

**ESTIMATED TOTAL U.S. SALES OF FLUID MILK PRODUCTS  
JANUARY– SEPTEMBER 2004, 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	1,595	-1.5	1,417	-1.9	1,547	0.4
Flavored Whole Milk	88	8.2	72	-6.0	79	-8.8
Reduced Fat Milk (2%)	1,551	-0.2	1,384	-0.3	1,516	2.4
Low Fat Milk (1%)	549	-1.6	497	-0.6	545	-0.9
Fat-Free Milk (Skim)	680	-4.1	618	-3.6	677	-0.2
Flavored Fat-Reduced Milk	313	0.9	309	7.9	366	19.0
Buttermilk	46	-5.9	43	-2.6	48	0.7
Total Fluid Milk Products 3/	4,837	-1.0	4,354	-0.8	4,793	1.9
Total Fluid Milk Products Adj. 3/ 4/	4,768	-1.6	4,314	-1.7	4,748	-0.3

  

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	1,481	-0.7	1,409	-8.8	1,406	-3.4
Flavored Whole Milk	70	-18.4	69	-22.2	64	-19.6
Reduced Fat Milk (2%)	1,443	0.7	1,384	-6.4	1,371	-0.4
Low Fat Milk (1%)	512	-3.0	506	-6.1	476	-0.7
Fat-Free Milk (Skim)	642	-1.9	633	-5.7	615	-0.3
Flavored Fat-Reduced Milk	320	9.5	304	1.8	180	13.6
Buttermilk	45	-2.4	43	-8.6	43	-3.3
Total Fluid Milk Products 3/	4,527	-0.3	4,362	-6.9	4,169	-1.3
Total Fluid Milk Products Adj. 3/ 4/	4,472	-1.3	4,419	-4.3	4,163	-3.0

  

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	1,480	-2.9	1,460	-4.2	1,446	-2.6
Flavored Whole Milk	66	-21.5	68	-23.1	66	-28.0
Reduced Fat Milk (2%)	1,470	1.7	1,467	-0.5	1,460	0.1
Low Fat Milk (1%)	495	1.7	508	-0.8	528	0.7
Fat-Free Milk (Skim)	651	2.9	647	0.1	652	0.7
Flavored Fat-Reduced Milk	154	22.8	249	20.3	356	4.4
Buttermilk	44	-2.0	45	-1.5	44	-3.8
Total Fluid Milk Products 3/	4,375	0.5	4,458	-1.2	4,565	-0.9
Total Fluid Milk Products Adj. 3/ 4/	4,312	-0.7	4,507	-1.2	4,576	0.7

1/ These figures are based on the consumption of fluid milk products in Federal milk order marketing areas and California, which represents approximately 93 % (92 % starting April) 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% (8% starting April) 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 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](http://www.ams.usda.gov/dyfos/mib/clndr_comp_rpt.pdf)