February 2020 Highlights

Total Fluid Products Sales 3.7 billion pounds of packaged fluid milk products were shipped by milk handlers in February 2020. This was 1.0 percent higher than a year earlier. Estimated sales of total conventional fluid milk products increased 0.7 percent from February 2019 and estimated sales of total organic fluid milk products increased 6.9 percent from a year earlier.

Estimated Total U.S. Sales of Fluid Milk Products, February 2020

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<th>Product Name</th>
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<td>Month</td>
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</tr>
<tr>
<td></td>
<td>(million pounds)</td>
<td>(percent)</td>
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<tr>
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<td>118</td>
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<tr>
<td>Reduced Fat Milk (2%)</td>
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<td>2,354</td>
</tr>
<tr>
<td>Low Fat Milk (1%)</td>
<td>446</td>
<td>941</td>
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<tr>
<td>Fat Free Milk (Skim)</td>
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<td>518</td>
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<td>694</td>
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¹ Data may not add due to rounding.
## Package Sales of Total Fluid Milk Products in Federal Milk Orders, February 2020

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<td>Previous Year</td>
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¹ Data may not add due to rounding.
### Estimated Total U.S. Sales of Fluid Milk Products, 2020

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<th>Organic</th>
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<td>203</td>
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<td>220</td>
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<td>3,812</td>
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<td>7,741</td>
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¹ Data may not add due to rounding.

### Estimated Total U.S. Sales of Fluid Milk Products, 2019

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<th>Month</th>
<th>Conventional</th>
<th>Organic</th>
<th>Total ¹</th>
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<tr>
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*Revised. ¹ Data may not add due to rounding.
### Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2020

<table>
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<tr>
<th>Month</th>
<th>Whole Milk</th>
<th>Flavored Whole Milk</th>
<th>Reduced Fat Milk (2%)</th>
<th>Low Fat Milk (1%)</th>
<th>Fat Free Milk (Skim)</th>
<th>Flavored Fat Reduced</th>
<th>Buttermilk</th>
<th>Other Fluid Milk Products</th>
<th>Total Fat-Reduced</th>
<th>Total Milk Products</th>
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<td>332</td>
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<tr>
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<td>518</td>
<td>694</td>
<td>75</td>
<td>45</td>
<td>4,507</td>
<td>7,294</td>
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</tbody>
</table>

*Data may not add due to rounding.

### Annual Estimated Summary of U.S. Sales of Conventional Fluid Milk Products, 2019

<table>
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<tr>
<th>Month</th>
<th>Whole Milk</th>
<th>Flavored Whole Milk</th>
<th>Reduced Fat Milk (2%)</th>
<th>Low Fat Milk (1%)</th>
<th>Fat Free Milk (Skim)</th>
<th>Flavored Fat Reduced</th>
<th>Buttermilk</th>
<th>Other Fluid Milk Products</th>
<th>Total Fat-Reduced</th>
<th>Total Milk Products</th>
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*Revised. **1** Data may not add due to rounding.
### Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2020

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<th>Low Fat Milk (1%)</th>
<th>Fat Free Milk (Skim)</th>
<th>Flavored Fat Reduced</th>
<th>Other Fluid Milk Products</th>
<th>Total Fat-Reduced</th>
<th>Total Milk Products</th>
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</table>

1 Data may not add due to rounding.

### Annual Estimated Summary of U.S. Sales of Organic Fluid Milk Products, 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>Whole Milk</th>
<th>Reduced Fat Milk (2%)</th>
<th>Low Fat Milk (1%)</th>
<th>Fat Free Milk (Skim)</th>
<th>Flavored Fat Reduced</th>
<th>Other Fluid Milk Products</th>
<th>Total Fat-Reduced</th>
<th>Total Milk Products</th>
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<td>15</td>
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<td>*15</td>
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<td>0</td>
<td>*117</td>
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<tr>
<td>Apr</td>
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<td>*63</td>
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<td>*16</td>
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<td>*203</td>
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<tr>
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<td>*76</td>
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<td>16</td>
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<td>*221</td>
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<tr>
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<td>126</td>
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<td>15</td>
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<td>0</td>
<td>*120</td>
<td>*221</td>
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*Revised. ¹ Data may not add due to rounding.
## Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Northeast (FO1)</th>
<th>Appalachian (FO5)</th>
<th>Florida (FO6)</th>
<th>Southeast (FO7)</th>
<th>Upper Midwest (FO30)</th>
<th>Central (FO32)</th>
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<tbody>
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<td>Jan</td>
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<td>247</td>
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<td>314</td>
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<tr>
<td>Mar</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Jul</td>
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<td></td>
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</tr>
<tr>
<td>Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Ann</td>
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<td>474</td>
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<td>661</td>
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</table>

¹ Data may not add due to rounding.

## Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>Northeast (FO1)</th>
<th>Appalachian (FO5)</th>
<th>Florida (FO6)</th>
<th>Southeast (FO7)</th>
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<tbody>
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<td>386</td>
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<td>234</td>
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<td>*283</td>
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<tr>
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<td>*261</td>
<td>*231</td>
<td>*346</td>
<td>*281</td>
<td>*327</td>
</tr>
<tr>
<td>May</td>
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<td>222</td>
<td>334</td>
<td>285</td>
<td>324</td>
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<tr>
<td>Jun</td>
<td>587</td>
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*Revised. ¹ Data may not add due to rounding.
### Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2020 (Continued)

<table>
<thead>
<tr>
<th>Month</th>
<th>Mideast (FO33)</th>
<th>California (FO51)</th>
<th>Pacific Northwest (FO124)</th>
<th>Southwest (FO126)</th>
<th>Arizona (FO131)</th>
<th>All Orders Combined ¹</th>
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</thead>
<tbody>
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¹ Data may not add due to rounding.

### Package Sales of Total Fluid Milk Products in Federal Milk Orders, 2019 (Continued)

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<thead>
<tr>
<th>Month</th>
<th>Mideast (FO33)</th>
<th>California (FO51)</th>
<th>Pacific Northwest (FO124)</th>
<th>Southwest (FO126)</th>
<th>Arizona (FO131)</th>
<th>All Orders Combined ¹</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
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<td>396</td>
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<td>*365</td>
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<td>*3,687</td>
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<td>*42,567</td>
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*Revised. ¹ Data may not add due to rounding.
Methodology: Estimated Fluid Milk Products Sales

**Definition: In-Area Sales** are dispositions (deliveries) of fluid milk products in consumer type packages from milk processing (bottling) plants to outlets in Federal Order marketing areas that sell directly to consumers. These outlets include food stores, convenience stores, warehouse stores/wholesale clubs, non-food stores, schools, food service industry, and home delivery.

**Data:** The Estimated Fluid Milk Products Sales are established using Federal milk marketing order (FMMO) in-area sales (in pounds), and interpolating fluid sales based on population density in remaining areas. The In-Area Sales data are collected by Federal Milk Marketing Orders and aggregated by Market Information Branch of the Agricultural Marketing Service (AMS).

**Reliability:** Federal order in-area sales are subject to revision for three years following the initial monthly report. The AMS audit staff periodically perform on-site audits on a company's sales records to ensure accurate reporting of pool information. For enforcement purposes, the information used in this report is subject to audit for up to three years after the month pooled.
Report Aggregation and Interpolation

Estimated U.S. Sales of Fluid Milk Products
Estimated Sales figures are representative of the consumption of fluid milk products in Federal milk marketing order areas. The Federal Order In-Area Sales account for approximately 92 percent (based on population density) 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 Order data.

Sales of individual fluid milk products, subtotals for conventional and organic, total fluid milk products, and total fluid milk products are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. The following categories include multiple products:

- Total Conventional Milk Products include conventional whole, flavored whole, reduced fat, lowfat, fat-free, flavored fat-reduced, and buttermilk milk products.
- Organic Fat-Reduced Milk include organic reduced fat, lowfat, fat-free, and flavored fat-reduced.
- Total Organic Milk Products include organic whole, organic fat-reduced, and other miscellaneous milk products.
- Total Fluid Milk Products include total conventional, total organic, and other miscellaneous milk products (i.e. eggnog).

Package Sales of Total Fluid Milk Products in Federal Milk Orders
Package Sales figures are representative of the consumption of fluid milk products in Federal milk marketing areas.

Sales of total fluid milk products separated by Federal orders are reported in pounds for the current month, year-to-date, and previous year's figures. Year over year percent change provides additional comparison for current month and year-to-date figures. All markets may not add to total due to rounding.
Information Contacts

Listed below are the specialists in the Agricultural Marketing Service, Dairy Program, Market Information Branch to contact for additional information. E-mail inquiries may be sent to dpp@usda.gov.

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Chief, Market Information
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Jessica Newsome
Dairy Products Marketing Specialist
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Kerry Siekmann
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For the most current release, visit AMS Dairy Program (Dairy Products Mandatory Reporting Program’s page) or Cornell University's Library (National Dairy Products Sales Report page).

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