

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS
JANUARY– DECEMBER 2003, WITH COMPARISONS 1/**

Product	January Sales	Change from previous year 2/	February Sales	Change from previous year	March Sales	Change from previous year
	Mil. lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,620	0.7	1,444	1.4	1,542	-1.4
Flavored Whole Milk	81	-3.2	76	-1.4	86	-0.5
Reduced Fat Milk (2%)	1,554	1.8	1,388	2.1	1,481	-0.6
Low Fat Milk (1%)	558	2.5	500	0.9	549	1.2
Fat-Free Milk (Skim)	709	0.4	641	0.2	679	-3.4
Flavored Fat-Reduced Milk	310	5.9	286	7.6	308	12.7
Buttermilk	49	-4.5	44	-4.1	48	-6.5
Total Fluid Milk Products 3/	4,887	1.4	4,389	1.7	4,702	-0.3
Total Fluid Milk Products Adj. 3/ 4/	4,848	0.8	4,389	1.7	4,764	-0.1
Product	April Sales	Change from previous year 2/	May Sales	Change from previous year	June Sales	Change from previous year
	Mil. lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,491	-1.1	1,545	-0.5	1,456	0.5
Flavored Whole Milk	86	4.2	89	2.5	80	-2.5
Reduced Fat Milk (2%)	1,433	-0.3	1,480	0.9	1,376	1.8
Low Fat Milk (1%)	528	-0.5	539	-0.9	480	-2.2
Fat-Free Milk (Skim)	654	-2.7	672	-2.6	617	-2.8
Flavored Fat-Reduced Milk	292	-1.4	299	5.6	159	11.8
Buttermilk	46	-4.0	47	-6.3	44	-2.5
Total Fluid Milk Products 3/	4,540	-0.9	4,684	0.1	4,224	0.5
Total Fluid Milk Products Adj. 3/ 4/	4,533	0.3	4,617	-0.5	4,294	0.0
Product	July Sales	Change from previous year 2/	August Sales	Change from previous year	September Sales	Change from previous year
	Mil. lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,524	-1.6	1,524	-4.2	1,485	-0.1
Flavored Whole Milk	84	-2.7	89	-3.0	90	5.9
Reduced Fat Milk (2%)	1,445	-0.9	1,474	-3.0	1,459	1.5
Low Fat Milk (1%)	487	-3.3	513	-3.6	525	-1.9
Fat-Free Milk (Skim)	633	-5.6	646	-6.9	648	-1.8
Flavored Fat-Reduced Milk	125	1.2	207	6.3	341	12.0
Buttermilk	45	-6.8	45	-6.8	45	-0.2
Total Fluid Milk Products 3/	4,354	-2.1	4,510	-3.6	4,606	1.1
Total Fluid Milk Products Adj. 3/ 4/	4,343	-1.4	4,559	-1.1	4,545	-1.9
Product	October Sales	Change from previous year 2/	November Sales	Change from previous year	December Sales	Change from previous year
	Mil. lbs.	Percent	Mil. lbs.	Percent	Mil. lbs.	Percent
Whole Milk	1,566	-1.2	1,477	-5.0	1,603	1.6
Flavored Whole Milk	94	-0.2	87	-4.5	90	3.1
Reduced Fat Milk (2%)	1,513	-0.4	1,426	-4.1	1,520	2.9
Low Fat Milk (1%)	537	-3.3	493	-9.5	530	1.5
Fat-Free Milk (Skim)	671	-3.4	630	-6.7	645	-1.7
Flavored Fat-Reduced Milk	347	3.1	277	-1.4	259	8.5
Buttermilk	50	-0.6	50	-5.4	50	-0.6
Total Fluid Milk Products 3/	4,800	-1.0	4,502	-5.1	4,783	2.1
Total Fluid Milk Products Adj. 3/ 4/	4,762	-1.5	4,603	-1.6	4,738	0.0

1/ These figures are based on the consumption of fluid milk products in Federal milk order marketing areas and California, which represents approximately 93 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 7 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 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 Jim Miller of ERS at 202-694-5184. 2/ Percent changes, as well as sales volumes, unless otherwise noted, are shown on an unadjusted basis; see 4/. 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/dyfos/mib/clndr_comp_rpt.pdf

Bold figure is revised.