
| Organic Fat-Free Milk (Skim) | 38 | 3.5 | 37 | 2.0 | 34 | -11.2 |
| Organic Flavored Milk | 7 | 6.7 | 6 | -4.1 | 5 | -21.3 |
| Organic Fat-Reduced Milk 6/ | 144 | 6.3 | 142 | 6.8 | 126 | -8.4 |
| Total Organic Milk Products | 194 | 8.3 | 191 | 9.0 | 174 | -4.3 |
| Total Fluid Milk Products 4/ | 4,677 | 1.9 | 4,533 | -0.5 | 4,441 | -4.3 |
| Total Fluid Milk Products Adj. 4/ 5/ | 4,618 | -0.6 | 4,478 | -1.7 | 4,496 | -2.2 |

1/ These figures are representative of the consumption of fluid milk products in Federal milk order marketing areas and California, which account for 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/ Data may be revised due to changes in the information from some reporting areas. **Revised and corrected figures are in bold print.** 3/ Percent changes, as well as sales volumes, unless otherwise noted, are shown on an unadjusted basis. 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/ Total of organic reduced fat, lowfat, skim, flavored, and miscellaneous organic milk products combined. Report contact: Daniel Manzoni, Daniel_manzoni@ams.usda.gov or 202-720-2352