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Department of  
Agriculture**

Marketing and  
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Programs

Agricultural  
Marketing  
Service

Dairy Program

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# **Packaged Fluid Milk Sales in Federal Milk Order Markets:**

## **By Size and Type of Container, Category, and Distribution Method During November 2023**

## **PREFACE**

This publication presents information relating to the containers in which fluid milk products are sold, and the methods of distribution used to market these items by handlers regulated under Federal Milk Marketing Orders (FMMOs). The information in this report is based on a survey of fluid milk sales by handlers regulated under FMMOs during November 2023. Its purpose is to update a similar survey done in November 2021, and to see if trends observed in past surveys are continuing. Data was obtained from milk handlers regulated under the 11 marketing orders.

Handlers regulated under FMMO's process approximately three-quarters of all the fluid milk products sold in the United States. In general, the sizes and types of containers, and methods of distribution used to market this production would be representative of the entire country. In addition, although these surveys are based on November fluid milk sales, the relationships shown would be representative in other months of the year. Exceptions would be sales in half-pint containers and sales through school outlets, which would not be applicable to sales in a non-school month, along with sales of eggnog which vary seasonally.

The tables in this report provide historical information from past surveys and detailed information from the current survey. Information is presented for individual orders and for all orders combined. The data in this report are percentages of total fluid milk products sold by regulated handlers. The number of each size of container can be approximated by using the additional information provided in Appendix 1 (page 59).

This is the thirty-third report in a series. Similar data have been distributed based on surveys conducted in November 1963 through 1967, 1969, and every other year thereafter.

## **Recent Changes in the Survey**

The survey used to collect 2023 data underwent one relatively minor change compared to 2021 and 2019. The change was made in the data collection process which now allows a HTST and ESL total to be calculated.

The survey used to collect 2017 data underwent one relatively minor change compared with 2015. The 2015 survey grouped products into three categories -- conventional, organic, and extended shelf life (ESL) -- for all products except eggnog and cultured buttermilk. The 2017 survey required eggnog and cultured buttermilk to be grouped in the same manner as all other products. This data is detailed in Tables 3 and 5 of this publication.

The survey used to collect 2015 data underwent significant changes compared with those used for previous reports. This was done to "modernize" the data collection to better reflect current marketing conditions, and to allow a more user-friendly publication of survey results. The change in data collection resulted in an alteration of several tables compared with previous publications. Graphical presentation was significantly expanded in the 2015 report, with roughly double the number of graphs compared with the 2013 report.

Changes to the 2015 survey compared with previous years included reducing the number of container sizes reported, which allows publication with fewer instances of restricted data. Grouping products into three categories -- conventional, organic, and extended shelf life (ESL) -- was also a new feature of the 2015 survey. Finally, data collection pertaining to the method of distribution was altered in the 2015 survey. A detailed description of the 2015 survey changes can be found in the preface of the 2015 publication.

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**Table 1**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percent by Container Type**  
**November of Selected Years 1965-2023**

Year	Type of Container:			
	Glass	Paper	Plastic	Other
	<i>----- Percent of Federal Order Total* -----</i>			
1965	29	65	4	2
1975	2	67	31	LT
1985	LT	34	65	LT
1995	LT	24	76	LT
2005	LT	15	85	NA
2007	LT	15	85	NA
2009	LT	14	85	NA
2011	LT	15	85	NA
2013	LT	14	86	NA
2015	LT	16	84	NA
2017	LT	17	83	NA
2019	LT	19	81	NA
2021	LT	18	82	NA
2023	LT	17	82	NA

**Table 2**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Percent by Container Size**  
**November of Selected Years 1965-2023**

Year	Size of Container:						
	Gallon	Half-gallon	Quart	Pint	Half-pint	Over 10 Quart	Other**
	<i>----- Percent of Federal Order Total* -----</i>						
1965	17	54	12	1	10	4	2
1975	43	34	7	1	11	3	1
1985	60	22	5	2	9	2	LT
1995	64	18	4	2	10	2	LT
2005	65	18	3	2	10	1	1
2007	65	18	3	2	11	1	1
2009	67	17	3	1	10	1	1
2011	66	18	3	1	10	1	1
2013	66	18	3	1	10	1	1
2015	64	18	3	1	11	CO	1
2017	64	18	3	1	11	CO	3
2019	58	20	3	2	13	CO	4
2021	58	21	3	1	10	CO	7
2023	59	21	4	1	10	CO	6

NOTES for Table 1 and Table 2:

LT - Less than 0.5 percent.

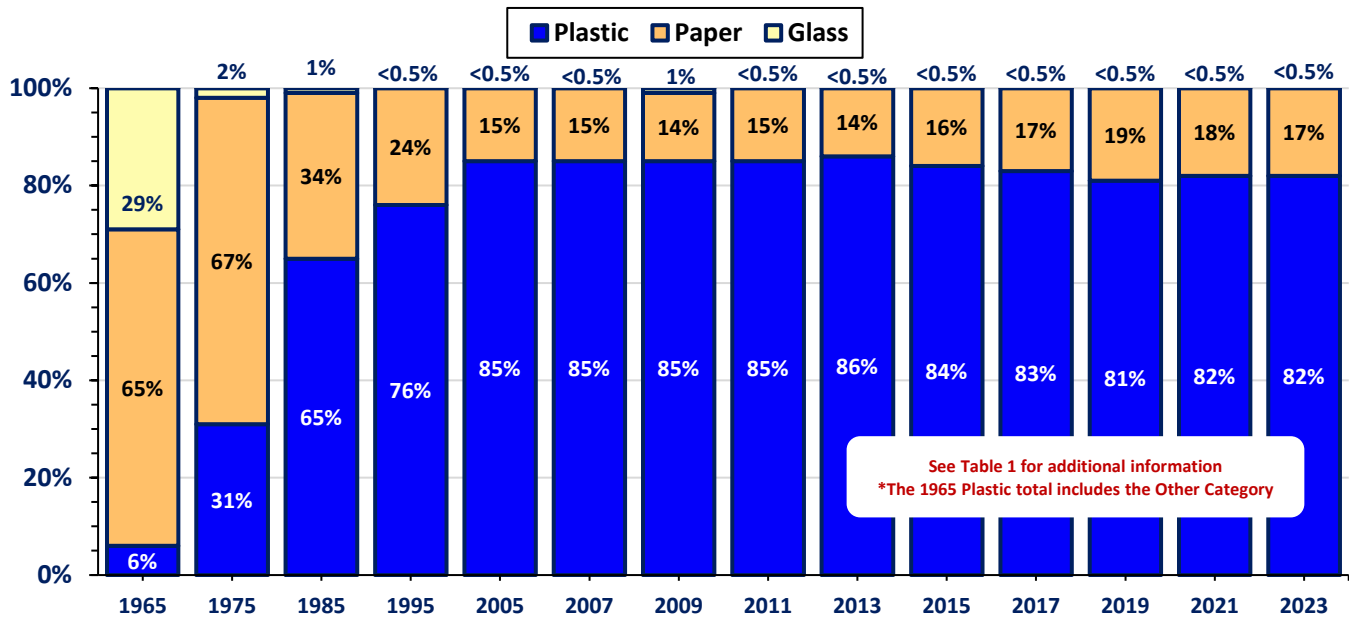
CO - Included in "Other".

NA - This category was discontinued prior to 2003.

\* Totals may not add due to rounding.

\*\* "Other" (Table 2) includes miscellaneous sizes, in most cases smaller than a pint. For 2015 - 2023 it also includes 2.5 gallon and larger containers.

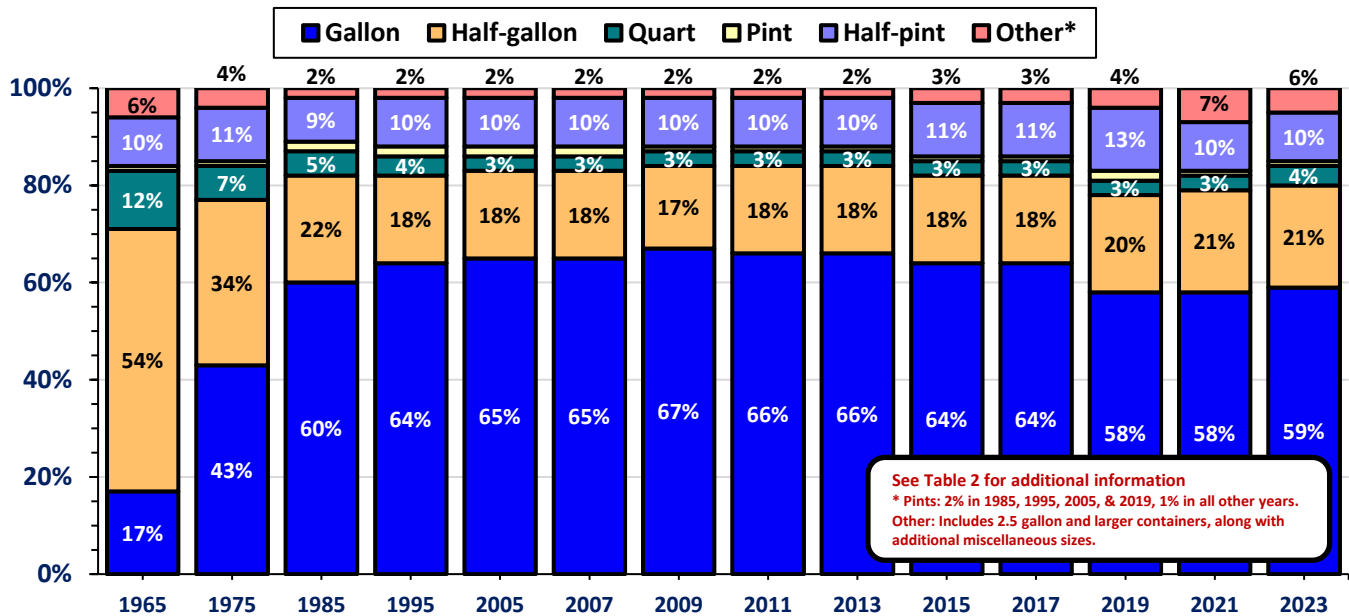
**Fluid Milk Products Sold by Container Type**  
All Federal Milk Marketing Orders



**Graph 1: Fluid Milk Products Sold by Container Type**

- Plastic containers continue to be the dominant type used to distribute fluid milk products, accounting for approximately 82% of the volume of packaged fluid milk sold by FMMO handlers during November 2023. Plastic containers have accounted for two-thirds or more of the volume sold in each survey since 1987. Its proportion remained the same in the 2023 biennial survey but decreased by 4 percentage points compared with the November 2013 survey.
- Paper continues to be the second most popular container type, accounting for around 17% of the total sold, up from 14% in November 2013. Paper’s popularity peaked in 1971 when it was responsible for approximately 78% of the volume sold.
- The volume of milk sold in glass containers has been less than 0.5% since 1983. The popularity of glass declined rapidly from 1965 to 1975, falling from approximately 29% of the total to around 2% in that 10-year period.

**Fluid Milk Products Sold by Container Size**  
**All Federal Milk Marketing Orders**



**Graph 2: Fluid Milk Products Sold by Container Size**

- Although gallon containers continue to account for most of the fluid milk sold by FMMO handlers, the proportion has declined from a high of 67% in November 2009 to recent lows of 58% in 2019 and 2021. Prior to 2019, gallon containers had accounted for at least 60% of the total during each survey since 1985, and the proportion was relatively constant in the mid 60’s from 1995 through 2017.
- The popularity of gallon containers increased dramatically from 1965 to 1975, rising from around 17% to approximately 43%. Most of this increase came at the expense of half-gallon and quart container sizes and coincides with the rapid decline in popularity of glass containers.
- The proportion of milk sold in half-gallon containers during November 2023 remained at 21%. Prior to 2019, the proportion sold in half-gallon containers had been around 18% in every survey since 1995.
- The volume accounted for by quarts has been constant at approximately 3% of the total during each survey since 2005, which is one-fourth the level recorded in 1965.
- The proportion of milk sold in half-pint containers remained the same in the 2023 survey as the previous survey at 10% of the total. Prior to 2019, pint container’s proportion of the total had remained remarkably constant since the mid 1960’s, with a high of 11% and a low of 9%.

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**Table 3-1**  
**Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	70.2	70.2
Half-gallon	0.2	6.5	13.3	20.0
Quart	LT	1.8	1.3	3.1
Pint	CR-LT	LT	0.5	0.5
Half-pint	--	0.7	0.1	0.8
Other**	LT	0.5	4.9	5.4
All sizes	0.2	9.5	90.3	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-1A**  
**Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	68.0	2.2	69.6	0.6	70.2
Half-gallon	16.3	3.7	14.8	5.2	20.0
Quart	2.1	1.0	1.4	1.7	3.1
Pint	0.5	--	0.5	LT	0.5
Half-pint	0.7	0.1	0.7	0.1	0.8
Other**	5.2	0.2	1.7	3.6	5.4
All sizes	92.8	7.2	88.7	11.3	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-1B**  
**Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

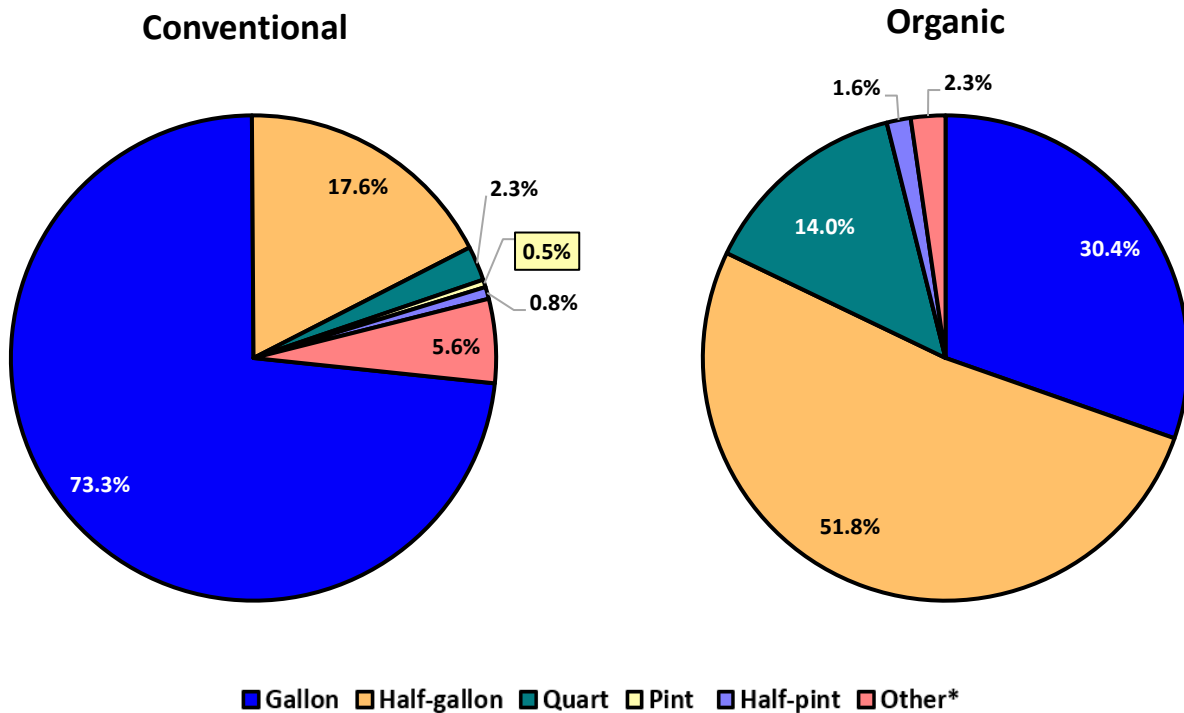
Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	73.3	30.4	78.5	5.4	70.2
Half-gallon	17.6	51.8	16.7	46.0	20.0
Quart	2.3	14.0	1.6	15.0	3.1
Pint	0.5	--	0.5	0.2	0.5
Half-pint	0.8	1.6	0.8	1.3	0.8
Other**	5.6	2.3	1.9	32.1	5.4
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.



## 2023 Whole Milk Sales by Container Size and Category

### All Federal Milk Marketing Orders

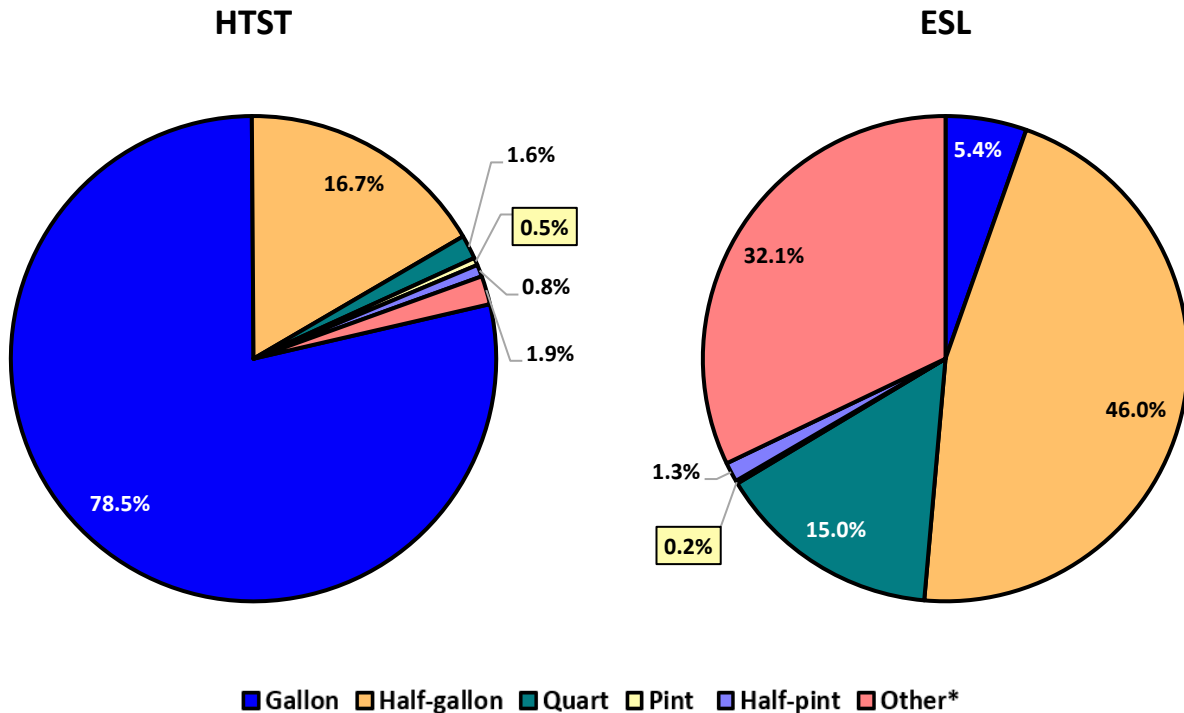


**Graph 3: 2023 Whole Milk Sales by Container Size and Category**

- Whole milk accounted for 39.5% of all FMMO milk sales during November 2023, which was the largest proportion among all products sold and an increase of 3.1 percentage points compared with the previous survey, and 6.0 percentage points compared with the 2019 survey.
- Conventional milk sales accounted for 92.8% of all FMMO whole milk sales during November 2023, while organic milk sales were responsible for 7.2%.
- Within the conventional whole milk category, gallon containers accounted for 73.3% of total sales, while half-gallon sales were responsible for 17.6%. Sales in all other container sizes represented only 9.2% of the November 2023 total.
- Organic whole milk sales during November 2023 were dominated by half-gallon (51.8%) and gallon (30.4%) packaging, with these two container sizes accounting for 82.2% of the FMMO total.

## 2023 Whole Milk Sales by Container Size and Category

### All Federal Milk Marketing Orders



**Graph 4: 2023 Whole Milk Sales by Container Size and Category**

- HTST milk sales accounted for 88.7% of all FMMO whole milk sales during November 2023, while ESL milk sales were responsible for 11.3%.
- Within the HTST whole milk category, gallon containers accounted for 78.5% of total sales, while half-gallon sales were responsible for 16.7%. Sales in all other container sizes represented only 4.8% of the November 2023 total.
- ESL whole milk sales during November 2023 were dominated by half-gallon (46.0%) and other container sizes (32.1%), with these two container sizes accounting for more than 78% of the FMMO total. Quarts registered a distant third with 15.0% of ESL sales, and gallons were fourth with 5.4%.
- Half pints and pints made up the smallest portion of whole milk sales with both totaling to 1.5%.

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**Table 3-2**  
**Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	13.3	13.3
Half-gallon	1.0	3.4	36.9	41.2
Quart	0.7	0.6	11.3	12.6
Pint	LT	0.1	22.6	22.8
Half-pint	--	1.5	1.2	2.7
Other**	0.1	0.1	7.2	7.4
All sizes	1.8	5.7	92.5	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-2A**  
**Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	13.2	LT	13.1	0.1	13.2
Half-gallon	40.6	0.7	38.4	2.8	41.2
Quart	12.4	0.3	11.0	1.6	12.6
Pint	22.8	LT	22.8	LT	22.8
Half-pint	2.7	--	2.7	--	2.7
Other**	7.3	0.1	4.3	3.1	7.4
All sizes	98.9	1.1	92.3	7.7	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

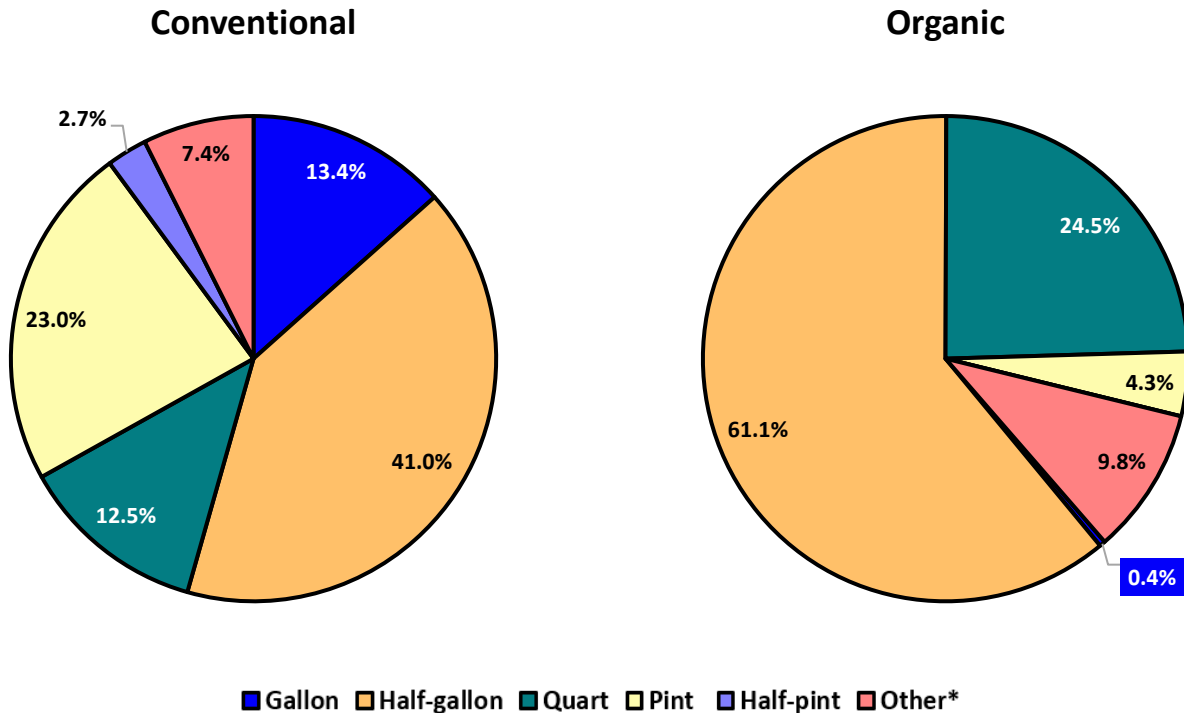
**Table 3-2B**  
**Flavored Whole Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	13.4	0.4	14.2	1.6	13.2
Half-gallon	41.0	61.1	41.6	36.9	41.2
Quart	12.5	24.5	12.0	20.9	12.6
Pint	23.0	4.3	24.7	0.1	22.8
Half-pint	2.7	--	2.9	--	2.7
Other**	7.4	9.8	4.6	40.6	7.4
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

## 2023 Flavored Whole Milk Sales by Container Size and Category

All Federal Milk Marketing Orders

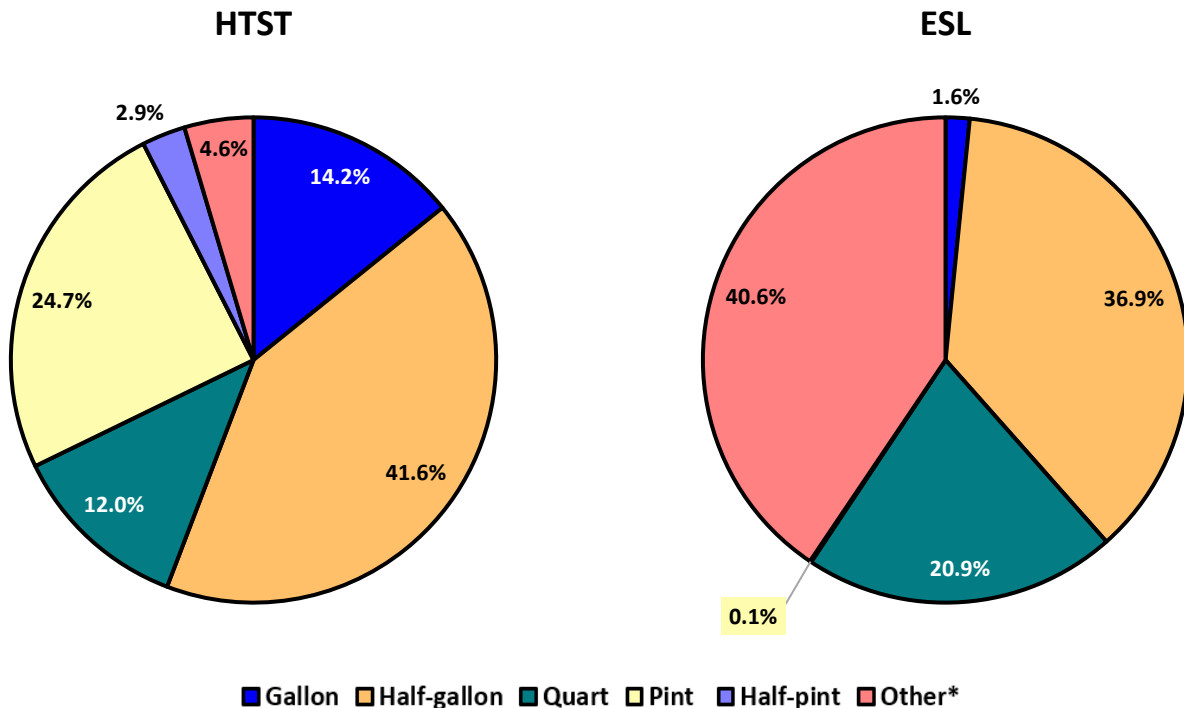


**Graph 5: 2023 Flavored Whole Milk Sales by Container Size and Category**

- Conventional flavored whole milk comprised 98.9% of all FMMO flavored whole milk sales during November 2023, while organic milk represented just 1.1%.
- Flavored whole milk made up only 1.7% of all FMMO milk sales during November 2023.
- Within the conventional flavored whole milk category, half-gallons accounted for 41.0% of total sales, while pints made up 23.0%, and gallons were responsible for 13.4%. Quarts (12.5%), half-pints (2.7%), and other sizes (7.4%) represented a combined 22.6% of the total.
- Half-gallons dominated the organic market with 61.1% of the total, while the second closest size category was quarts at 24.5%. Other (9.8%), pints (4.3%), and gallons (0.4%) made up just 14.5% of the organic total during November 2023.

## 2023 Flavored Whole Milk Sales by Container Size and Category

All Federal Milk Marketing Orders



**Graph 6: 2023 Flavored Whole Milk Sales by Container Size and Category**

- HTST flavored whole milk comprised 92.3% of all FMMO flavored whole milk sales during November 2023, while ESL sales accounted for 7.7%.
- Within the HTST flavored whole milk category, half-gallons accounted for 41.6% of total sales, while pints made up 24.7%, and gallons were responsible for 14.2%. Quarts (12.0%), half-pints (2.9%), and other sizes (4.6%) represented a combined 19.5% of the total.
- The most popular size container for ESL flavored whole milk was the other size container classification with 40.6% of total sales. Half-gallons (36.9%) and quarts (20.9%) accounted for an additional 57.8% of sales, while gallons (1.6%) and pints (0.1%) made up the remainder.

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**Table 3-3**  
**Reduced Fat (2%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	68.7	68.7
Half-gallon	0.2	6.6	14.3	21.0
Quart	LT	1.2	0.9	2.1
Pint	--	LT	0.4	0.4
Half-pint	--	1.3	0.3	1.6
Other**	--	0.4	5.8	6.2
All sizes	0.2	9.4	90.5	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-3A**  
**Reduced Fat (2%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	67.3	1.5	68.2	0.5	68.7
Half-gallon	17.6	3.4	15.4	5.6	21.0
Quart	1.3	0.8	1.0	1.1	2.1
Pint	0.4	--	0.3	LT	0.4
Half-pint	1.6	--	1.6	--	1.6
Other**	6.1	0.1	1.3	4.9	6.2
All sizes	94.3	5.7	87.9	12.1	100.0

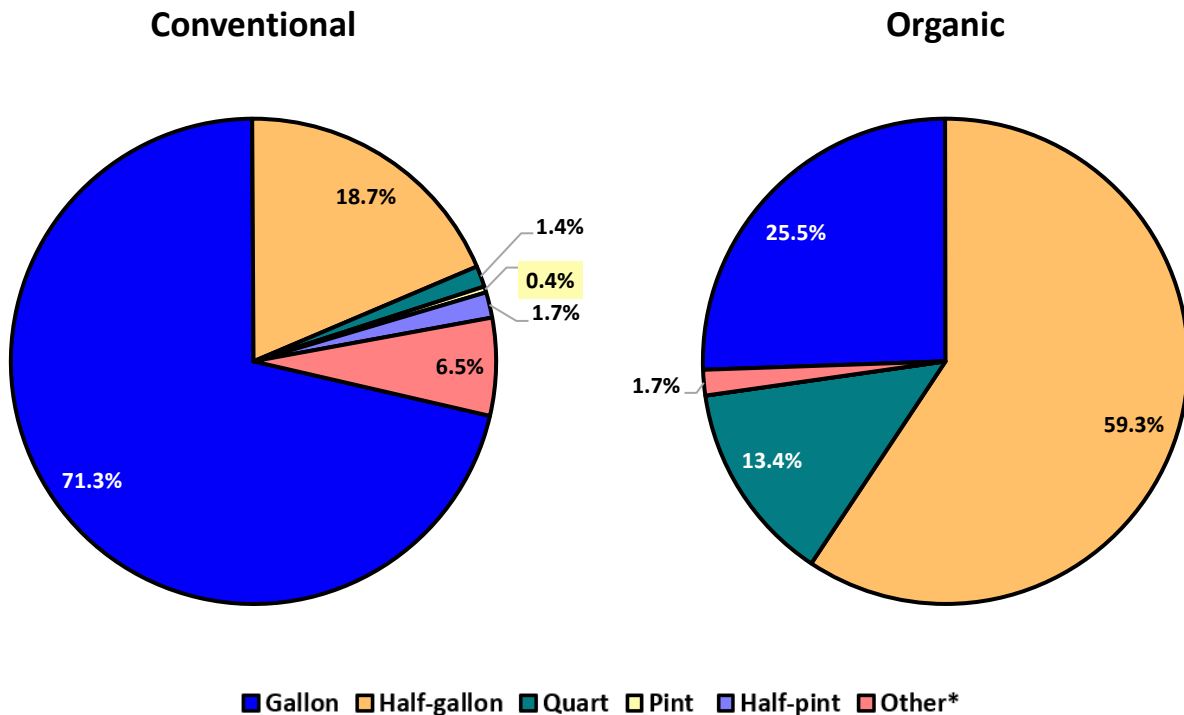
Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-3B**  
**Reduced Fat (2%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	71.3	25.5	77.6	4.0	68.7
Half-gallon	18.7	59.3	17.5	46.4	21.0
Quart	1.4	13.4	1.2	8.9	2.1
Pint	0.4	--	0.4	0.2	0.4
Half-pint	1.7	--	1.8	0.3	1.6
Other**	6.5	1.7	1.5	40.1	6.2
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

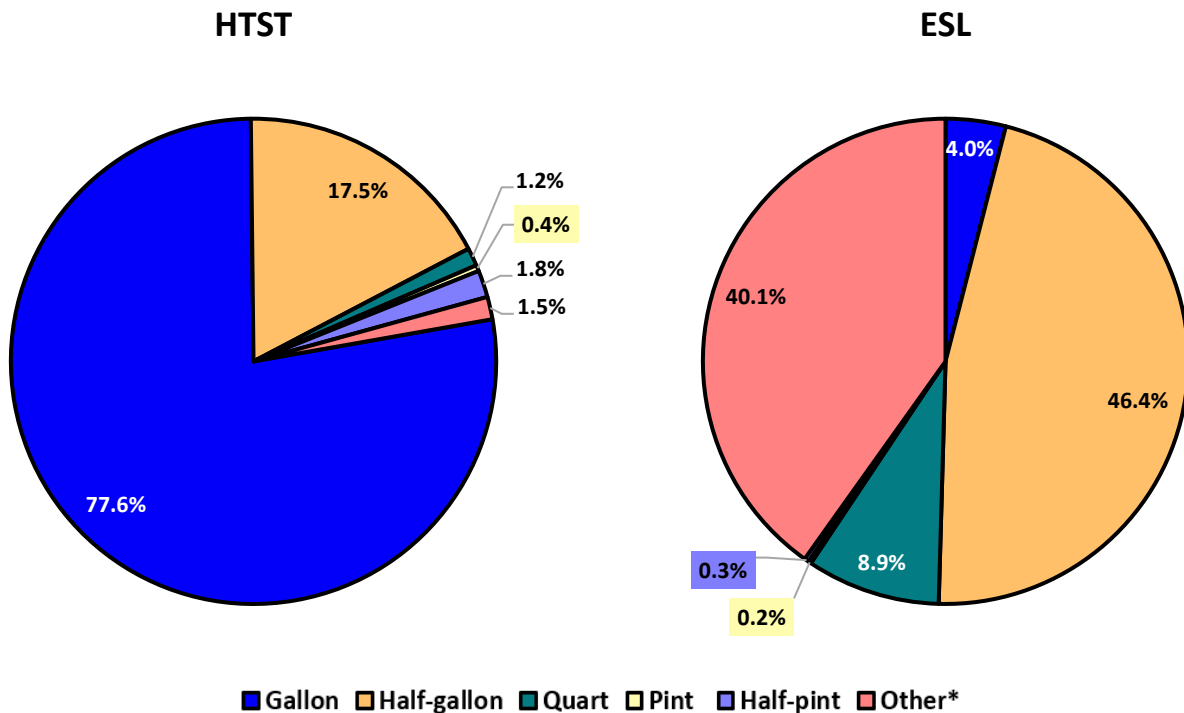
**2023 Reduced Fat Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 7: 2023 Reduced Fat Milk Sales by Container Size and Category**

- Conventional products accounted for 94.3% of all reduced fat milk sales during November 2023, while organic products made up 5.7%. Reduced fat milk accounted for the second largest proportion (31.6%) of FMMO milk sales during November 2023.
- Gallons were the dominant size container for conventional (71.3%) during November 2023, while half-gallons (18.7%) and the other size category (6.5%) accounted for 25.2% of the total.
- Half-gallons were the most popular size container for organic reduced fat products with 59.3% of total sales. Gallons accounted for 25.5% of the total, quarts made up 13.4% of the total, while other size containers made up just 1.7% of the total during November 2023.

**2023 Reduced Fat Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 8: 2023 Reduced Fat Milk Sales by Container Size and Category**

- HTST products accounted for 87.9% of all reduced fat milk sales during November 2023, while ESL sales represented 12.1%.
- Within the HTST reduced fat milk category, gallons made up 77.6% of total sales while half-gallons accounted for 17.5%. All other size categories combined accounted for just 4.9% of the total sales.
- Half-gallons were the most popular size container for ESL reduced fat products with 46.4% of total sales. Other size containers accounted for 40.1% of the total, Quarts came in a distant third at 8.9%, and the remaining size containers combined made up 4.5% of the total during November 2023.



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**Table 3-4**  
**Low Fat (1%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	47.8	47.8
Half-gallon	LT	5.2	13.1	18.3
Quart	--	2.7	0.9	3.6
Pint	--	CR-LT	0.2	0.2
Half-pint	--	24.5	3.0	27.5
Other**	--	0.3	2.3	2.6
All sizes	LT	32.7	67.3	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-4A**  
**Low Fat (1%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	47.0	0.8	47.5	0.3	47.8
Half-gallon	15.7	2.7	13.9	4.4	18.3
Quart	2.7	0.9	1.2	2.4	3.6
Pint	0.2	LT	0.2	--	0.2
Half-pint	27.1	0.4	25.3	2.2	27.5
Other**	2.5	0.1	1.2	1.4	2.6
All sizes	95.1	4.9	89.4	10.6	100.0

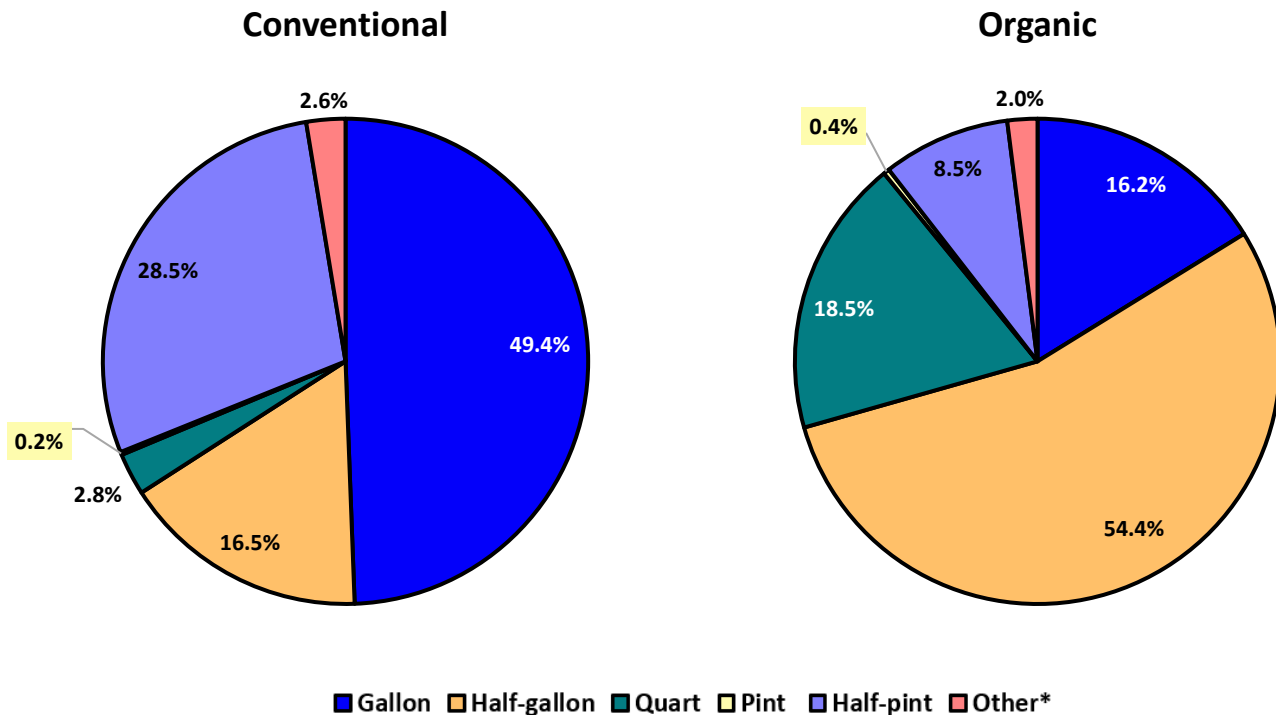
Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-4B**  
**Low Fat (1%) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	49.4	16.2	53.1	3.1	47.8
Half-gallon	16.5	54.4	15.6	41.3	18.3
Quart	2.8	18.5	1.4	22.3	3.6
Pint	0.2	0.4	0.2	--	0.2
Half-pint	28.5	8.5	28.3	20.5	27.5
Other**	2.6	2.0	1.4	12.8	2.6
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

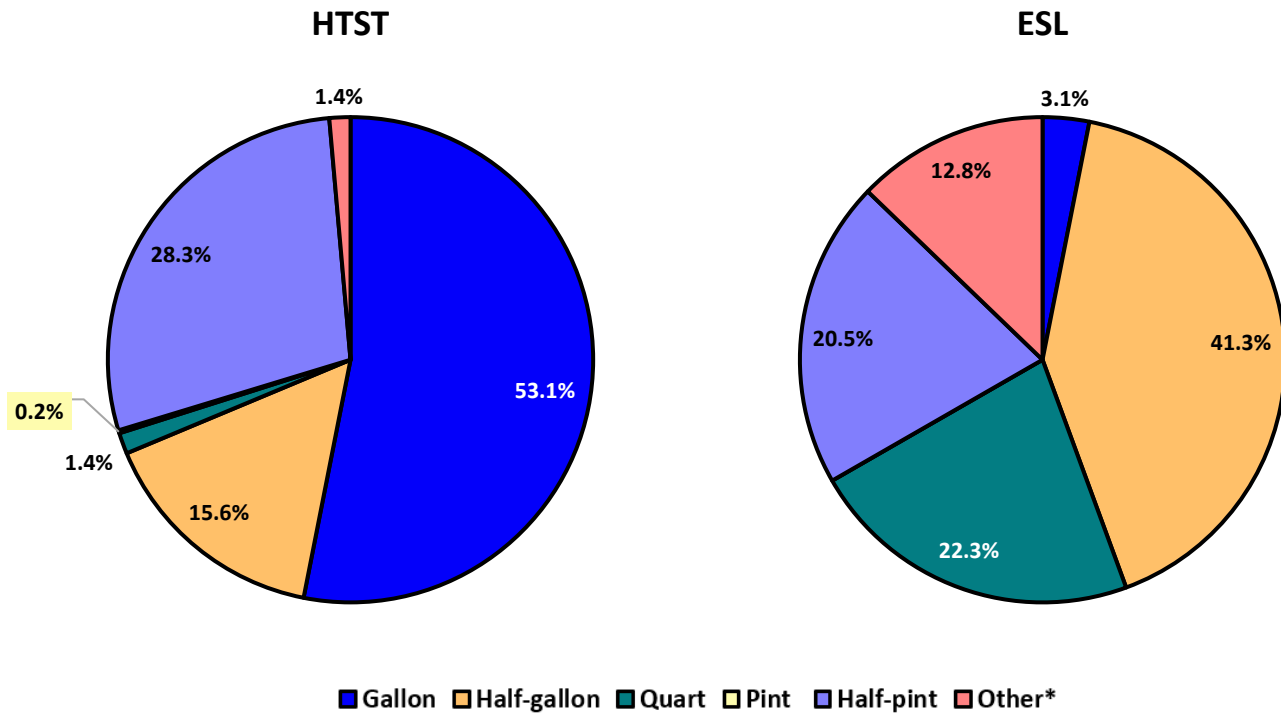
**2023 Low Fat Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 9: 2023 Low Fat Milk Sales by Container Size and Category**

- Conventional milk comprised 95.1% of all FMMO low fat milk sales during November 2023, while organic sales accounted for 4.9%. Low fat milk made up 11.4% of all FMMO milk sales during November 2023.
- The most popular container sizes for conventional low fat milk during November 2023 were gallons (49.4%), followed by half-pints (28.5%), and half-gallons (16.5%). The combined sales for all remaining container sizes accounted for just 5.6% of the total.
- Organic low fat milk sales were primarily in half-gallons (54.4%) and quarts (18.5%) during November 2023. Gallon sales made up 16.2% of the total and half-pints made up 8.5%, while the remaining containers sizes combined for 2.4%.

**2023 Low Fat Milk Sales by Container Size and Category**  
**All Federal Milk Marketing Orders**



**Graph 10: 2023 Low Fat Milk Sales by Container Size and Category**

- HTST milk comprised 89.4% of all FMMO low fat milk sales during November 2023, while ESL represented 10.6%.
- The most popular container sizes for HTST low fat milk during November 2023 were gallons (53.1%), followed by half-pints (28.3%), and half-gallons (15.6%). The combined sales for all other container sizes accounted for just 3.0% of the total.
- Half-gallon (41.3%) and quart (22.3%) sales of low fat milk made up 63.6% of the FMMO total for ESL products during November 2023. Sales in quart containers accounted for the next largest proportion with 20.5% of the total, while the remaining 15.9% of ESL low fat sales were attributable to other size containers and gallons.

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**Table 3-5**  
**Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	53.1	53.1
Half-gallon	0.3	8.7	16.6	25.6
Quart	LT	1.1	1.7	2.8
Pint	--	--	0.1	0.1
Half-pint	--	8.5	1.5	10.0
Other**	--	0.1	8.3	8.5
All sizes	0.3	18.4	81.3	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-5A**  
**Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	51.9	1.2	52.4	0.6	53.1
Half-gallon	21.4	4.1	19.2	6.4	25.6
Quart	2.2	0.6	1.8	1.0	2.8
Pint	0.1	--	0.1	LT	0.1
Half-pint	10.0	LT	9.6	0.3	10.0
Other**	8.5	--	1.3	7.2	8.5
All sizes	94.0	6.0	84.4	15.6	100.0

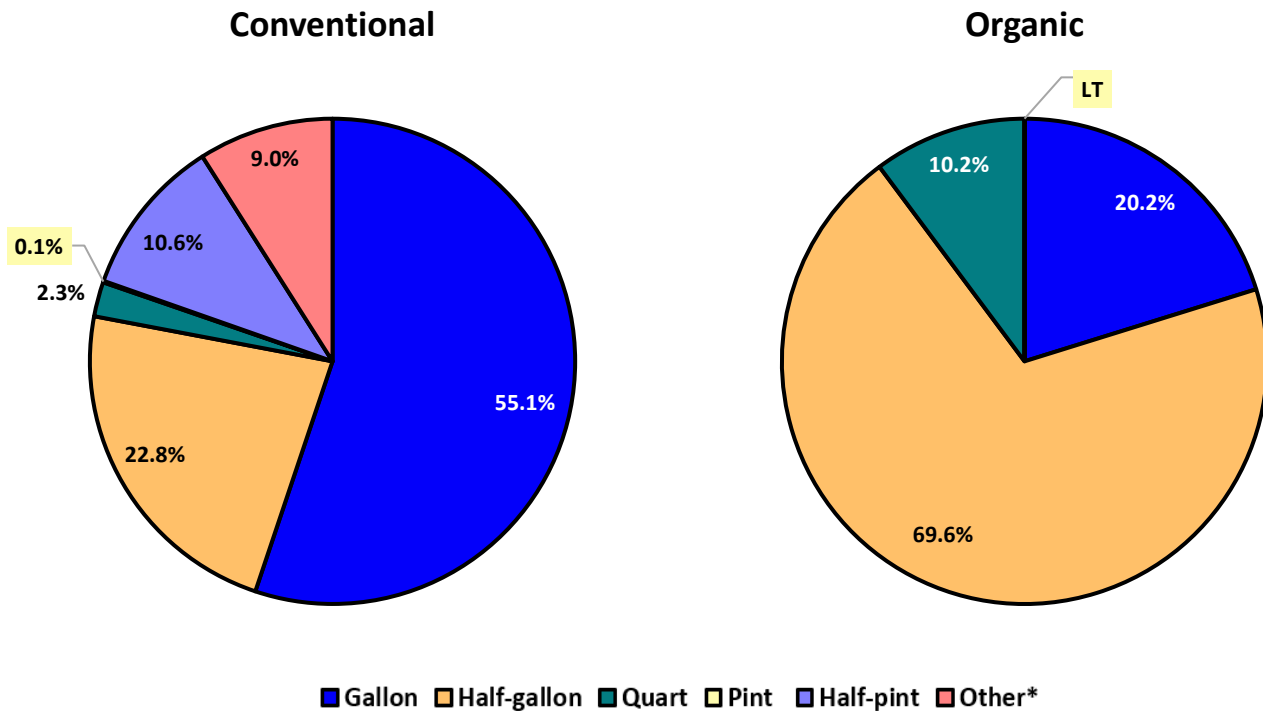
Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-5B**  
**Fat Free (Skim) Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	55.1	20.2	62.1	4.0	53.1
Half-gallon	22.8	69.6	22.8	40.8	25.6
Quart	2.3	10.2	2.1	6.4	2.8
Pint	0.1	--	0.1	0.3	0.1
Half-pint	10.6	LT	11.4	2.1	10.0
Other**	9.0	--	1.5	46.4	8.5
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

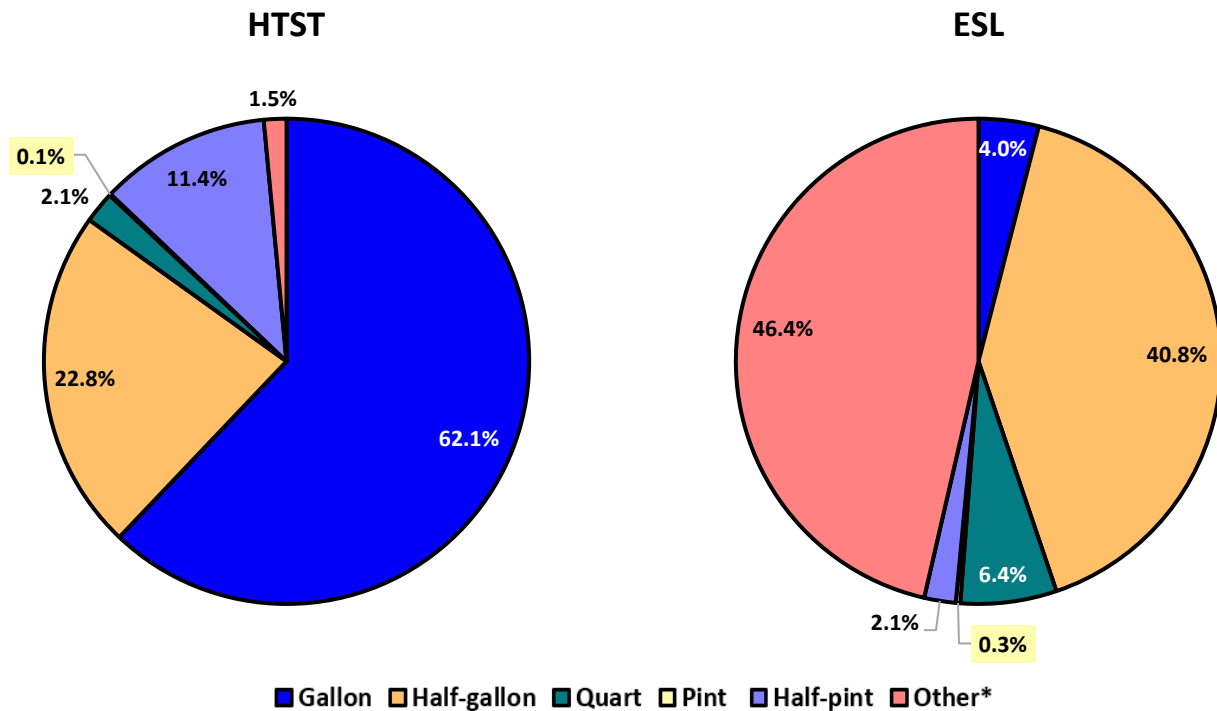
**2023 Fat Free Milk Sales by Container Size and Category**  
**All Federal Milk Marketing Orders**



**Graph 11: 2023 Fat Free Milk Sales by Container Size and Category**

- Conventional milk accounted for 94.0% of all FMMO fat free milk sales during November 2023, while organic sales represented 6.0% of the total. Sales of all fat free products accounted for 5.2% of total FMMO milk sales during November 2023.
- Within the conventional fat free milk category, gallons were the most popular size container accounting for 55.1% of sales during November 2023. Half-gallons were a distant second with 22.8% of the total, while half-pints recorded the third largest proportion at 10.6%.
- Organic fat free milk sales were predominately in half-gallon (69.6%) and gallon (20.2%) containers during November 2023. The remaining container sizes – quarts, pints, half-pints, and other – accounted for 10.2% of the FMMO fat free sales total.

**2023 Fat Free Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 12: 2023 Fat Free Milk Sales by Container Size and Category**

- HTST milk accounted for 84.4% of all FMMO fat free milk sales during November 2023, while ESL products made up 15.6% of the total.
- Within the HTST fat free milk category, gallons were the most popular size container accounting for 62.1% of sales during November 2023. Half-gallons were a distant second with 22.8% of the total, while half-pints recorded the third largest proportion at 11.4%.
- Other size containers (46.4%) and half-gallons (40.8%) were the prominent container sizes for fat free milk within the ESL category, accounting for a combined 87.2% of the sales during November 2023. Quarts (6.4%) and gallons (4.0%) were a distant third and fourth, accounting for a combined 10.4% of fat free sales. Half-pints (2.1%) and pints (0.3%) made up the remaining 2.4% of ESL fat free sales during November 2023.

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**Table 3-6**  
**Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	12.2	12.2
Half-gallon	0.2	0.7	8.7	9.5
Quart	0.1	0.2	0.8	1.1
Pint	LT	0.5	1.2	1.7
Half-pint	--	60.9	7.1	68.0
Other**	CR-LT	0.3	7.1	7.4
All sizes	0.3	62.6	37.1	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-6A**  
**Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	12.2	--	12.2	--	12.2
Half-gallon	9.4	0.1	9.0	0.5	9.5
Quart	1.1	CR	0.9	0.2	1.1
Pint	1.7	CR-LT	1.6	0.1	1.7
Half-pint	66.2	1.8	63.2	4.7	68.0
Other**	7.4	CR-LT	4.9	2.5	7.4
All sizes	97.9	2.1	91.9	8.1	100.0

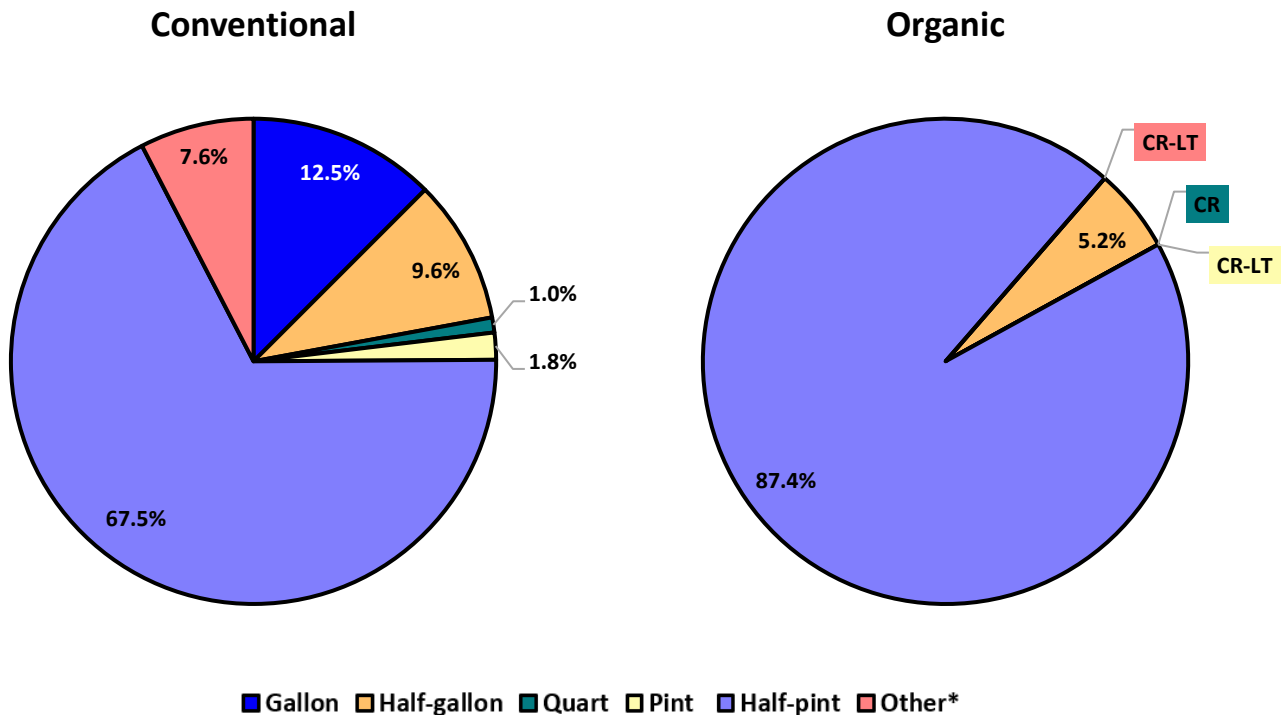
Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-6B**  
**Flavored Fat Reduced Milk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	12.5	--	13.3	--	12.2
Half-gallon	9.6	5.2	9.8	6.7	9.5
Quart	1.0	CR	1.0	2.3	1.1
Pint	1.8	CR-LT	1.8	1.5	1.7
Half-pint	67.5	87.4	68.8	58.5	68.0
Other**	7.6	CR-LT	5.4	31.0	7.4
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**2023 Flavored Fat Reduced Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders

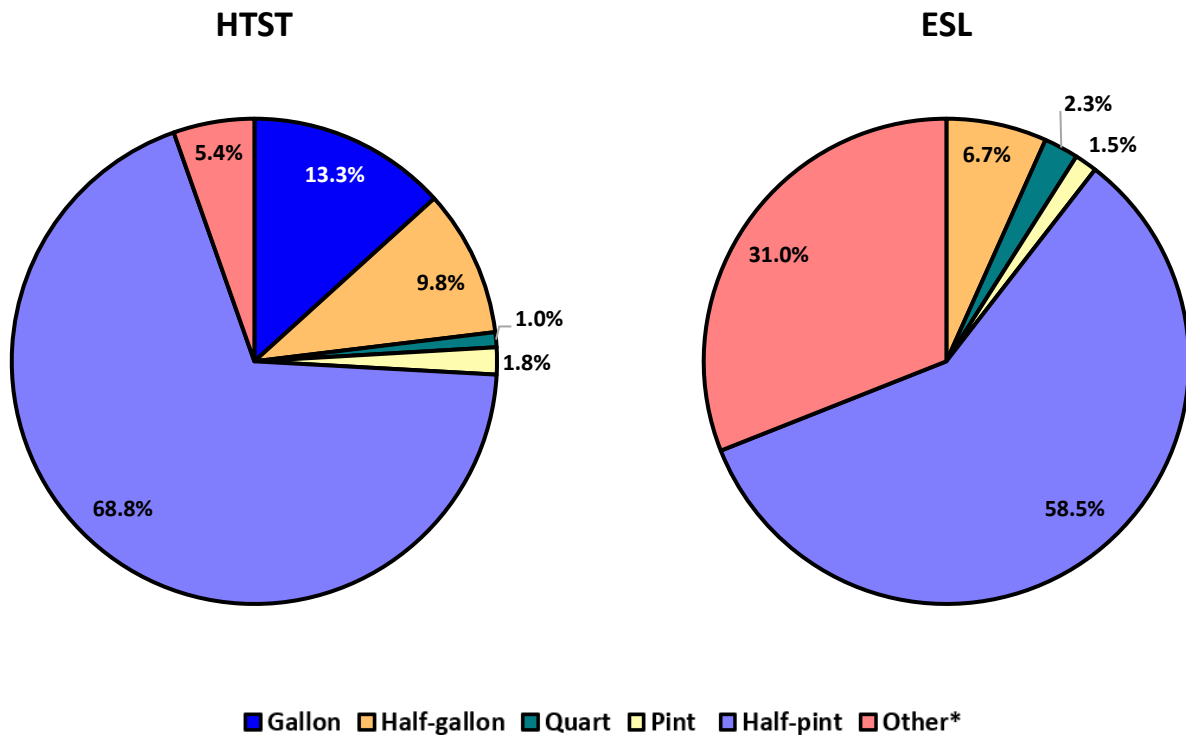


**Graph 13: 2023 Flavored Fat Reduced Milk Sales by Container Size and Category**

- For purposes of this survey, flavored fat reduced milk sales include all lower fat flavored products (i.e., flavored reduced fat, flavored low fat, flavored fat free), and these products accounted for 7.7% of all FMMO milk sales during November 2023.
- The conventional milk category dominated sales of flavored reduced fat milk products during November 2023 accounting for 97.9% of FMMO sales, while the organic category recorded just 2.1% of the total.
- Half-pints were by far the most popular container size for conventional flavored fat reduced products with 67.5% of sales. Gallons (12.5%) were a distant second in conventional sales, followed by half-gallons (9.6%), and other sizes (7.6%)
- Half-pints dominated organic sales accounting for 87.4% of the flavored fat reduced sales in November 2023. Half-gallons (5.2%) were second for organic sales, while the remaining sizes were restricted due to confidentiality.



**2023 Flavored Fat Reduced Milk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 14: 2023 Flavored Fat Reduced Milk Sales by Container Size and Category**

- The HTST milk category dominated sales of flavored reduced fat milk products during November 2023, accounting for 91.9% of FMMO sales, while ESL products comprised 8.1% of sales.
- Half-pints were by far the most popular container size for HTST flavored fat reduced products with 68.8% of sales. Gallons (13.3%) were a distant second, followed by half-gallons (9.8%), and other sizes (5.4%). The remaining sizes made up a combined total of 2.8% of the sales.
- The half-pint container category dominated ESL sales, accounting for 58.5% of organic flavored fat reduced sales. Other size containers (31.0%) were second for ESL sales with half-gallons coming in third at 6.7%. Quarts and pints combined for a total of 3.8% of sales.

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**Table 3-7**  
**Eggnog Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	2.1	2.1
Half-gallon	0.3	17.9	37.5	55.7
Quart	1.4	18.8	11.0	31.1
Pint	0.1	--	1.8	2.0
Half-pint	CR-LT	--	CR-LT	CR-LT
Other**	CR-LT	7.8	1.4	9.1
All sizes	1.8	44.5	53.7	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-7A**  
**Eggnog Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	2.1	--	2.1	--	2.1
Half-gallon	55.6	CR	40.6	15.1	55.7
Quart	31.2	CR	17.1	14.0	31.1
Pint	2.0	--	2.0	--	2.0
Half-pint	LT	--	LT	--	LT
Other**	9.1	--	0.9	8.2	9.1
All sizes	100	CR	62.8	37.2	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

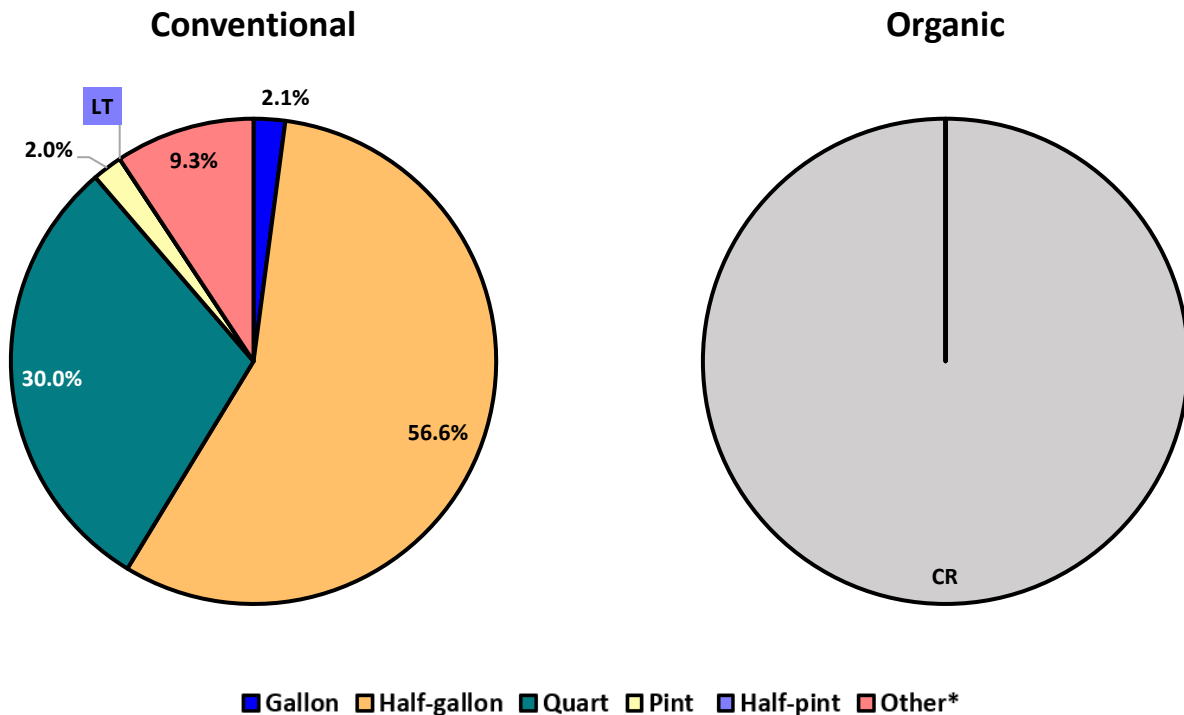
**Table 3-7B**  
**Eggnog Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	2.1	--	3.3	--	2.1
Half-gallon	56.6	CR	64.7	40.4	55.7
Quart	30.0	CR	27.3	37.6	31.1
Pint	2.0	--	3.1	--	2.0
Half-pint	LT	--	LT	--	LT
Other**	9.3	--	1.5	22.0	9.1
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

## 2023 Eggnog Sales by Container Size and Category

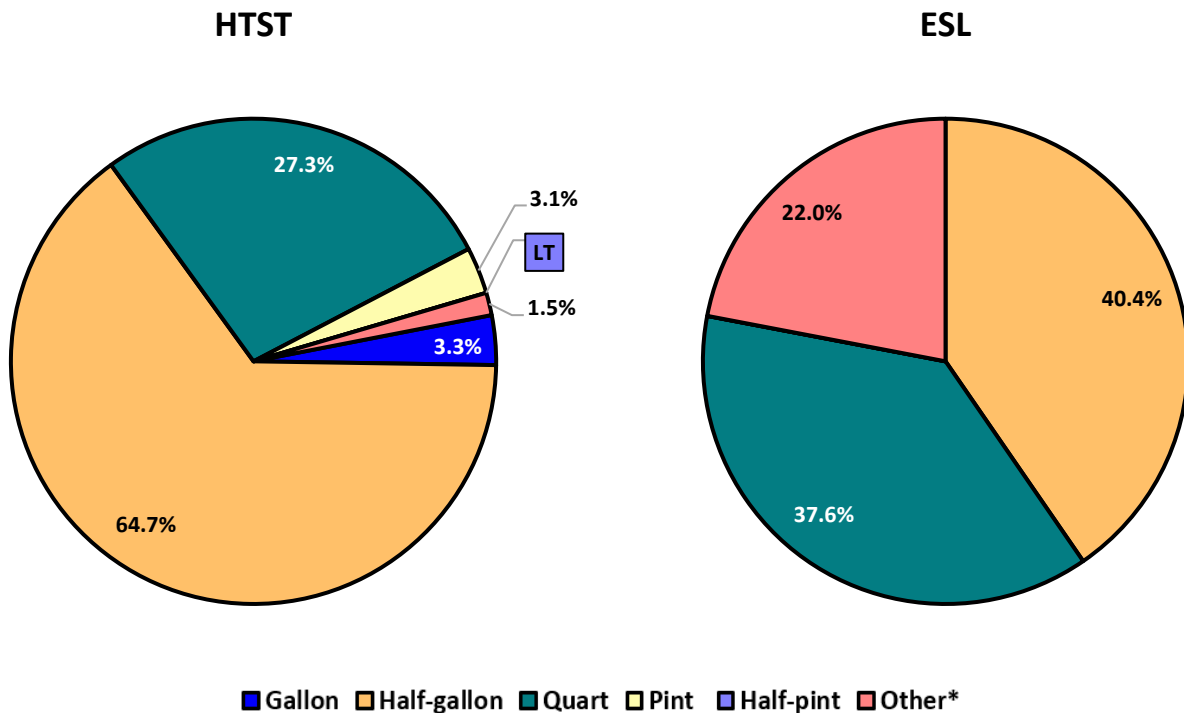
All Federal Milk Marketing Orders



Graph 15: 2023 Eggnog Sales by Container Size and Category

- Eggnog accounted for a very small proportion of FMMO total fluid milk sales during November 2023, comprising just 1.6% of the FMMO total.
- The conventional milk category accounted for 100.0% of all eggnog sales due to data restrictions with the organic category.
- Half-gallons (56.6%) and quarts (30.0%) were by far the most popular container sizes, accounting for 86.6% of all eggnog sales during November 2023. Other container sizes came in a distant third with 9.3%, while the remaining sizes comprised just 4.1% of sales.

**2023 Eggnog Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 16: 2023 Eggnog Sales by Container Size and Category**

- The HTST milk category accounted for 62.8% of all eggnog sales, which was its smallest proportion among all products. Conversely, ESL products comprised 37.2% of sales, which was its largest share among all products.
- Half-gallons (64.7%) and quarts (27.3%) were by far the most popular container sizes, accounting for 92.0% of HTST eggnog sales during November 2023. All other containers sizes comprised just 7.9% of sales.
- Within the ESL eggnog category, half-gallons were the most popular size with 40.4% of sales, followed by quarts with 37.6%. Other size containers came in third with 22.0% of sales.

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**Table 3-8**  
**Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total* -----</i>			
Gallon	--	--	2.1	2.1
Half-gallon	CR-LT	12.6	55.1	67.7
Quart	CR-LT	10.3	16.9	27.2
Pint	--	0.2	1.9	2.1
Half-pint	--	0.3	CR-LT	0.3
Other**	--	CR-LT	0.7	0.7
All sizes	CR-LT	23.3	76.7	100.0

➤ Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-8A**  
**Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	2.1	--	2.1	--	2.1
Half-gallon	67.7	--	67.7	CR	67.7
Quart	27.2	CR	27.3	CR	27.2
Pint	2.0	CR	2.1	--	2.1
Half-pint	0.3	--	0.3	--	0.3
Other**	0.7	--	0.7	--	0.7
All sizes	100	CR	100	CR	100.0

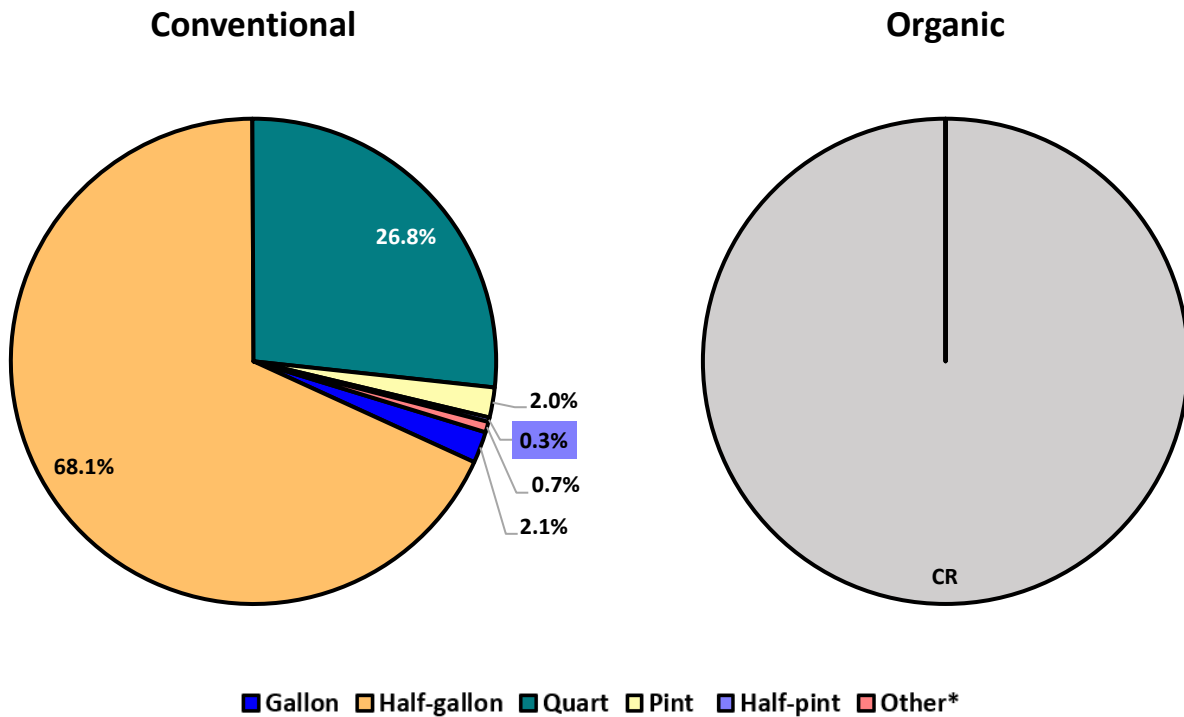
Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-8B**  
**Cultured Buttermilk Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	2.1	--	2.2	--	2.1
Half-gallon	68.1	--	69.4	CR	67.7
Quart	26.8	CR	25.4	CR	27.2
Pint	2.0	CR	2.1	--	2.1
Half-pint	0.3	--	0.3	--	0.3
Other**	0.7	--	0.7	--	0.7
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

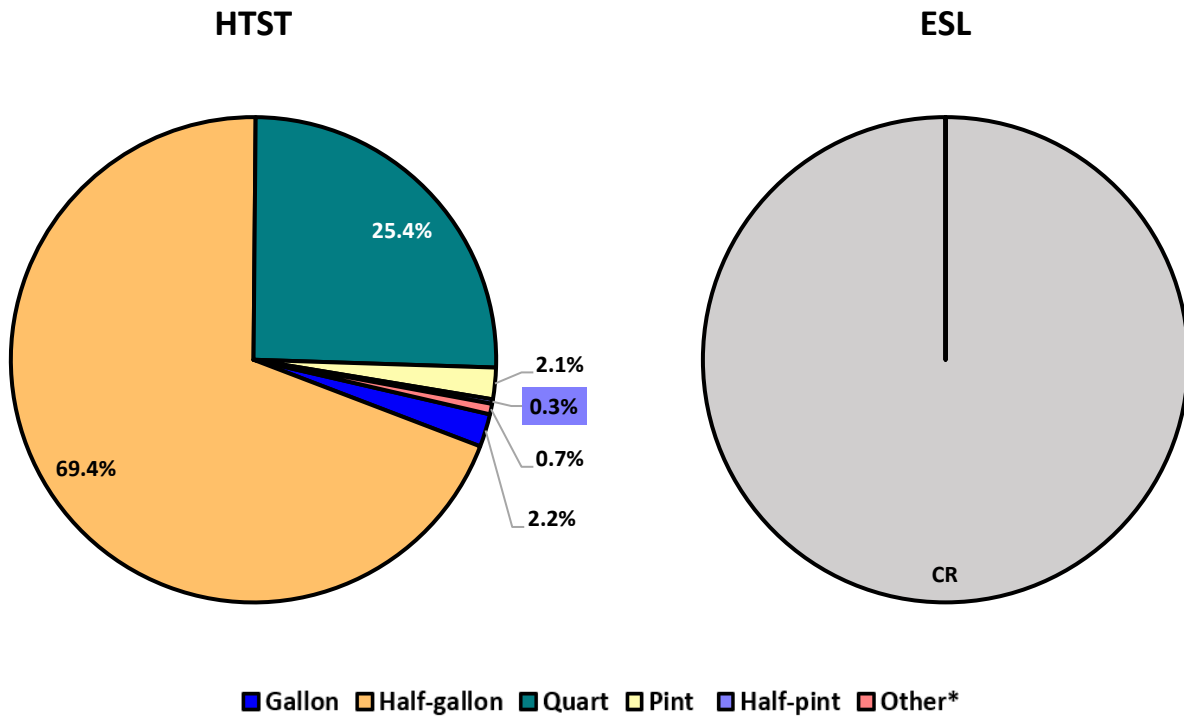
**2023 Cultured Buttermilk Sales by Container Size and Category**  
All Federal Milk Marketing Orders



**Graph 17: 2023 Cultured Buttermilk Sales by Container Size and Category**

- Cultured buttermilk accounted for a very small proportion of FMMO total fluid milk sales during November 2023, comprising just 1.2% of the FMMO total.
- The conventional milk category accounted for 100% of all cultured buttermilk sales due to data restrictions with the organic category.
- Within the conventional cultured buttermilk category, half-gallons were the most popular size with 68.1% of sales, followed by quarts with 26.8%. The remaining container sizes comprised the remaining 5.1% of sales.

**2023 Cultured Buttermilk Sales by Container Size and Category**  
**All Federal Milk Marketing Orders**



**Graph 18: 2023 Cultured Buttermilk Sales by Container Size and Category**

- The HTST milk category accounted for 100% of all cultured buttermilk sales due to data restrictions with the ESL category.
- Within the HTST cultured buttermilk category, half-gallons were the most popular size with 69.4% of sales, followed by quarts with 25.4%. All other container sizes comprised the remaining 5.3% of sales.
- Within all categories of cultured buttermilk half-gallons (67.7%) and quarts (27.2%) dominated sales comprising 94.9% of the total.

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**Table 3-9**  
**Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Type of Container – November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Federal Order Total*** -----</i>			
Gallon	--	--	58.9	58.9
Half-gallon	0.2	6.3	14.7	21.1
Quart	0.1	1.9	1.6	3.6
Pint	CR-LT	0.1	0.9	0.9
Half-pint	CR-LT	8.6	1.1	9.8
Other**	CR-LT	0.5	5.2	5.7
All sizes	0.2	17.3	82.5	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

**Table 3-9A**  
**Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container– November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Federal Order Total* -----</i>				
Gallon	57.5	1.5	58.5	0.5	58.9
Half-gallon	18.1	3.1	16.1	5.0	21.1
Quart	2.8	0.8	1.9	1.6	3.6
Pint	0.9	LT	0.9	LT	0.9
Half-pint	9.5	0.2	9.1	0.7	9.8
Other**	5.6	0.1	1.8	3.9	5.7
All sizes	94.3	5.7	88.3	11.7	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.

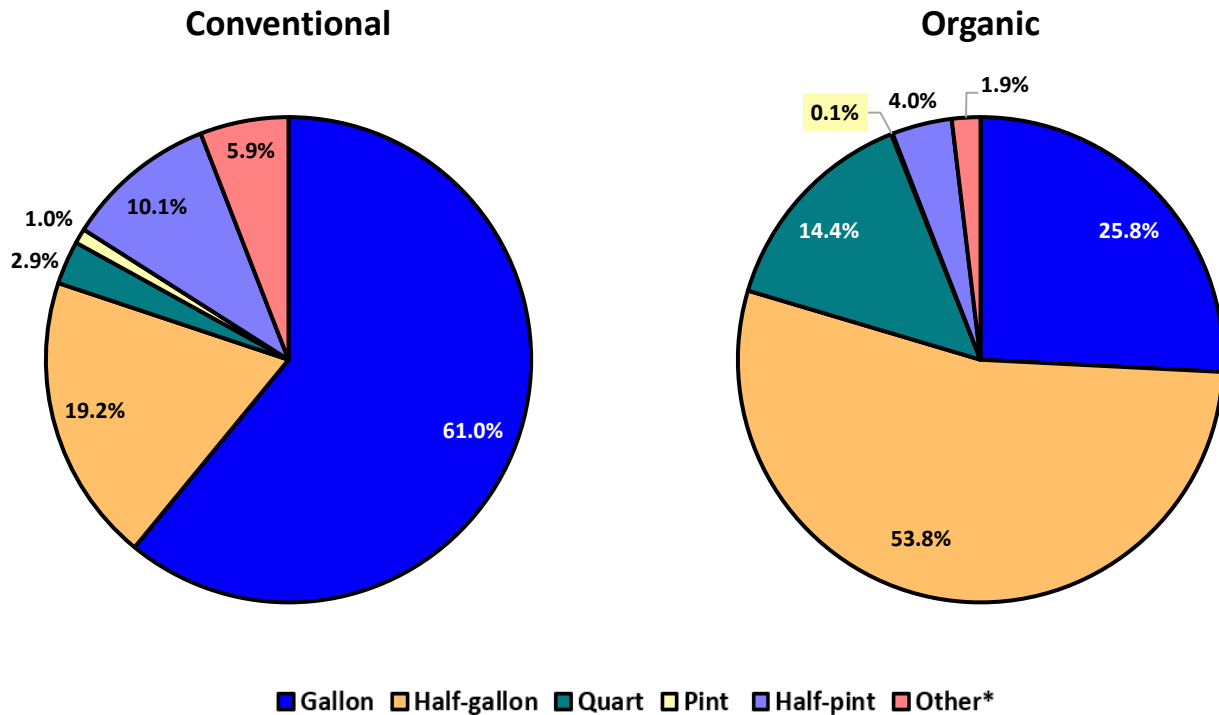
**Table 3-9B**  
**Total Fluid Milk (All Products Combined) Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Size and Category of Container – November 2023**

Size of Container	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Category Total* -----</i>				
Gallon	61.0	25.8	66.2	4.0	58.9
Half-gallon	19.2	53.8	18.3	42.7	21.1
Quart	2.9	14.4	2.2	13.9	3.6
Pint	1.0	0.1	1.0	0.3	0.9
Half-pint	10.1	4.0	10.3	6.0	9.8
Other**	5.9	1.9	2.0	33.2	5.7
All sizes	100.0	100.0	100.0	100.0	100.0

Footnotes for Tables 3-1 through 3-9 are detailed on page 35.



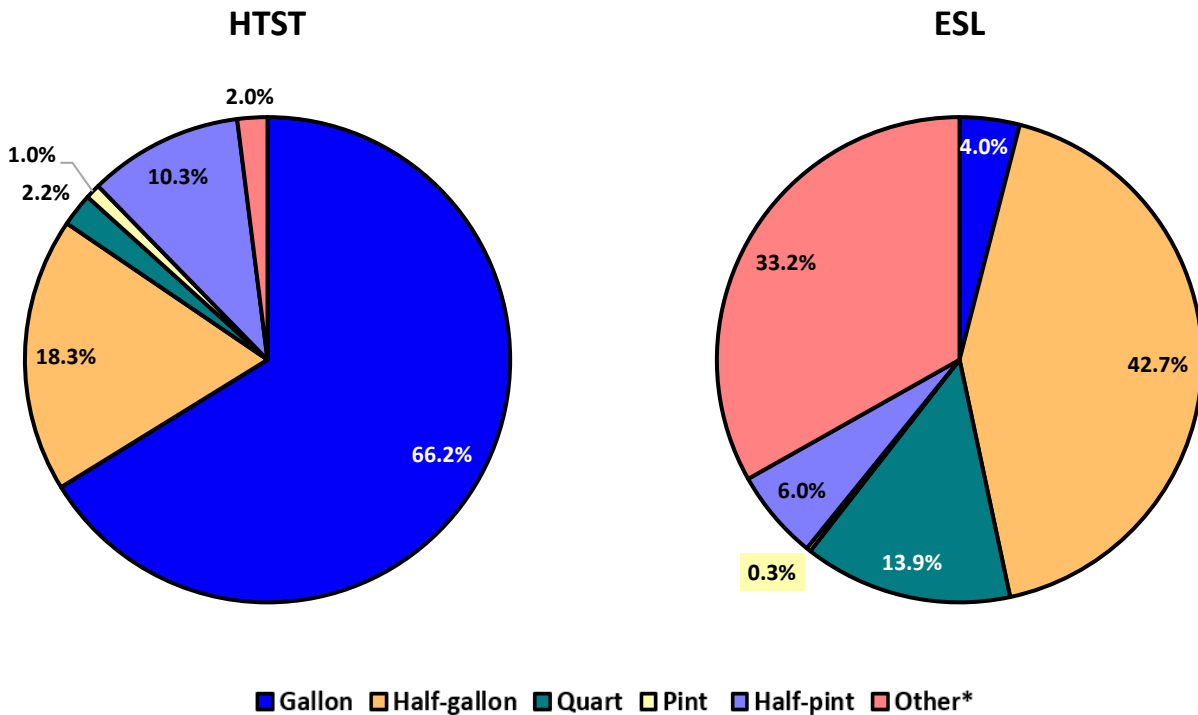
**2023 All Milk Sales by Container Size and Category**  
**All Federal Milk Marketing Orders**



**Graph 19: 2023 All Milk Sales by Container Size and Category**

- Products in the conventional sales category made up 94.3% of all FMMO milk sales during November 2023, while organic milk products accounted for 5.7% of this total.
- Within the conventional milk category, gallons were the overwhelming favorite container size, accounting for 61.0% of FMMO total sales during November 2023. Half-gallons (19.2%) and half-pints (10.1%) were a distant second and third in popularity, while the remaining container sizes combined for just 9.8% of total sales.
- Half-gallons were the most popular in the organic category, making up 53.8% of total sales. Gallons (25.8%) and quarts (14.4%) were second and third with the remaining sizes having a combined total of 6.0% of sales.

**2023 All Milk Sales by Container Size and Category**  
**All Federal Milk Marketing Orders**



**Graph 20: 2023 All Milk Sales by Container Size and Category**

- Products in the HTST sales category made up 88.3% of all FMMO milk sales during November 2023, while ESL products were responsible for 11.7%.
- Within the HTST milk category, gallons were the overwhelming favorite container size, accounting for 66.2% of FMMO total sales during November 2023. Half-gallons (18.3%) and half-pints (10.3%) were a distant second and third in popularity, while the remaining container sizes combined for just 5.2% of total sales.
- Within the ESL category, half-gallons accounted for 42.7% of all FMMO milk sales during November 2023. Other size container sales were second in popularity with 33.2% of the total, while quart sales accounted for 13.9%. Gallons, pints, and half-pints combined for 10.3% of November 2023 ESL total milk sales.
- Within all categories of total milk sales gallons (58.9%) and half-gallons (21.1) made up the majority with a combined 80% of the total. Half-pints were a distant third at 9.8%.

**NOTES for Table 3:**

LT - Less than 0.05 percent.

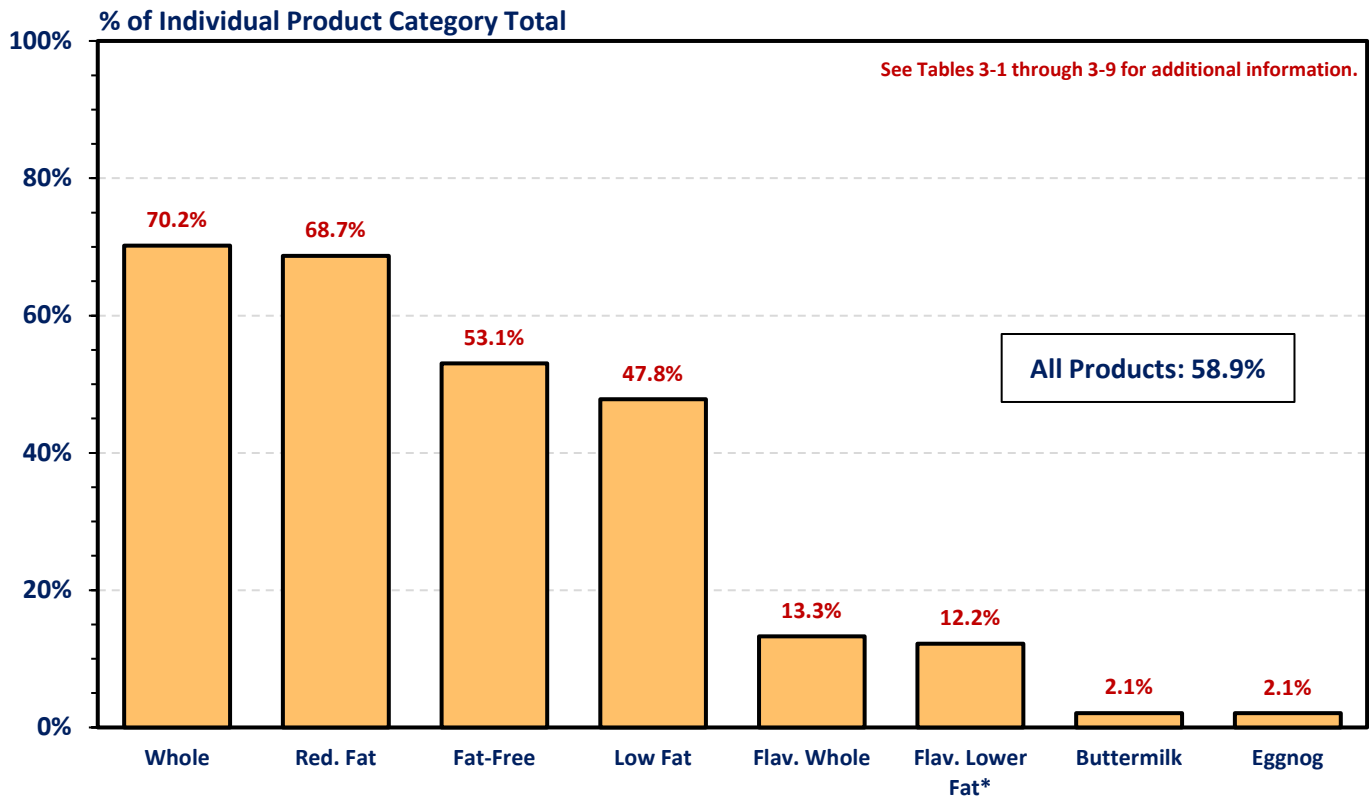
CR - Restricted due to confidentiality. Included in “Other” when applicable, included in the largest size category otherwise.

\* The figures in Tables 3-1 to 3-8 are based on the aggregate sales volume (all orders combined) for the specified product. See Table 10 for applicable sales volume for each product. ***Totals may not add due to rounding.***

\*\* The “Other” category includes 2.5 gallon and larger containers, along with miscellaneous other sizes, in most cases smaller than a pint.

\*\*\* The figures in Table 3-9 are based on the aggregate sales volume (all orders combined) for all products combined. See Table 10 for applicable sales volume. ***Totals may not add due to rounding.***

**2023 Fluid Milk Products Sold in Gallon Containers**  
All Federal Milk Marketing Orders, All Categories

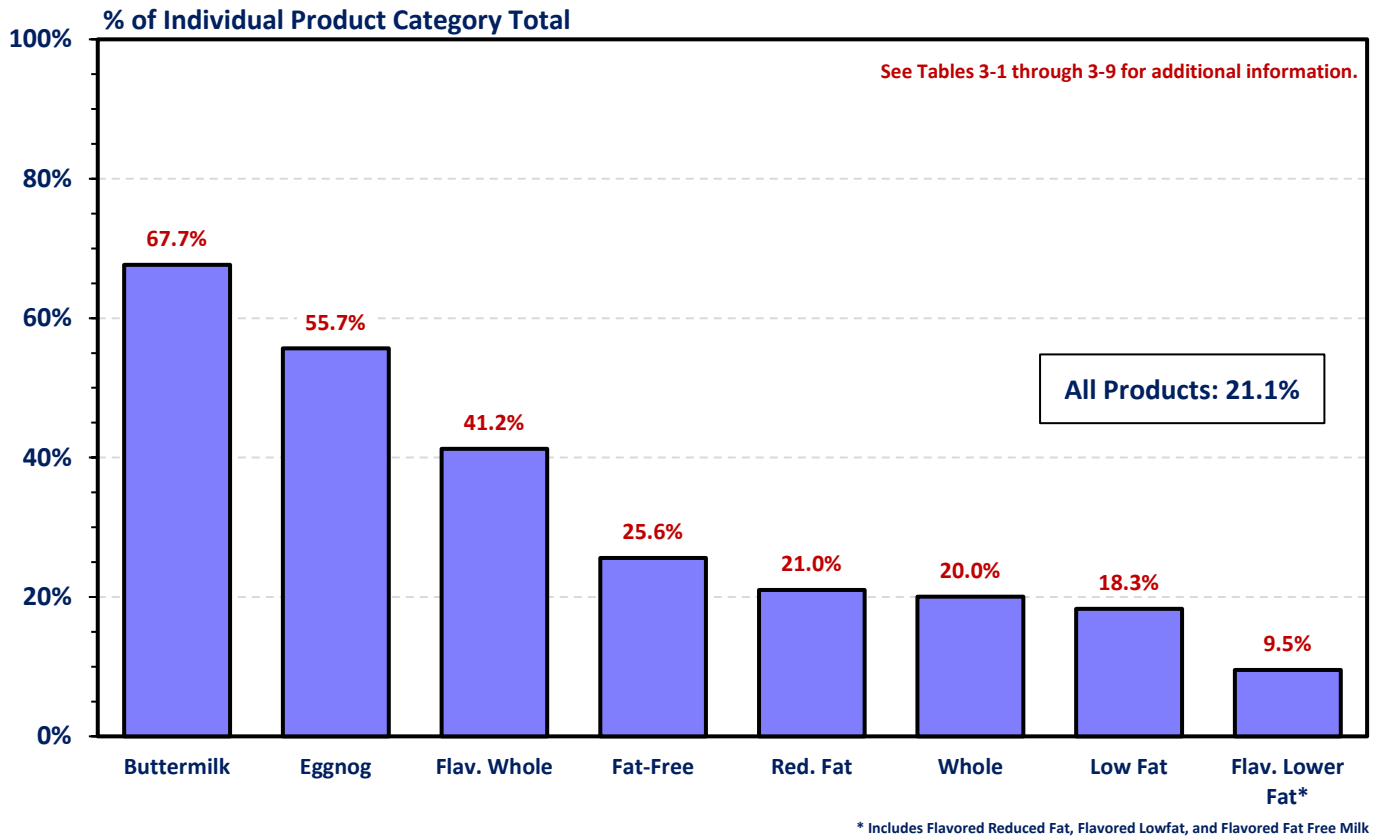


\* Includes Flavored Reduced Fat, Flavored Lowfat, and Flavored Fat Free Milk

**Graph 21: 2023 Fluid Milk Products Sold in Gallon Containers, All Categories**

- Gallon containers were the prominent type used for whole, reduced fat, fat-free, and low fat milk during November 2023, accounting for over half of the sales for each of these product categories except low fat. Overall, gallons were responsible for more than 58.9% of all milk sold by FMMO handlers.
- Almost 70% of reduced fat and whole milk were sold in gallon containers during November 2023, while gallons accounted for 47.8% of low fat sales and 53.1% fat-free milk sales.
- Sales of eggnog and buttermilk in gallon containers accounted for a very small proportion of the total – 2.1% or less -- for these categories. Flavored lower fat and flavored whole milk sales in gallon containers were also a small proportion for this category, accounting for 12.2% and 13.3%, respectively, of the total for these products during November 2023.
- While gallon containers were the predominate size for conventional and HTST milk sales, accounting for 61.0% and 66.2% of sales, respectively they were much less popular for organic and ESL products. Gallons accounted for 25.8% of organic milk sales and just 4.0% of ESL sales. (See Graphs #19 and #20 for detailed comparison of sales by container size and category.)

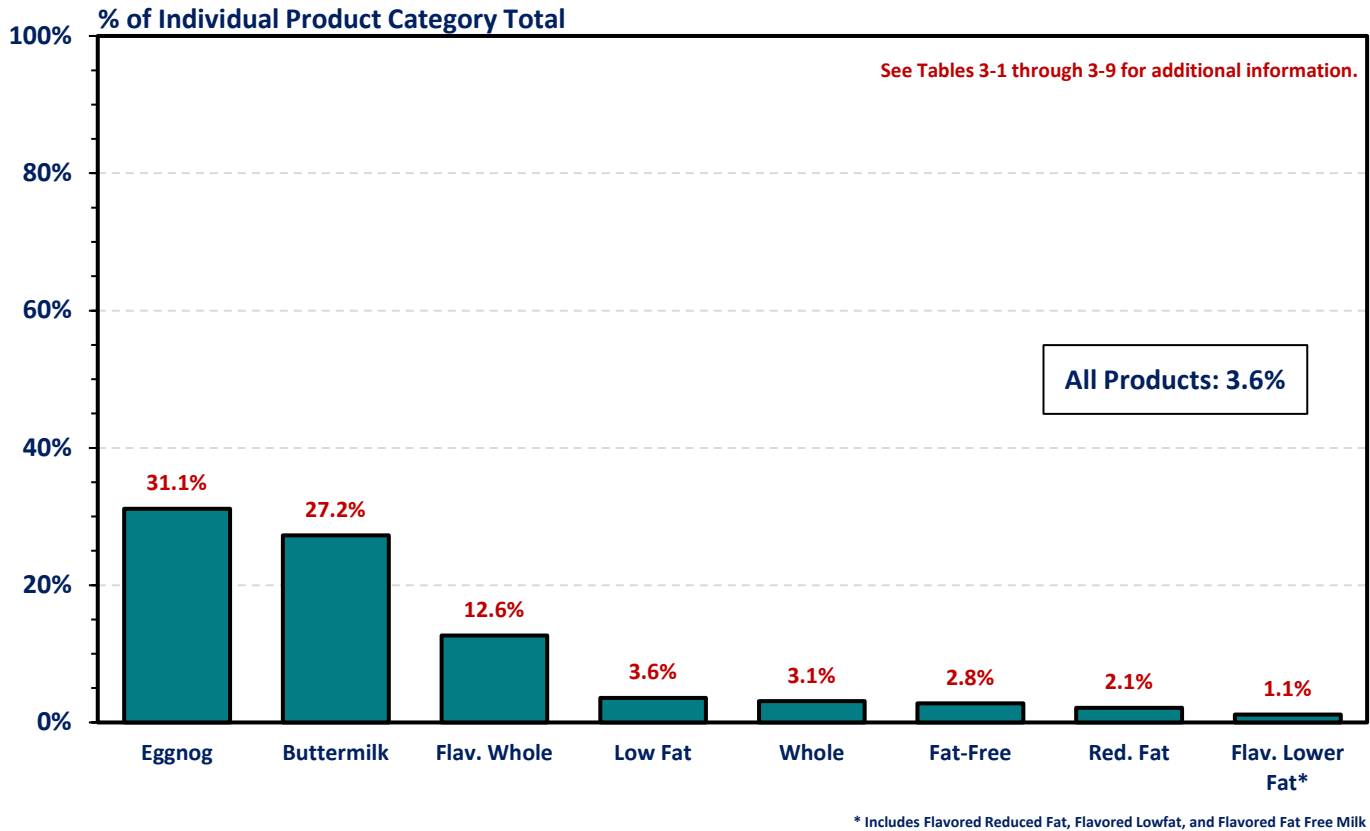
**2023 Fluid Milk Products Sold in Half-Gallon Containers**  
**All Federal Milk Marketing Orders, All Categories**



**Graph 22: 2023 Fluid Milk Products Sold in Half-Gallon Containers, All Categories**

- Half-gallon containers accounted for 21.1% of the volume of all milk sold by FMMO handlers during November 2023, an increase of approximately 0.3 percentage points from the previous survey. Prior to November 2019, this proportion had been quite stable at around 18% since 1995. (However, half-gallon containers were the most popular type for organic and ESL sales, accounting for 53.8% and 42.7%, respectively, for these categories – see Graphs #19 and #20.)
- Half-gallons were the prevalent container size for buttermilk, egnog, and flavored whole milk, accounting for 67.7%, 55.7%, and 41.2%, respectively, of the volume sold for each of these products during November 2023.
- Half-gallons were the second most popular size container for fat free (25.6%), whole (20.0%), and reduced fat (21.0%), and the third most popular for low fat (18.3%).

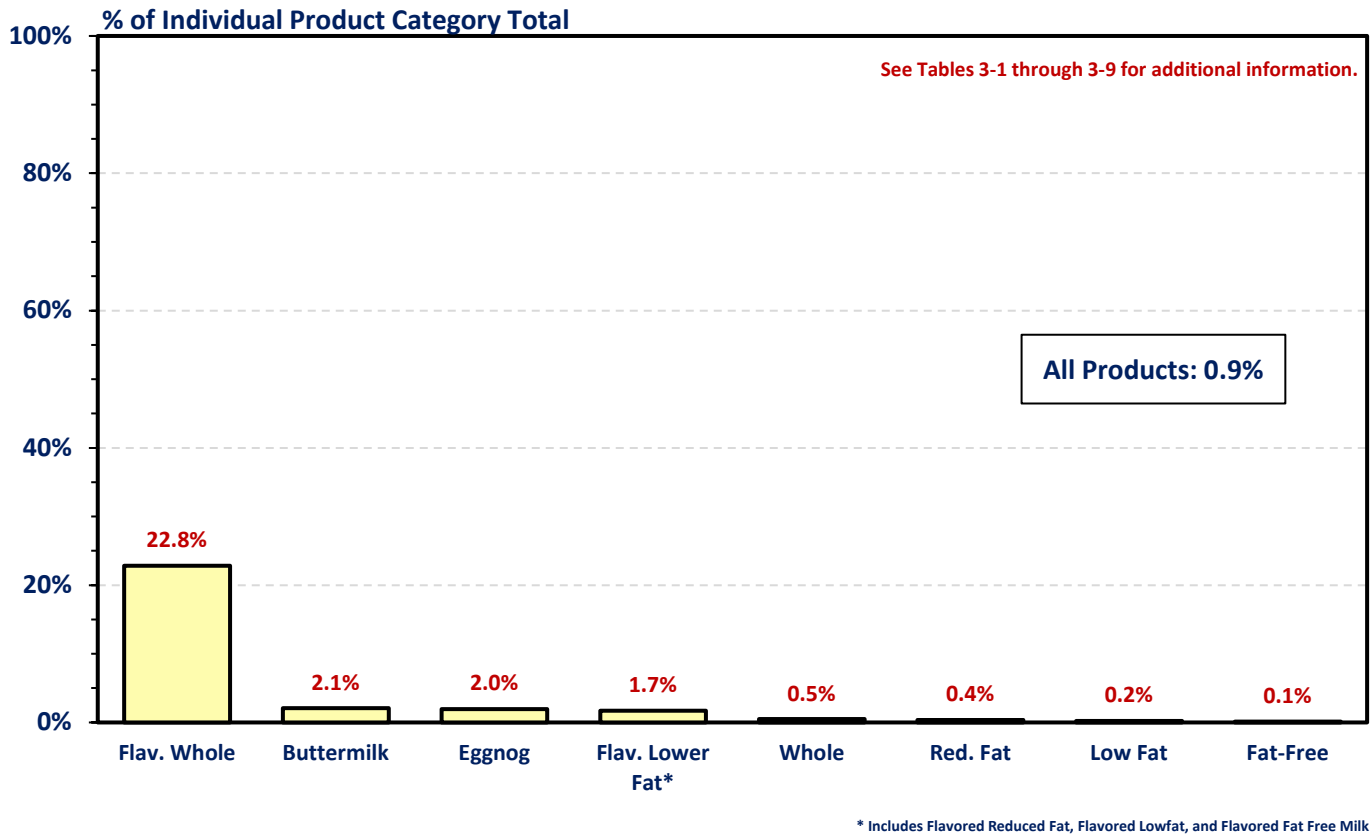
**2023 Fluid Milk Products Sold in Quart Containers**  
**All Federal Milk Marketing Orders, All Categories**



**Graph 23: 2023 Fluid Milk Products Sold in Quart Containers, All Categories**

- The proportion of all FMMO milk sold in quart containers during November 2023 was quite small, accounting for just 3.6% of the total. (The proportion of sales accounted for by quart containers for ESL and Organic products was 14.4% and 13.9%, respectively, while it was only 2.9% for conventional products and 2.2% for HTST milk sales – see Graphs #19 and #20.)
- According to the biennial surveys, quarts have accounted for 10% or less of the total volume of milk sold since 1971.
- A little under one-third (31.1%) of eggnog sales during November 2023 were in quart containers, which was the largest proportion of any fluid milk category.
- Quart containers accounted for 27.2% of all buttermilk sales, while they made up 12.6% of flavored whole milk sales during November 2023. For all other categories, quarts comprised 3.6% or less of total sales.

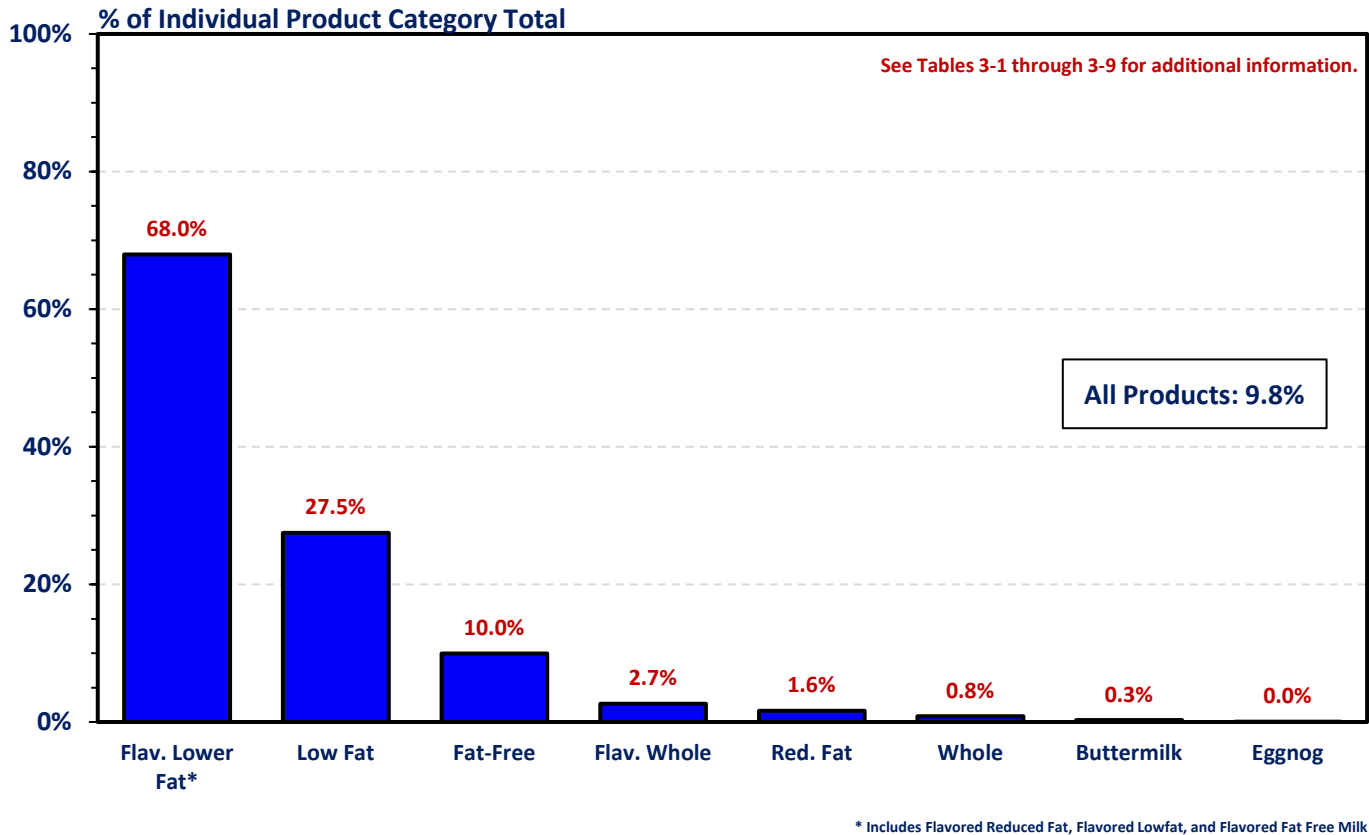
**2023 Fluid Milk Products Sold in Pint Containers**  
**All Federal Milk Marketing Orders, All Categories**



**Graph 24: 2023 Fluid Milk Products Sold in Pint Containers, All Categories**

- Pint containers comprise a very small proportion of all FMMO fluid milk sales. During November 2023 they made up 0.9% of the total, which was the smallest proportion of any container size. This proportion was down from 1.0% recorded for November 2021. (Pints accounted for 1.0% of conventional and HTST milk sales, but only 0.3% of ESL sales, and just 0.1% of organic milk sales during November 2023 – see Graphs #19 and #20.)
- Flavored whole milk was the only product with substantial sales in pint containers during November 2023, with pints accounting for 22.8% of the total. Pints accounted for 2.1% or less of sales in all other categories.

**2023 Fluid Milk Products Sold in Half-Pint Containers**  
**All Federal Milk Marketing Orders, All Categories**

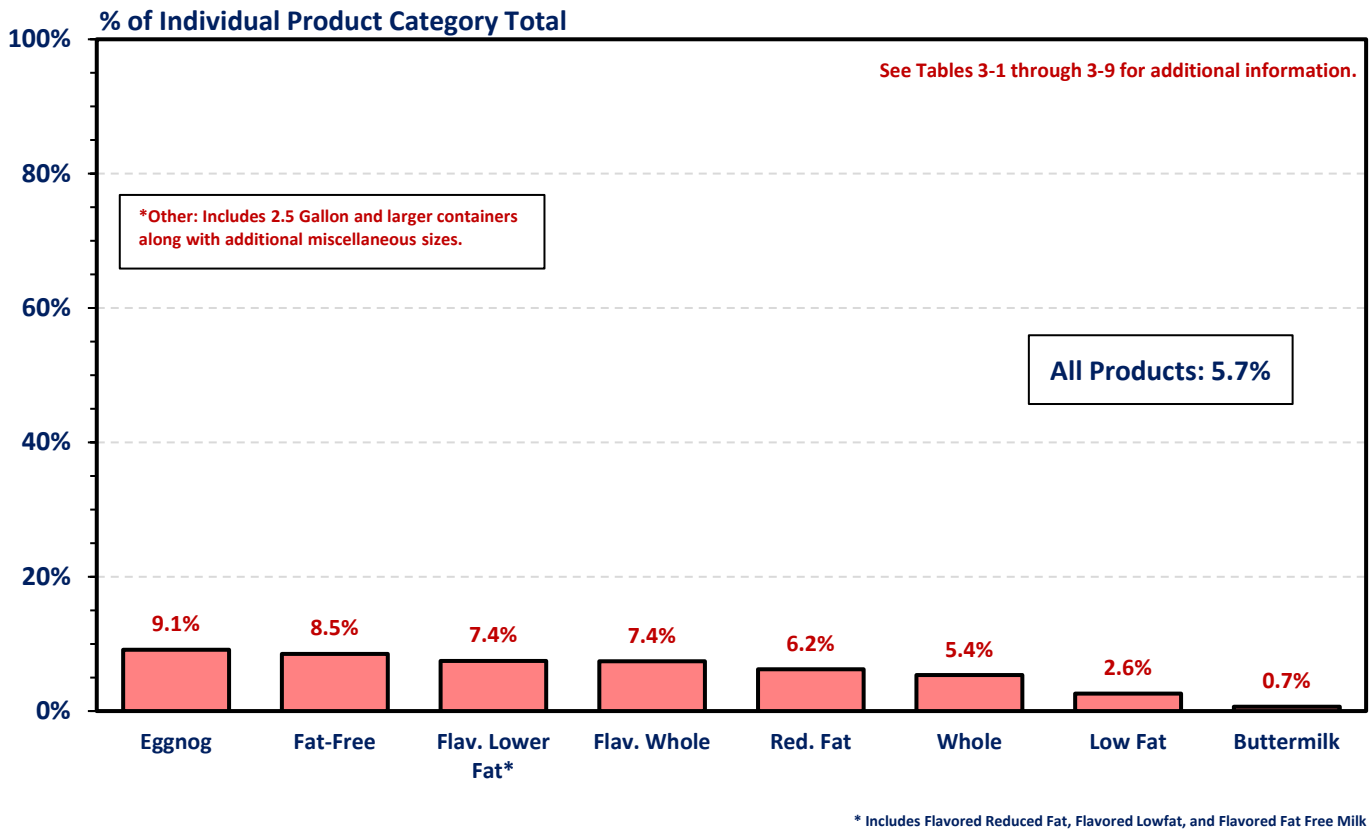


**Graph 25: 2023 Fluid Milk Products Sold in Half-Pint Containers, All Categories**

- Half-pint containers accounted for 9.8% of all FMMO milk sales during November 2023. Overall, this proportion has remained remarkably stable, with the proportion falling between 9 and 11% during each survey prior to November 2015.
- 68.0% of all flavored lower fat sales were in half-pint containers, while half-pints accounted for a little over one-fourth of low fat milk sales.
- The only other product with half-pint sales accounting for more than 3% of total volume was fat-free milk (10.0%). Sales in half-pint containers made up 3% or less of total sales for all other products.
- Half-pints accounted for 9.5% of all conventional milk sales and 9.1% of HTST sales, while being 4.0% of organic milk sales, and 6.0% of ESL milk sales - see Graphs #19 and #20.



**2023 Fluid Milk Products Sold in Other Containers**  
All Federal Milk Marketing Orders, All Categories



**Graph 26: 2023 Fluid Milk Products Sold in Other Containers, All Categories**

- Other container sizes comprised approximately 5.7% of all November 2023 fluid milk sales. The other sizes category is made up of a wide variety of container sizes, including multi-gallon containers along with various additional sizes, most of them smaller than a pint.
- Eggnog, Fat-Free, and Flavored Lower Fat had the largest proportions of sales in the other size category with 9.1%, 8.5%, and 7.4%, respectively.
- Other container sizes accounted for more than 5% of November 2023 sales for all products except low fat (2.6%) and buttermilk (0.7%).
- Other container sizes accounted for 33.2% of sales for the ESL milk category, which was substantially different compared with the conventional milk category (5.9%), organic milk category (1.9%), and the HTST category (2.0%) – see Graphs #19 and #20.

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**Table 4-1**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Northeast Order (001)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Individual Order Total* -----</i>			
Gallon	--	--	47.3	47.3
Half-gallon	0.2	12.5	16.5	29.1
Quart	LT	2.9	2.9	5.9
Pint	--	LT	0.8	0.8
Half-pint	--	6.8	1.3	8.1
Other**	--	0.7	8.1	8.8
All sizes	0.2	23.0	76.9	100.0

**Table 4-2**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Appalachian Order (005)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Individual Order Total* -----</i>			
Gallon	--	--	67.0	67.0
Half-gallon	CR-1	0.2	16.3	16.6
Quart	CR-1	CR-1	1.5	1.5
Pint	--	CR-1	1.5	1.5
Half-pint	--	9.9	1.9	11.8
Other**	--	--	1.7	1.7
All sizes	CR-1	10.1	89.9	100.0

**Table 4-3**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Florida Order (006)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>----- Percent of Individual Order Total* -----</i>			
Gallon	--	--	66.1	66.1
Half-gallon	--	CR-1	18.7	18.7
Quart	--	--	0.9	0.9
Pint	--	--	0.8	0.8
Half-pint	--	11.9	0.6	12.5
Other**	--	--	1.0	1.0
All sizes	--	11.9	88.1	100.0

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**Table 4-4**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Southeast Order (007)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	61.3	61.3
Half-gallon	--	3.8	18.5	22.4
Quart	--	0.3	2.9	3.1
Pint	--	--	2.0	2.0
Half-pint	--	9.6	1.3	10.9
Other**	--	CR-1	0.3	0.3
All sizes	--	13.7	86.3	100.0

**Table 4-5**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Upper Midwest Order (030)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	58.4	58.4
Half-gallon	CR-1	5.3	16.8	22.1
Quart	CR-1	2.2	1.8	4.0
Pint	--	CR-1	1.2	1.2
Half-pint	--	11.8	CR	11.8
Other**	--	CR-1	2.5	2.5
All sizes	CR-1	19.2	80.8	100.0

**Table 4-6**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Central Order (032)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	59.9	59.9
Half-gallon	--	4.5	14.0	18.5
Quart	--	7.4	1.7	9.1
Pint	--	LT	1.2	1.3
Half-pint	--	9.5	LT	9.5
Other**	--	CR-1	1.7	1.7
All sizes	--	21.4	78.5	100.0

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**Table 4-7**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Midwest Order (033)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	61.9	61.9
Half-gallon	CR-1	3.7	13.0	16.7
Quart	--	0.9	1.3	2.2
Pint	--	LT	0.6	0.6
Half-pint	--	8.1	0.6	8.7
Other**	--	0.1	9.9	10.0
All sizes	CR-1	12.8	87.2	100.0

**Table 4-8**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the California Order (051)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	57.0	57.0
Half-gallon	CR-1	13.3	11.7	25.0
Quart	CR-1	1.9	0.4	2.3
Pint	--	CR-1	0.2	0.2
Half-pint	--	6.6	2.1	8.7
Other**	CR-1	0.3	6.5	6.8
All sizes	CR-1	22.1	77.9	100.0

**Table 4-9**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Pacific Northwest Order (124)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total*-----</i>			
Gallon	--	--	51.4	51.4
Half-gallon	--	7.8	9.3	17.1
Quart	--	1.0	CR	1.0
Pint	--	0.1	LT	0.1
Half-pint	--	6.4	0.3	6.8
Other**	--	CR-1	23.5	23.5
All sizes	--	15.4	84.6	100.0

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**Table 4-10**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Southwest Order (126)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total* -----</i>			
Gallon	--	--	64.6	64.6
Half-gallon	0.3	3.4	14.9	18.6
Quart	0.2	0.1	1.3	1.5
Pint	LT	LT	1.5	1.5
Half-pint	--	11.1	2.0	13.2
Other**	--	LT	0.6	0.6
All sizes	0.5	14.6	84.9	100.0

**Table 4-11**  
**Total Fluid Milk Products Sold by Handlers Regulated Under the Arizona Order (131)**  
**Percentage by Size and Type of Container for November 2023**

Size of Container	Type of Container:			
	Glass	Paper	Plastic	All Types
	<i>-----Percent of Individual Order Total* -----</i>			
Gallon	--	--	74.6	74.6
Half-gallon	CR-1	CR-1	14.3	14.3
Quart	CR-1	CR-1	1.8	1.8
Pint	CR-2	--	--	CR
Half-pint	CR-2	CR-2	--	CR
Other**	--	--	9.3	9.3
All sizes	CR-1	CR-1	100.0	100.0

**NOTES for Table 4-1 to 4-11:**

LT : Less than 0.05 percent.

CR : Restricted due to confidentiality. Included in "Other".

CR-1 : Restricted due to confidentiality. Included in "Plastic".

CR-2 : Restricted due to confidentiality. Included in "Plastic Other".

\* The figures in Tables 4-1 to 4-11 are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. ***Totals may not add due to rounding.***

\*\* The "Other" category includes 2.5 gallon and larger containers, along with miscellaneous other sizes, in most cases smaller than a pint.

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**Table 5-1**  
**Gallon Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Gallon Total* -----</i>				
Whole Milk	45.6	1.5	46.6	0.4	47.1
Reduced Fat (2%)	36.1	0.8	36.6	0.3	36.9
Low Fat (1%)	9.1	0.2	9.2	0.1	9.3
Fat-Free (skim)	4.6	0.1	4.7	0.1	4.7
Flavored Whole	0.4	LT	0.4	LT	0.4
Flavored Reduced Fat	1.6	--	1.6	--	1.6
Eggnog	0.1	--	0.1	--	0.1
Buttermilk	LT	--	LT	--	LT
All Products	97.5	2.5	99.2	0.8	100.0

**Table 5-2**  
**Half-Gallon Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Half-Gallon Total* -----</i>				
Whole Milk	30.5	7.0	27.7	9.7	37.4
Reduced Fat (2%)	26.4	5.1	23.0	8.4	31.4
Low Fat (1%)	8.5	1.4	7.5	2.4	9.9
Fat-Free (skim)	5.3	1.0	4.8	1.6	6.3
Flavored Whole	3.3	0.1	3.1	0.2	3.3
Flavored Reduced Fat	3.4	LT	3.3	0.2	3.5
Eggnog	4.2	LT	3.1	1.1	4.2
Buttermilk	3.9	--	3.9	LT	3.9
All Products	85.4	14.6	76.3	23.7	100.0

**Table 5-3**  
**Quart Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Quart Total* -----</i>				
Whole Milk	23.2	11.1	15.5	18.7	34.2
Reduced Fat (2%)	11.9	6.8	9.1	9.5	18.6
Low Fat (1%)	8.6	2.9	3.9	7.6	11.5
Fat-Free (skim)	3.2	0.9	2.6	1.5	4.1
Flavored Whole	5.9	0.1	5.3	0.8	6.1
Flavored Reduced Fat	2.1	0.3	2.0	0.4	2.4
Eggnog	13.8	CR-C	7.6	6.2	13.8
Buttermilk	9.3	CR-C	8.4	0.9	9.3
All Products	77.9	22.1	54.5	45.5	100.0

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**Table 5-4**  
**Pint Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Pint Total* -----</i>				
Whole Milk	20.8	--	19.7	1.1	20.8
Reduced Fat (2%)	12.8	--	11.8	1.0	12.8
Low Fat (1%)	2.3	0.3	2.5	--	2.5
Fat-Free (skim)	0.7	--	0.5	0.2	0.7
Flavored Whole	42.5	0.1	42.6	LT	42.6
Flavored Reduced Fat	14.4	LT	13.4	1.0	14.4
Eggnog	3.4	--	3.4	--	3.4
Buttermilk	2.8	CR-C	2.8	--	2.8
All Products	99.7	0.3	96.7	3.3	100.0

**Table 5-5**  
**10-14 oz Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of 10-14 oz Total* -----</i>				
Whole Milk	9.3	0.1	2.4	6.9	9.4
Reduced Fat (2%)	15.2	--	1.0	14.2	15.2
Low Fat (1%)	0.4	0.3	0.3	0.4	0.7
Fat-Free (skim)	0.2	--	0.1	0.1	0.2
Flavored Whole	10.8	0.2	1.9	9.1	11.0
Flavored Reduced Fat	61.6	0.1	46.2	15.4	61.6
Eggnog	2.0	--	0.7	1.3	2.0
Buttermilk	LT	--	LT	--	LT
All Products	99.4	0.6	52.6	47.4	100.0

**Table 5-6**  
**Half-Pint Containers Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of Half-Pint Total* -----</i>				
Whole Milk	2.9	0.5	2.7	0.6	3.3
Reduced Fat (2%)	5.2	--	5.1	0.1	5.2
Low Fat (1%)	31.7	0.5	29.7	2.6	32.2
Fat-Free (skim)	5.3	LT	5.2	0.2	5.3
Flavored Whole	0.5	--	0.5	--	0.5
Flavored Reduced Fat	52.0	1.4	49.6	3.7	53.4
Eggnog	LT	--	LT	--	LT
Buttermilk	LT	--	LT	--	LT
All Products	97.7	2.3	92.8	7.2	100.0

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**Table 5-7**  
**All Other Container Sizes Sold By Handlers Regulated Under Federal Orders**  
**Percentage by Product and Category – November 2023**

Product Category	Category of Milk:		Method of Pasteurization:		All Categories
	Conventional	Organic	HTST	ESL	
	<i>----- Percent of All Other Total* -----</i>				
Whole Milk	39.1	1.2	13.0	27.3	40.3
Reduced Fat (2%)	36.0	0.6	8.2	28.5	36.7
Low Fat (1%)	5.5	0.2	2.8	3.0	5.7
Fat-Free (skim)	8.6	--	1.3	7.4	8.6
Flavored Whole	1.3	LT	1.2	0.1	1.3
Flavored Reduced Fat	4.6	--	2.5	2.1	4.6
Eggnog	2.6	--	0.2	2.4	2.6
Buttermilk	0.2	--	0.2	--	0.2
All Products	97.9	2.1	29.3	70.7	100.0

**NOTES for Table 5-1 to 5-7:**

LT - Less than 0.05 percent.

CR-C - Restricted due to confidentiality. Included in "Conventional Category"

\* *Totals may not add due to rounding*



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**Table 6**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Method of Distribution-All Orders Combined**  
**November of Selected Years 1965-2023**

Year	Method of Distribution:						
	Home Delivery	Food Chain*		Institutional		Other Wholesale	Total
		Super-markets	Dairy and Convenience	Military	Schools		
	----- <i>Percent of Federal Order Total**</i> -----						
1965	28.3	N/A	N/A	N/A	N/A	N/A	100.0
1975	6.9	N/A	N/A	N/A	N/A	N/A	100.0
1985	1.5	52.6	9.4	1.2	6.8	28.5	100.0
1995	0.7	56.5	10.2	1.0	6.5	25.1	100.0
2005	0.4	48.1	9.1	1.0	6.1	35.2	100.0
2007	0.3	47.0	8.5	1.0	6.9	36.2	100.0
2009	0.3	45.2	8.6	0.9	6.9	38.2	100.0
2011	0.3	42.6	7.6	0.8	8.0	40.6	100.0
2013	0.3	40.9	8.2	0.8	8.5	41.3	100.0
2015	0.4	40.4	6.3	NC	8.0	NC	100.0
2017	0.4	36.7	5.6	NC	8.9	NC	100.0
2019	0.4	35.2	5.0	NC	9.6	NC	100.0
2021	0.4	38.6	4.6	NC	7.4	NC	100.0
2023	0.2	36.1	3.6	NC	6.6	NC	100.0

**NOTES for Table 6:**

N/A-This breakdown was not available prior to 1977.

NC – Comparable data is not available due to changes in the categories used in the 2015 through 2023 surveys.

\* The definitions for these methods of distribution were changed somewhat in the 2015 through 2023 surveys; consequently, 2015 through 2023 data may not be completely comparable to prior years.

\*\* The figures in Table 6 are based on the aggregate sales volume (all products and all orders combined). See Table 10 for applicable sales volume. *Totals may not add due to rounding.*

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**Table 7**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Method of Distribution – Individual Orders**  
**November 2023**

Marketing Area	Order	Method of Distribution:							Total
		Home Delivery	Food Stores		School, Institutional, and Other			Other Wholesale *	
			Super-market Chains	Convenience Stores	Schools	Institutional	Other		
<i>----- Percent of Individual Order Total** -----</i>									
Northeast	001	CR	32.8	5.4	3.4	2.8	4.3	51.3	100.0
Appalachian	005	CR	33.6	3.1	8.1	5.0	2.1	48.0	100.0
Florida	006	---	52.1	3.2	8.4	5.7	5.6	25.0	100.0
Southeast	007	---	40.6	1.8	9.3	2.3	11.7	34.4	100.0
Upper MW	030	1.2	33.4	14.2	5.6	2.8	3.7	39.1	100.0
Central	032	CR	31.4	2.2	11.5	1.9	11.7	41.3	100.0
Mideast	033	LT	25.7	1.6	5.1	3.8	4.6	59.2	100.0
California	051	CR	42.4	4.4	6.0	5.3	8.3	33.5	100.0
Pacific NW	124	CR	45.2	0.7	0.9	0.4	6.2	46.7	100.0
Southwest	126	LT	44.7	2.0	10.4	3.3	6.9	32.7	100.0
Arizona	131	--	44.0	1.6	CR	CR	15.7	38.7	100.0
All Orders	---	0.2	36.1	3.6	6.6	3.3	6.3	43.9	100.0

**NOTES for Tables 7:**

LT - Less than 0.05 percent.

CR- Restricted due to confidentiality. Included in applicable “Other” category.

\* The Other Wholesale category includes Mass Merchandisers (such as Walmart, Target, etc.), Drug Stores (such as CVS, Rite Aid, Walgreens, etc.), Club Stores (such as Costco, Sam’s, BJ’s Wholesale, etc.), and Wholesale Distributors. See Table 8 for additional information for this category.

\*\* The data in Table 7 for the individual orders are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. ***Totals may not add due to rounding.***

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**Table 8**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**Type of Other Wholesale Outlet\* – Individual Orders**  
**November 2023**

Marketing Area	Order Number	Type of Other Wholesale Outlet:*			
		Mass Merchandisers	Wholesale Distributors	Club Stores	Total
<i>----- Percent of Individual Order Total** -----</i>					
Northeast	001	22.8	22.1	6.4	51.3
Appalachian	005	30.2	14.7	3.1	48.0
Florida	006	13.6	10.4	1.0	25.0
Southeast	007	27.4	7.0	--	34.4
Upper Midwest	030	19.1	18.2	1.8	39.1
Central	032	29.8	6.5	5.0	41.3
Mideast	033	41.2	8.7	9.3	59.2
California	051	9.5	10.0	14.0	33.5
Pacific NW	124	15.2	17.8	13.7	46.7
Southwest	126	20.4	8.7	3.6	32.7
Arizona	131	20.9	4.0	13.9	38.7
All Orders	---	24.8	12.5	6.6	43.9

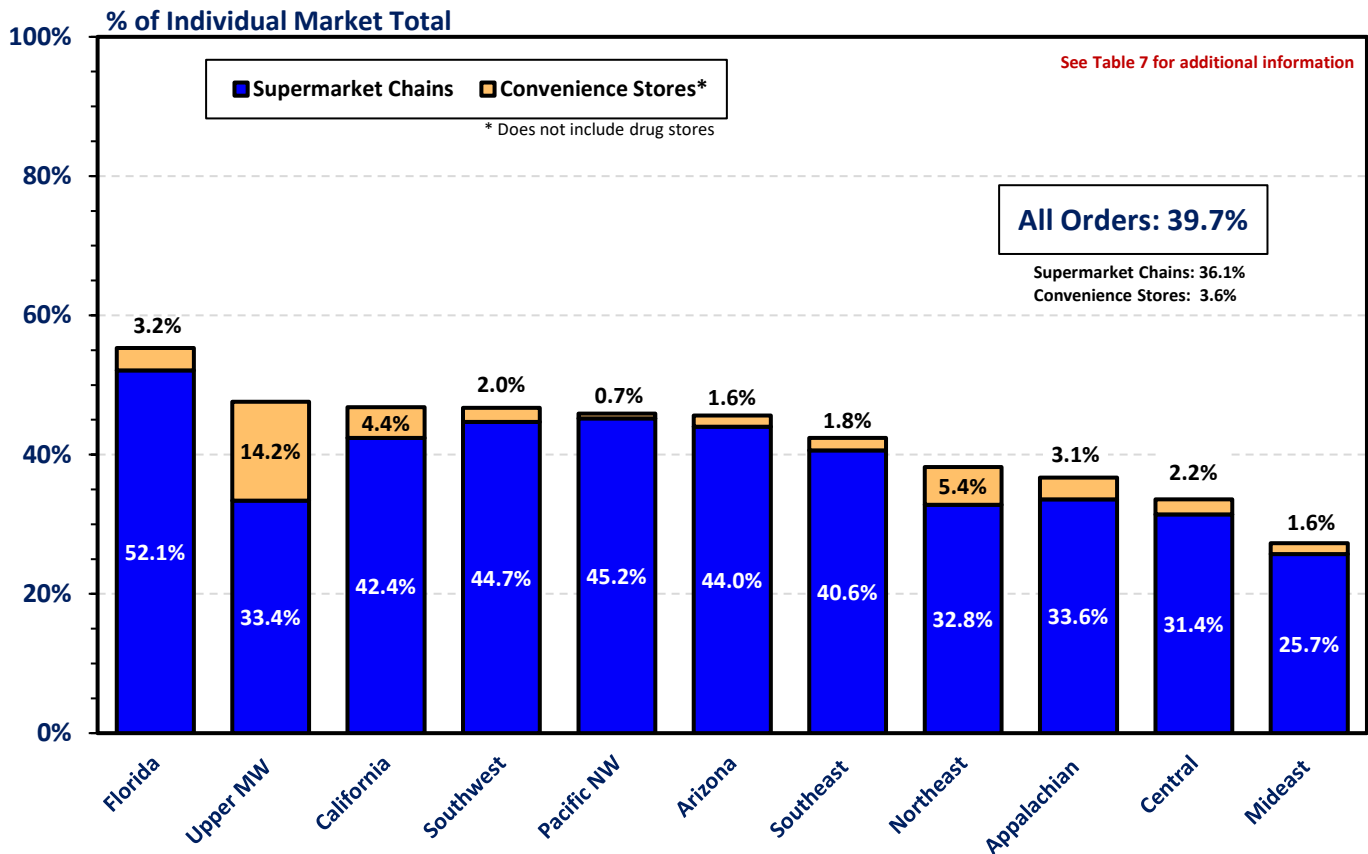
**NOTES for Tables 8:**

\* Mass merchandisers include outlets such as Walmart, Target, etc., as well as drug stores such as CVS, Rite Aid, Walgreens, etc. Club stores include outlets like Costco, Sam's, BJ's Wholesale, etc.

\*\* The data in Table 8 for individual orders are based on the total sales volume for the respective milk order. See Table 10 for applicable sales volume. *Totals may not add due to rounding.*

## 2023 Fluid Milk Products Sold by Method of Distribution

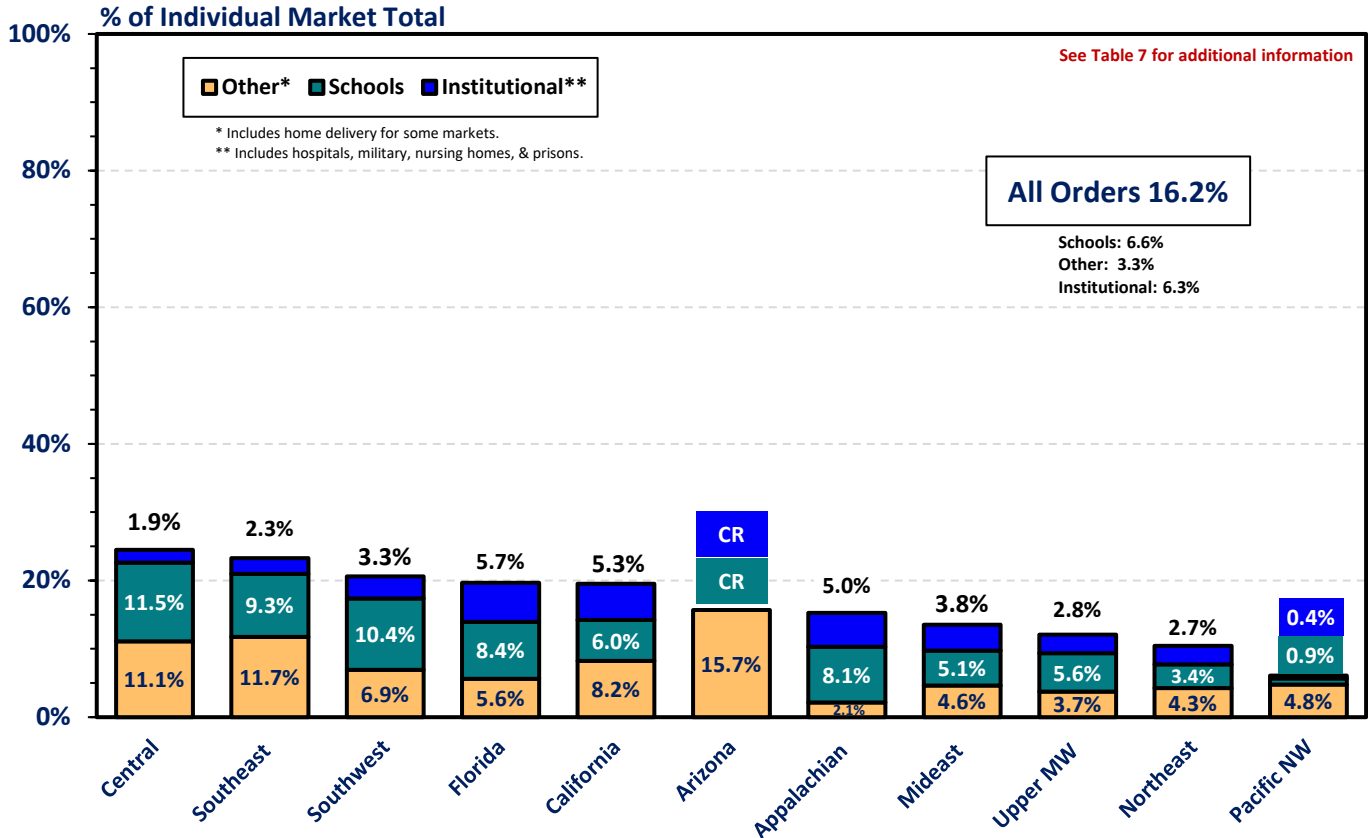
### Food Stores



**Graph 27: 2023 Fluid Milk Products Sold by Method of Distribution: Food Stores**

- During November 2023, 39.7% of all FMMO fluid milk sales were sold through food stores, down from 43.2% in November 2021 and 40.2% in November 2019. This proportion varied significantly among FMMO's, ranging from a low of 27.3% of total sales in the Mideast Order to a high of 55.3% in the Florida Order. The food store category includes supermarket chains and convenience stores but does not include drug stores.
- Supermarket chains comprised 36.1% of fluid milk sales during November 2023, while convenience stores accounted for 3.6% of the FMMO total. Supermarket chain sales accounted for almost one-third of the total for all orders except the Mideast.
- The proportion of sales attributable to supermarket chains ranged from a low of 25.7% for the Mideast Order to a high of 52.1% for the Florida Order.
- The Upper Midwest and Northeast Orders reported the largest proportion of sales by convenience stores with 14.2% and 5.4%, respectively, of each order's total milk sales.

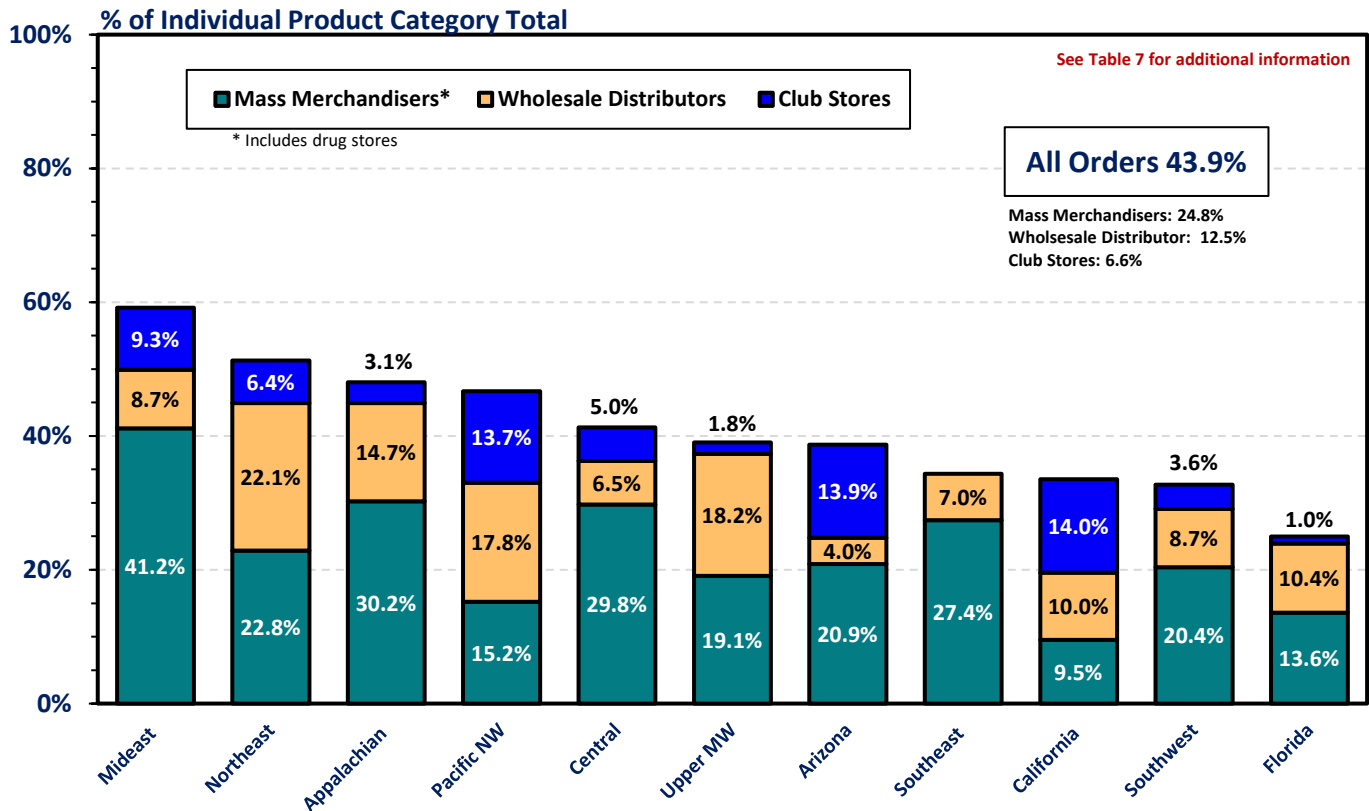
## 2023 Fluid Milk Products Sold by Method of Distribution Schools, Institutional, and Other



**Graph 28: 2023 Fluid Milk Products Sold by Method of Distribution: Schools, Institutional and Other**

- Schools, institutional and other sales outlets accounted for 16.2% of all FMMO fluid milk sales during November 2023, down from 16.3% in November 2021 and 18.5% in November 2019. The Central Order reported the largest proportion with 24.5% of sales in this category, while the Pacific Northwest Order reported the lowest at 6.1%.
- Sales to institutional outlets ranged from a low of 0.4% of the market total for the Pacific Northwest Order to a high of 5.7% for the Florida Order during November 2023. The institutional category includes hospital, military, nursing home, and prison milk sales.
- School sales ranged from a low of 0.9% of the market total for the Pacific Northwest Order to a high of 11.5% for the Central Order. Southwest (10.4%) was the only other market to report school milk sales over 10% during November 2023.
- Sales in the other category ranged from a low of 2.1% of the total for the Appalachian Order to a high of 15.7% for the Arizona Order. This category includes sales to outlets not otherwise defined in the survey questionnaire, as well as home delivery milk sales for some markets.

## 2023 Fluid Milk Products Sold by Method of Distribution Mass Merchandisers, Wholesale Distributors, & Club Stores



**Graph 29: 2023 Fluid Milk Products Sold by Method of Distribution: Mass Merchandisers, Wholesale Distributors, and Club Stores**

- The mass merchandisers, wholesale distributors, and club stores category accounted for 43.9% of total FMMO fluid milk sales during November 2023, up from 40.1% in November 2021 and 41.0% in November 2019. Mass merchandisers include retailers such as Walmart, Target, etc., while the club store category includes outlets like Costco, Sam’s Club, BJ’s Wholesale, etc. Drug stores, such as CVS, Rite Aid, Walgreens, etc., are included in the mass merchandisers category.
- Milk sales in this combined category ranged from a low of 25.0% of the total in the Florida Order, to a high of 59.2% in the Mideast Order.
- Mass merchandiser milk sales ranged from a low of 9.5% of the total in the California Order, to a high of 41.2% in the Mideast Order.
- Milk sales by wholesale distributors were quite variable, with a range of 4.0% of the total in the Arizona Order to a high of 22.1% in the Northeast Order during November 2023.
- Club stores accounted for the smallest proportion of sales with 6.6% of the FMMO total, compared with 12.5% for wholesale distributors and 24.8% for mass merchandisers. Club store sales ranged from a low of 1.0% of the total in the Florida Order to a high of 14.0% in the California Order.

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**Table 9**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**November of Selected Years 1965-2023**

Year	Sales:	Method of Production:		Method of Pasteurization:	
		Conventional	Organic	HTST	ESL
	<i>Million Pounds</i>	<i>----- Percent OF FMO Total -----</i>			
1965	2,242	100.0	N/A	N/A	N/A
1975	3,290	100.0	N/A	N/A	N/A
1985	3,625	100.0	N/A	N/A	N/A
1995	3,762	100.0	N/A	N/A	N/A
2005	3,761	100.0	N/A	N/A	N/A
2007	3,873	100.0	N/A	N/A	N/A
2009	3,774	97.9	2.1	N/A	N/A
2011	3,794	96.9	3.1	N/A	N/A
2013	3,701	96.3	3.7	N/A	N/A
2015	3,481	95.7	4.3	N/A	N/A
2017	3,498	95.2	4.8	N/A	N/A
2019	3,551	95.1	4.9	N/A	N/A
2021	3,586	94.7	5.3	N/A	N/A
2023	3,489	94.3	5.7	88.3	11.7

**NOTES for Table 9:** N/A - Organic milk was included with Conventional prior to 2009; ESL was included with Conventional prior to 2015; HTST and ESL totals were not possible due to the data collection method prior to 2023.

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**Table 10**  
**Total Fluid Milk Products Sold By Handlers Regulated Under Federal Orders**  
**By Product and By Marketing Area**  
**November 2023**

Product	Sales:	Marketing Area	Order #	Sales:
	<i>Million Pounds*</i>			<i>Million Pounds**</i>
Whole Milk	1,379	Northeast	001	684
Flavored Whole	60	Appalachian	005	329
Reduced Fat (2%)	1,104	Florida	006	174
Low Fat (1%)	399	Southeast	007	234
Fat-Free (Skim)	183	Upper MW	030	173
Flavored Reduced Fat	267	Central	032	356
Eggnog	55	Mideast	033	578
Buttermilk	43	California	051	402
		Pacific NW	124	139
		Southwest	126	325
		Arizona	131	96
<b>All Orders</b>	<b>3,489</b>	<b>All Orders</b>	---	<b>3,489</b>
<hr/>				
Method of Pasteurization	Sales:	Category of Milk		Sales:
HTST	3,081	Conventional		3,289
ESL	409	Organic		200

**NOTES for Table 10:**

\* Total sales for all orders combined. Sales based on survey results. *Totals may not add due to rounding.*

\*\* Sales of total fluid milk products by handlers regulated under the order; the outlet to which the milk product is delivered may not be located in the marketing area of the order. *Totals may not add due to rounding.*



## **Appendix 1**

# **Definitions and Factors for Converting Container Units to Sales Volume**

## Definitions:

**Fluid Milk Product (FMP):** Products included in the survey are limited to those that have been defined as Class I Fluid Milk Products in FMMO's. *Note: The one exception would be eggnog testing more than 9% butterfat. They are not considered a Class I FMP under FMMOs but are included in the survey with Class I Eggnogs.*

**Type of Container:** Containers are categorized by glass, paper, and plastic. Containers larger than one gallon shown in the glass category are metal cans. The paper category includes wax-coated and plastic-coated containers, and foil-lined ultra-high temperature (UHT) containers. Plastic includes rigid blow mold or thermoformed containers, single-serve round (milk bottle shaped) containers, plastic-lined boxes (polyethylene bag in corrugated paper box or in rigid plastic case), and plastic bags sold separately. Containers larger than one gallon in the plastic category, for the most part, are bag-in-box containers.

**Product Category:** Products included in this survey have been grouped into one of three categories: conventional, extended shelf life, and organic. Conventional products are non-organic fluid milk products that have been processed using traditional pasteurization and bottling methods. These products have a "standard" shelf life historically associated with fluid milk products. Organic products are those made with milk from certified organic dairy herds. These products can be bottled using either traditional or ultra-pasteurization methods. (Thus, an ultra-pasteurized product from organic milk would be classified under the organic category even though it would also have an extended shelf life.) High Temperature Short Time (HTST) products are those that have been pasteurized at 161°F for 15 seconds and typically have a shelf life of up to 3 weeks. Extended Shelf Life (ESL) products are those that have been processed in a manner that allows for a longer shelf life compared with HTST products. Typically, this involves some form of ultra-pasteurization combined with specialized packaging that provides the product with a longer shelf life.

**Size of Container:** Container sizes surveyed are gallon, half-gallon, quart, pint, half-pint, 14 ounce, 12 ounce, 10 ounce, and other. Containers banded together, or containers put into larger bags, sacs, etc., are reported separately. Examples: half-gallon twin packs are reported as two half-gallons; four 1-quart bags in a larger bag are reported as four-quart units, not as a gallon; six-packs of half-pints are reported as six half-pints, etc. *Note: The unit to pound conversion factors for the various sizes and types of Fluid Milk Products included in this survey are shown in Appendix 1).*

**Method of Distribution:** Sales are divided into home-delivery and wholesale. Home-delivery includes quantities delivered to homes or sold to others for delivery to homes. Wholesale includes quantities distributed through all other methods. Wholesale is broken down into food stores; school, institutional, and other outlets; and all other wholesale.

Food stores are further broken down into supermarket chains and convenience stores. Schools include all public schools (elementary and high school), colleges, and universities. Institutional outlets include hospitals, military, nursing homes, and prisons. The Other category includes outlets not specified under any of the other specified categories. Other Wholesale is broken down into mass merchandisers, wholesale distributors, and club stores. Mass Merchandisers include retailers such as Walmart, Target, etc., as well as drug stores such as CVS, Rite Aid, Walgreens, etc. Club Stores include outlets such as Costco, Sam's Club, BJ's Wholesale, etc. Wholesale Distributors are those entities that purchase fluid milk products from processing plants for distribution to other outlets.

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**Restricted Information:** Items that have been foot-noted with a “CR” are confidentiality restricted. These figures can’t be published as they represent the activity of fewer than three handlers.

**Factors for Converting Container Units to Sales Volume – Pounds per Unit**

Size of Container	Product Type:							
	Whole Milk	Flavored Whole Milk	Eggnog	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced Milk	Buttermilk
	<i>pounds per unit</i>							
Gallon	8.600	8.000	9.000	8.620	8.620	8.630	8.000	8.620
Half-gallon	4.300	4.000	4.500	4.310	4.310	4.310	4.000	4.310
Quart	2.150	2.000	2.250	2.155	2.155	2.1575	2.000	2.155
6-Gallon	51.600	48.000	54.000	51.720	51.720	51.780	48.000	51.720
5-Gallon	43.000	40.000	45.000	43.100	43.100	43.150	40.000	43.100
Pint	1.075	1.0000	1.125	1.0775	1.0775	1.0788	1.0000	1.0775
Pint (Round)	1.075	1.0000	1.125	1.0775	1.0775	1.0788	1.0000	1.0775
Half-pint	.5375	.5000	.5625	.5388	.5388	.5394	.5000	.5388
Half-pint (Round)	.5375	.5000	.5625	.5388	.5388	.5394	.5000	.5388
Other (Round)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
14 Ounce	.9406	.8750	.9844	.9428	.9428	.9439	.8750	.9428
13.5 Ounce	.9070	.8438	.9492	.9091	.9091	.9102	.8438	.9091
12 Ounce	.8063	.7500	.8438	.8081	.8081	.8091	.7500	.8081
10 Ounce	.6719	.6250	.7031	.6734	.6734	.6742	.6250	.6734
Other	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000

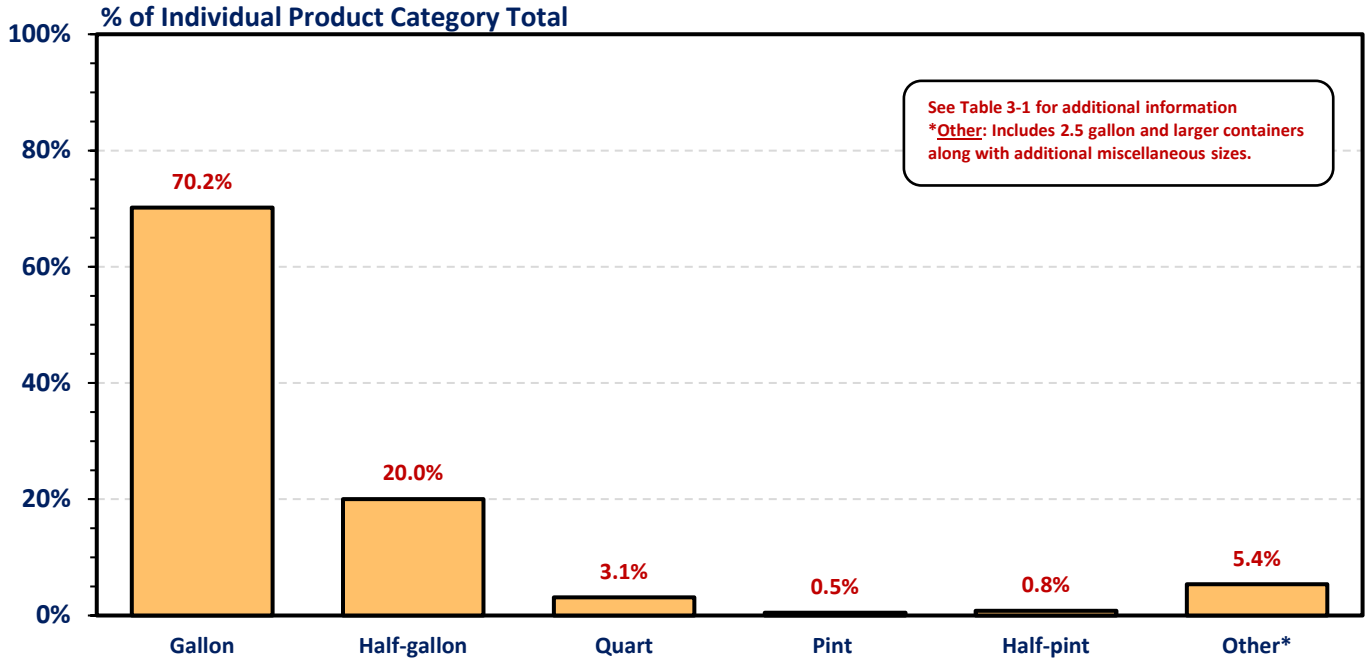
## Appendix 2

# Sales by Product and Container Size

**All Federal Milk Marketing Orders,  
All Categories**

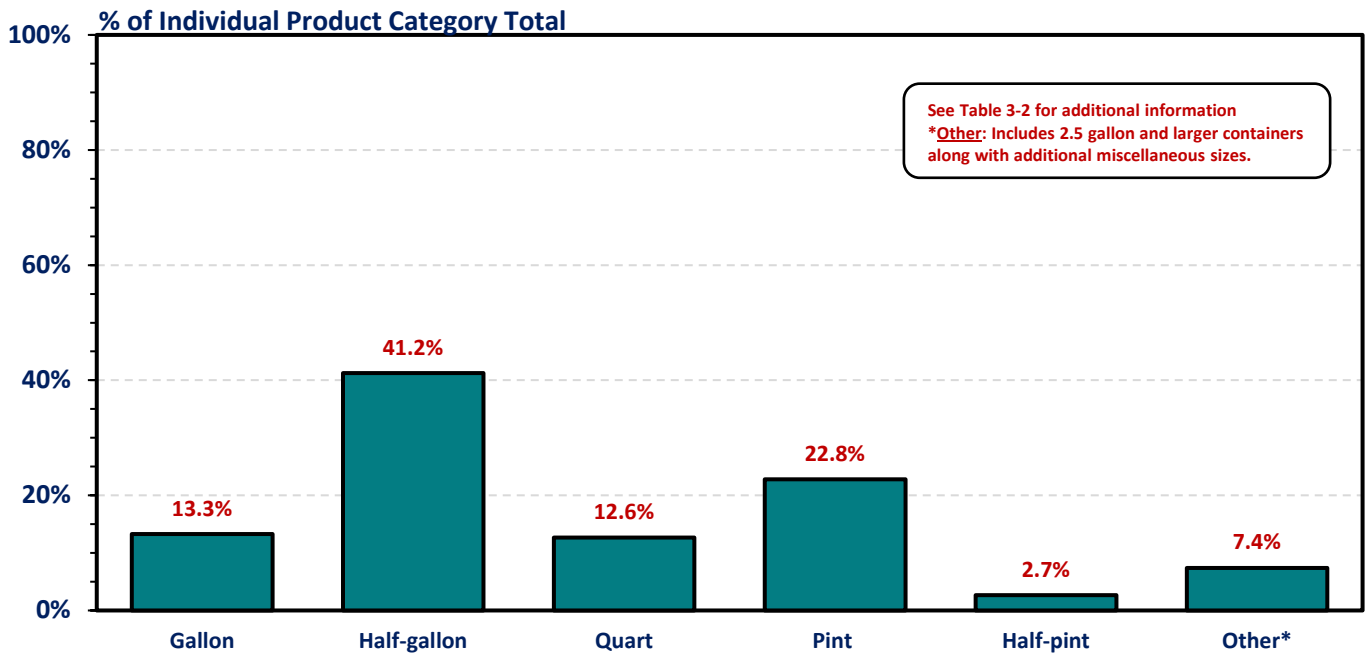
## 2023 Whole Milk Sales by Container Size

All Federal Milk Marketing Orders, All Categories



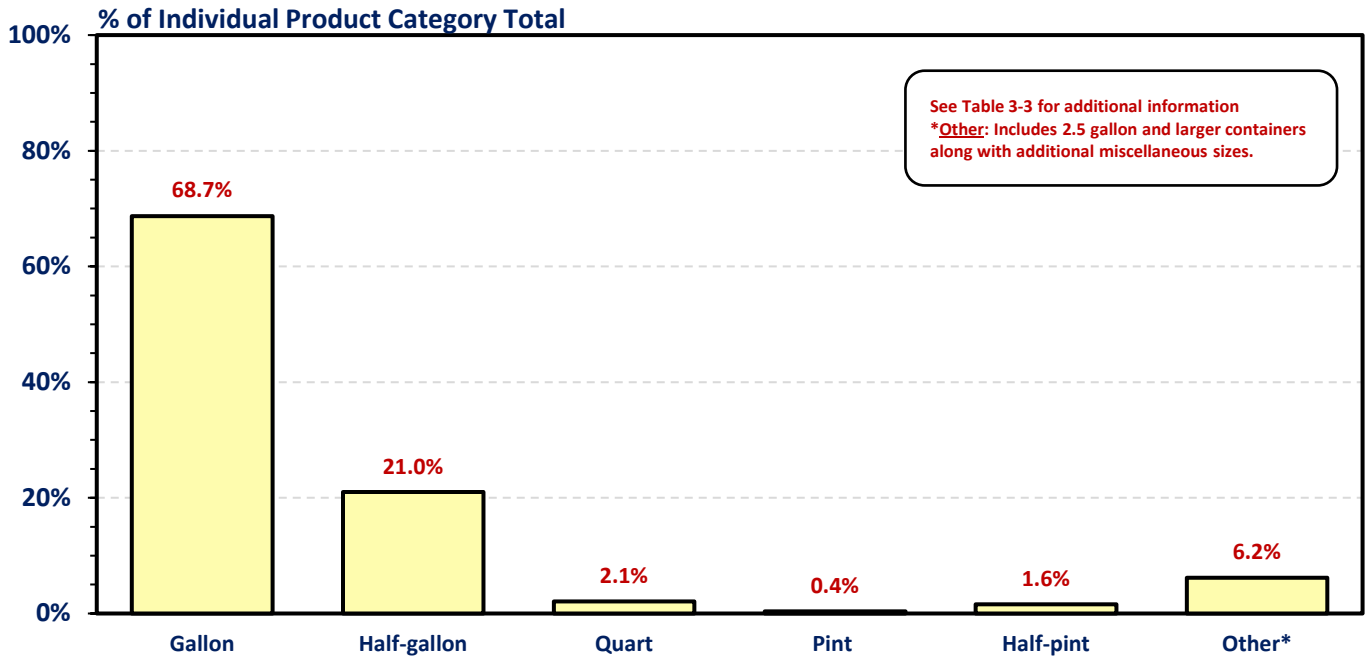
## 2023 Flavored Whole Milk Sales by Container Size

All Federal Milk Marketing Orders, All Categories



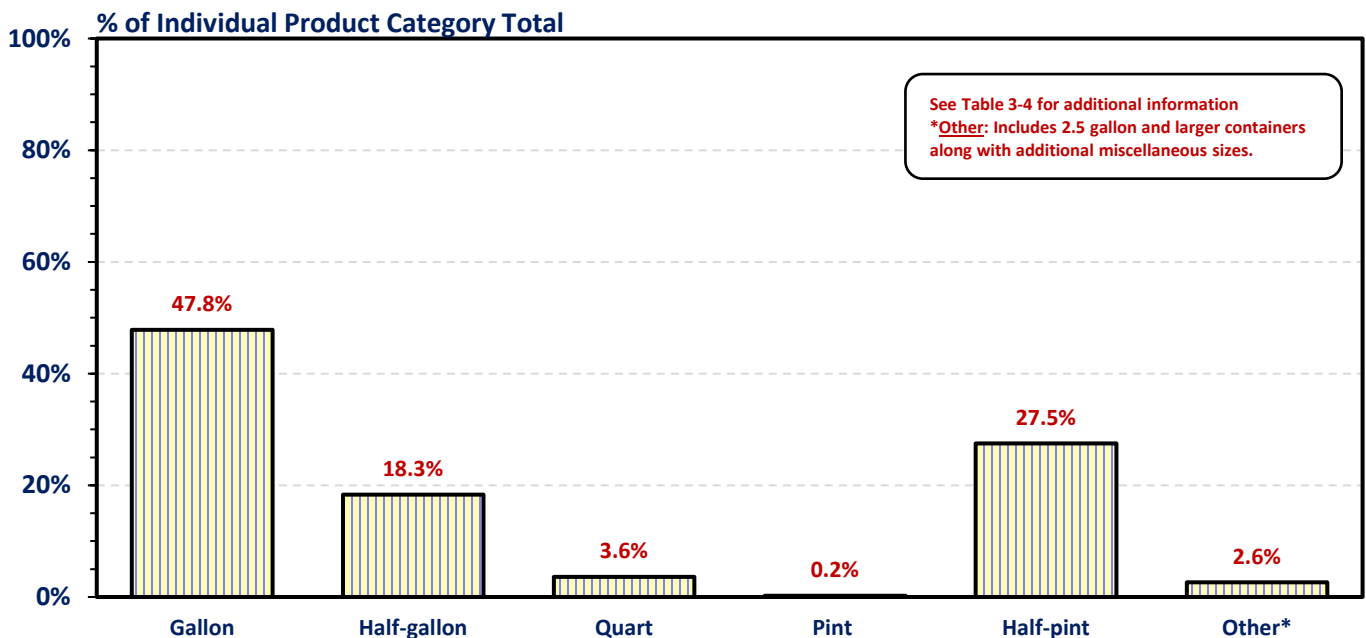
## 2023 Reduced Fat Milk Sales by Container Size

All Federal Milk Marketing Orders, All Categories

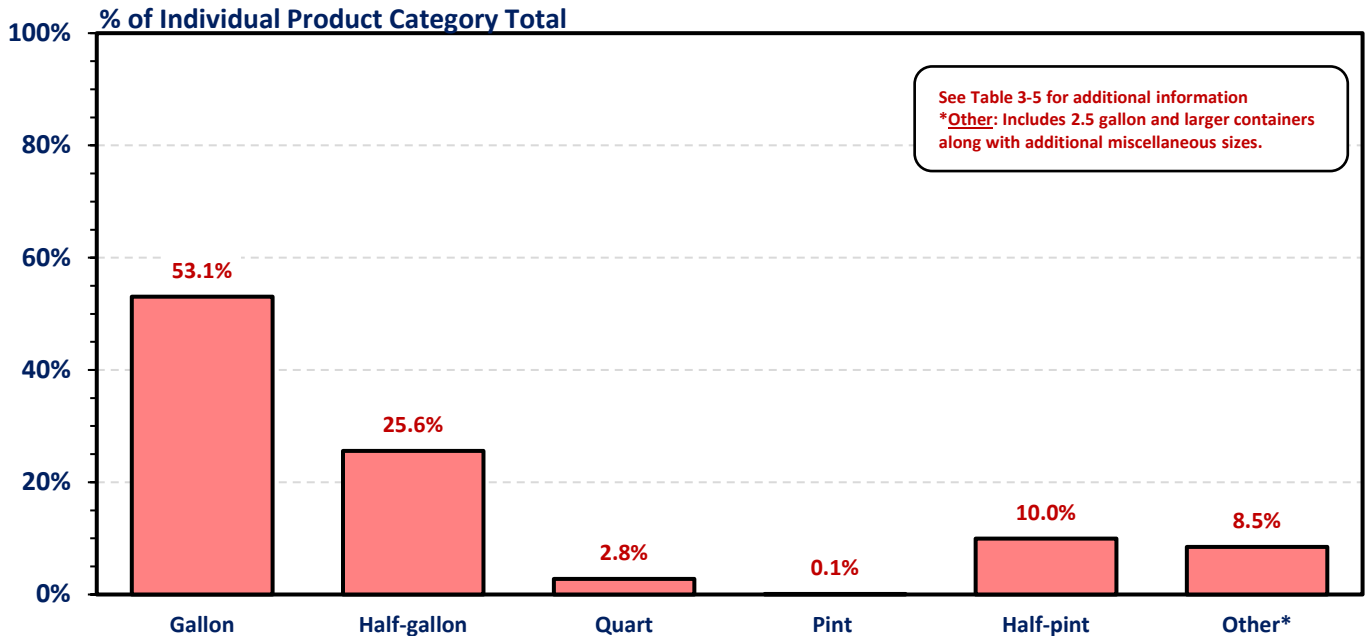


## 2023 Low Fat Milk Sales by Container Size

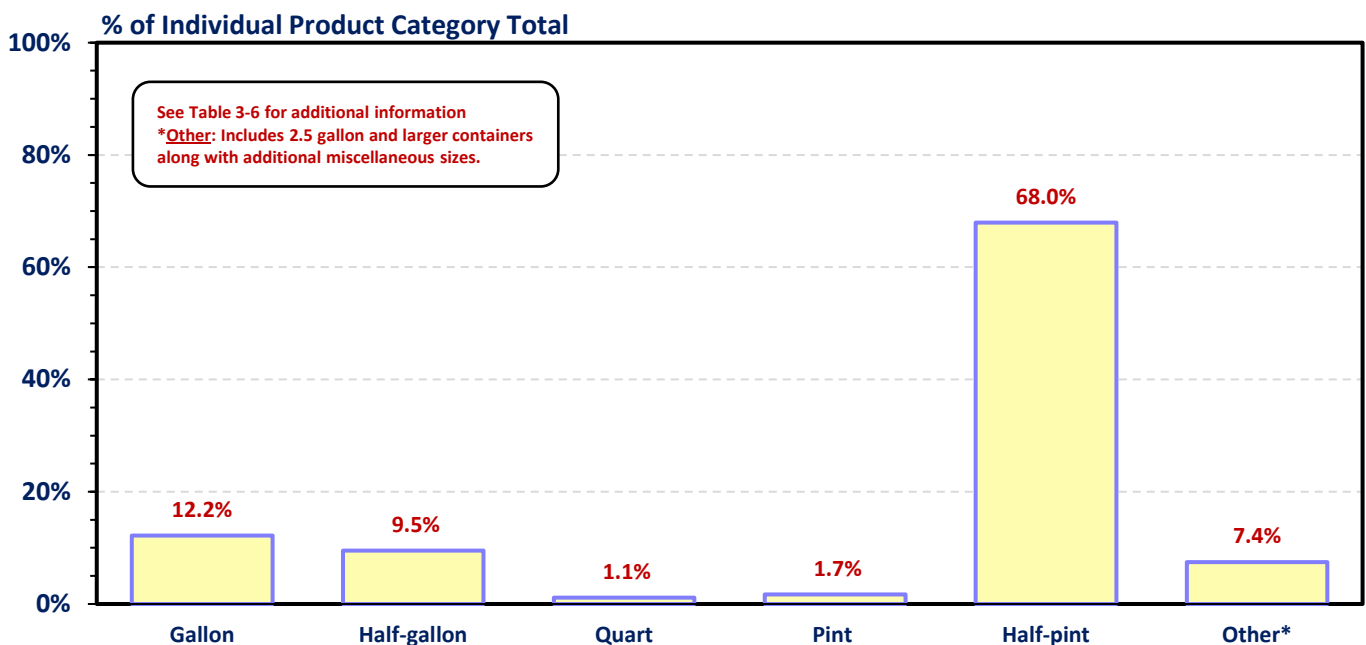
All Federal Milk Marketing Orders, All Categories



**2023 Fat Free Milk Sales by Container Size**  
All Federal Milk Marketing Orders, All Categories

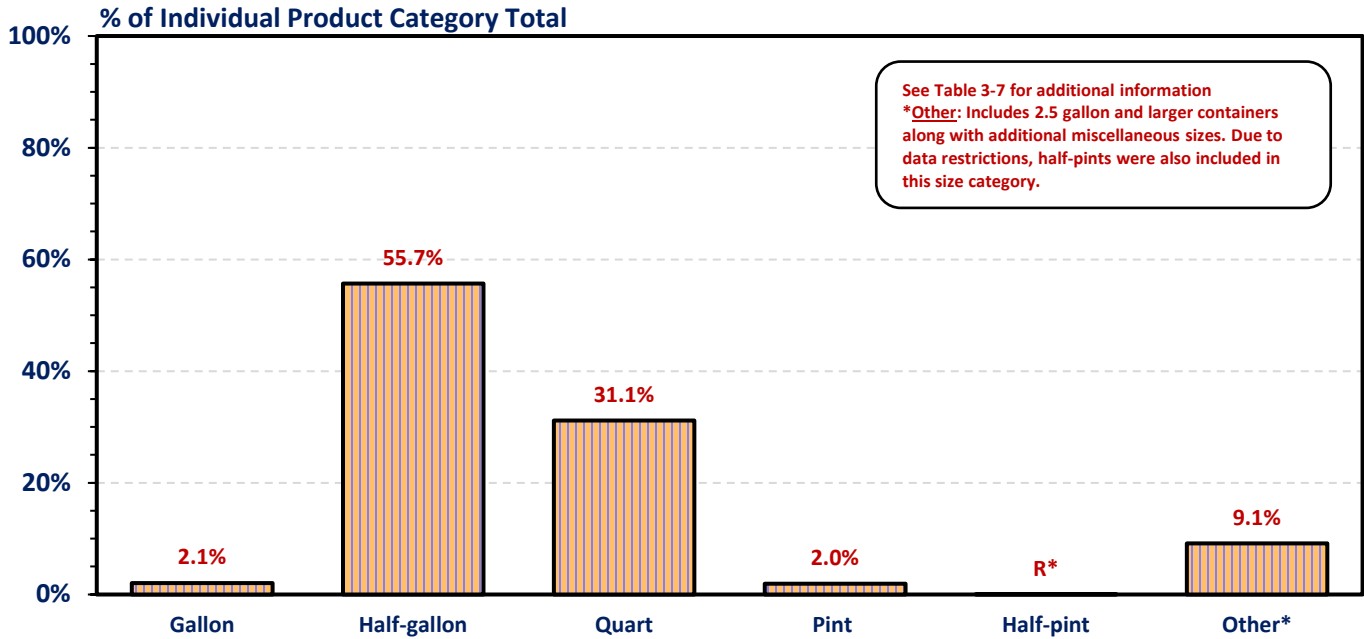


**2023 Flavored Fat Reduced Milk Sales by Container Size**  
All Federal Milk Marketing Orders, All Categories



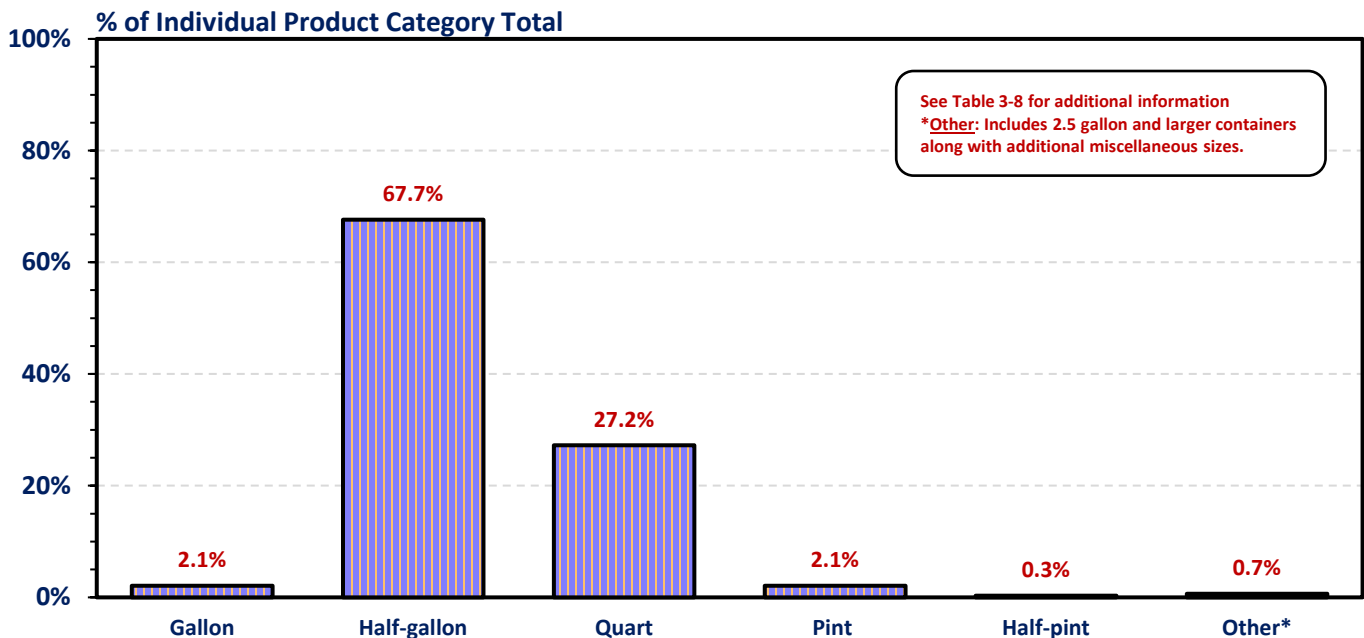
### 2023 Eggnog Sales by Container Size

All Federal Milk Marketing Orders, All Categories



### 2023 Buttermilk Sales by Container Size

All Federal Milk Marketing Orders, All Categories





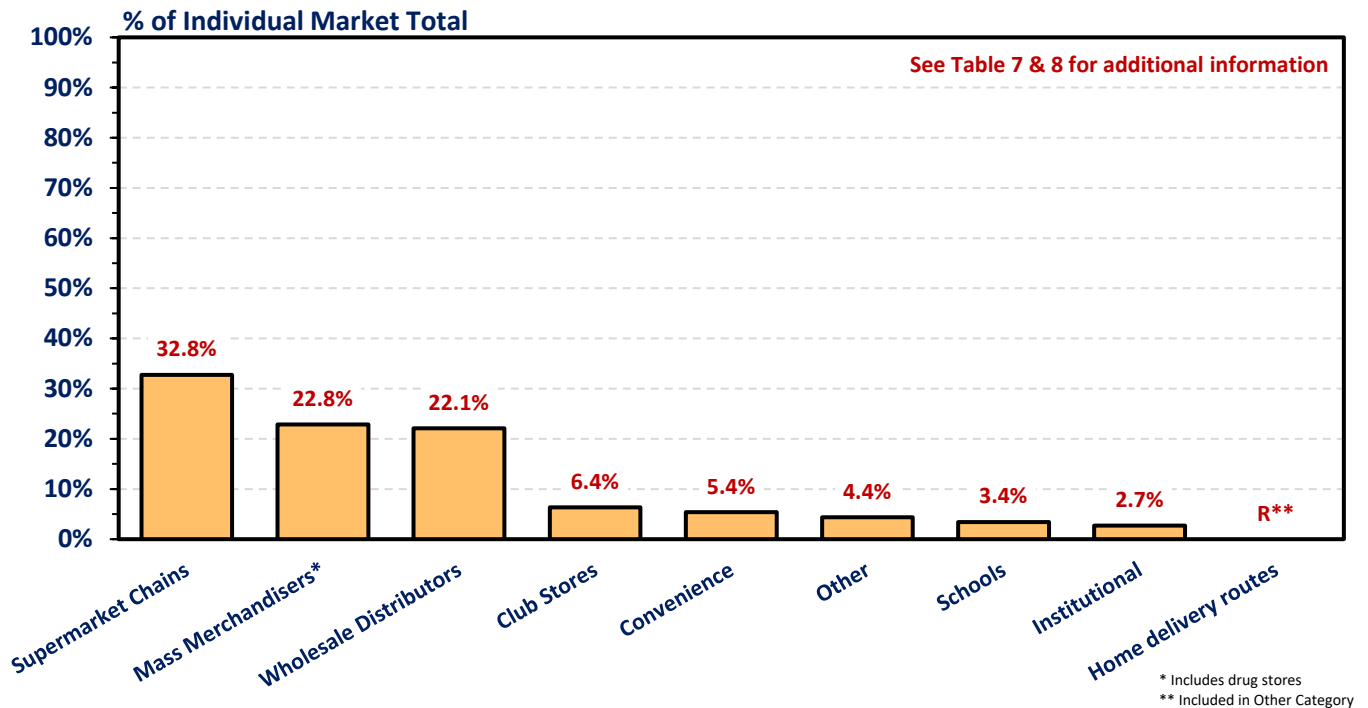
## **Appendix 3**

# **Sales by Method of Distribution**

## **Individual Markets and All Orders Combined**

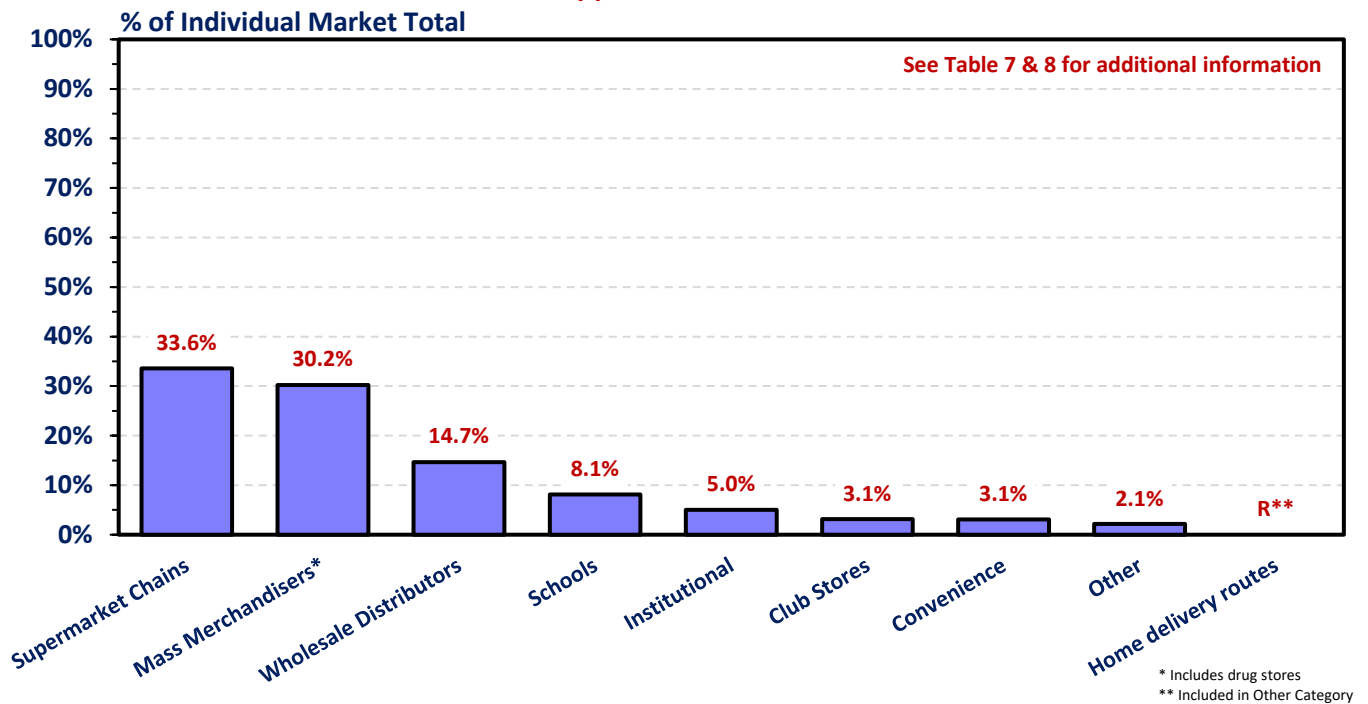
## 2023 Fluid Milk Products Sold by Method of Distribution

### Northeast Order



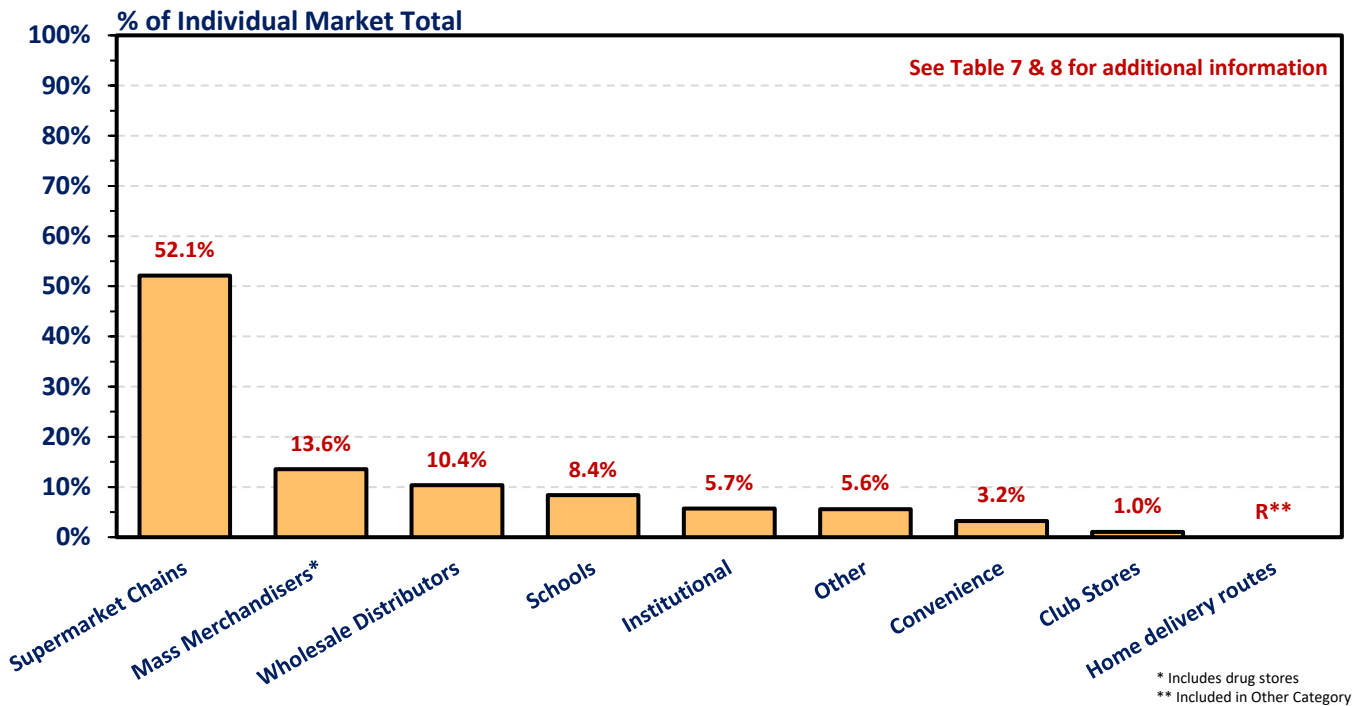
## 2023 Fluid Milk Products Sold by Method of Distribution

### Appalachian Order



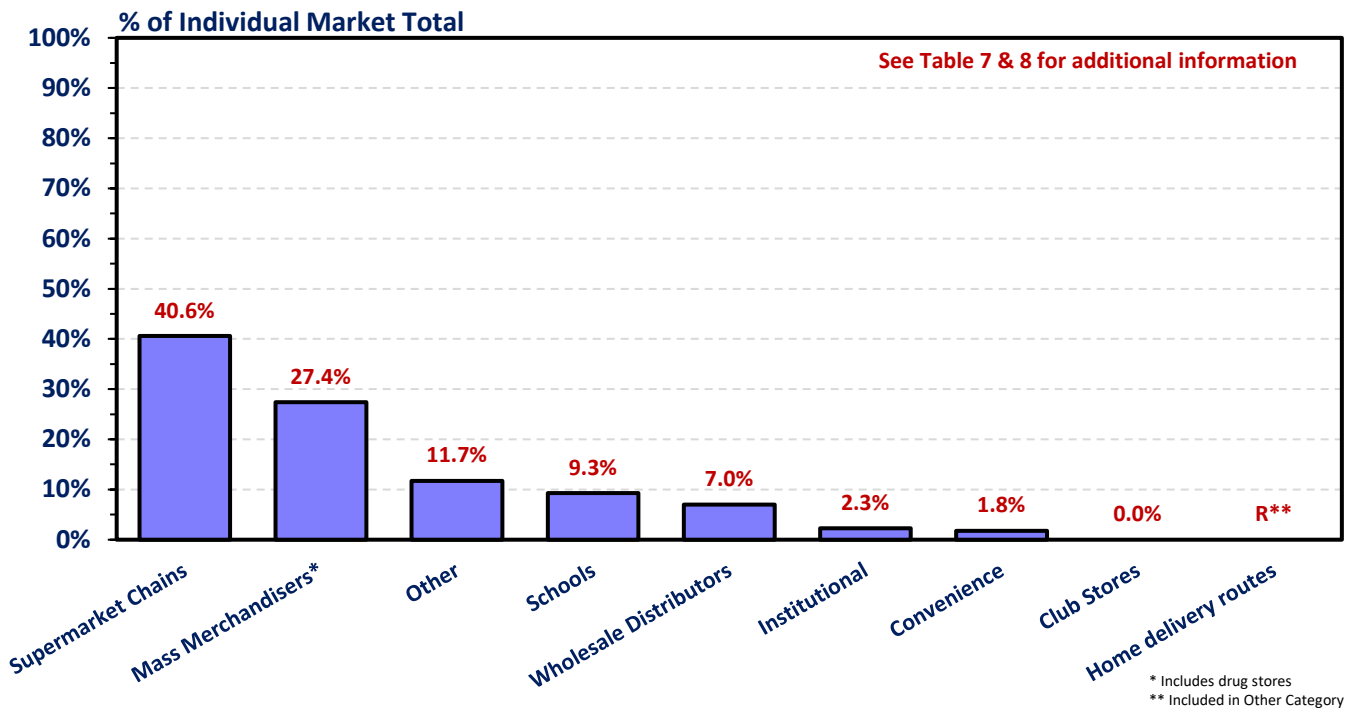
## 2023 Fluid Milk Products Sold by Method of Distribution

### Florida Order



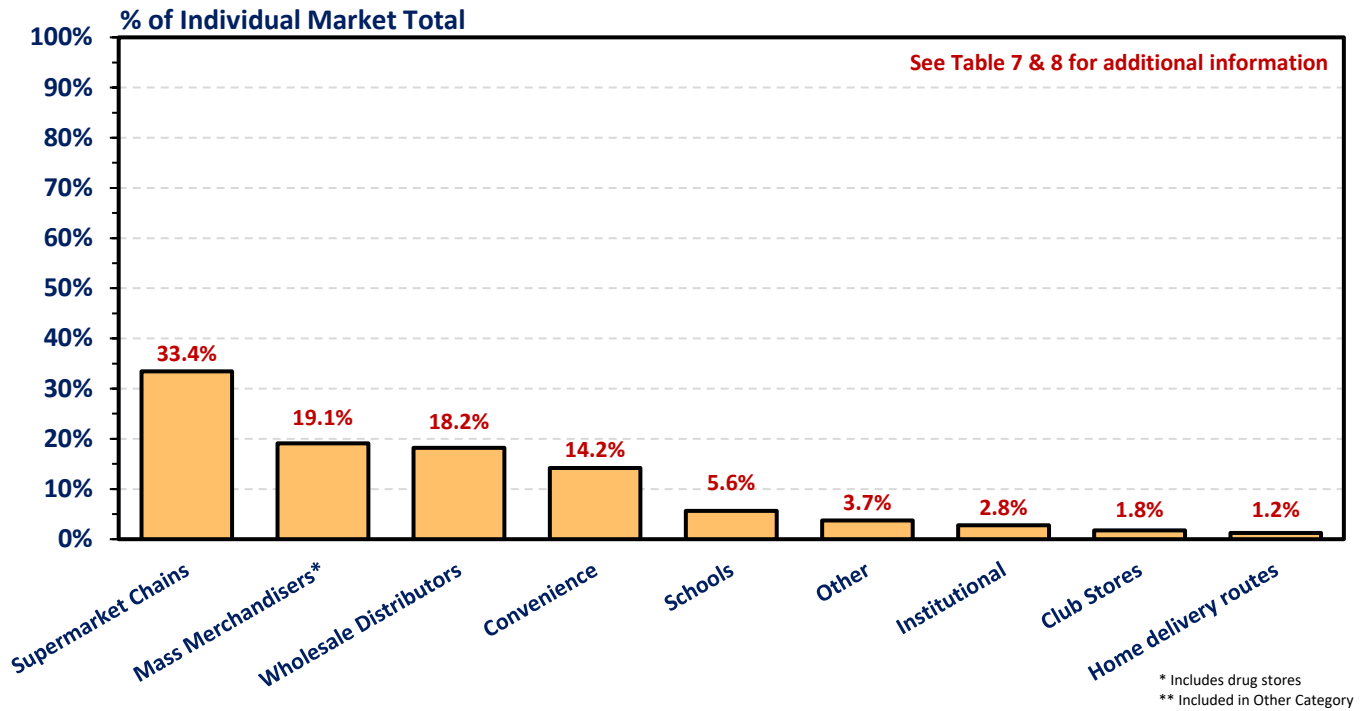
## 2023 Fluid Milk Products Sold by Method of Distribution

### Southeast Order



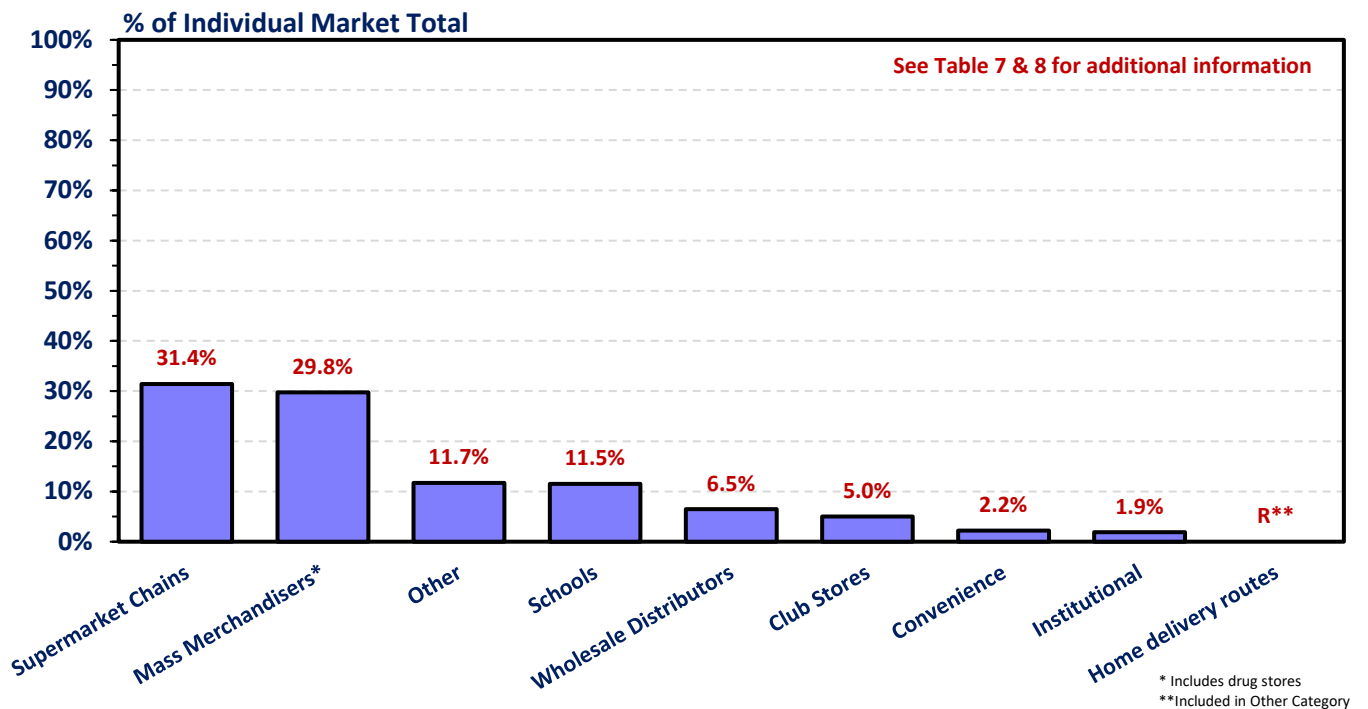
## 2023 Fluid Milk Products Sold by Method of Distribution

### Upper Midwest Order



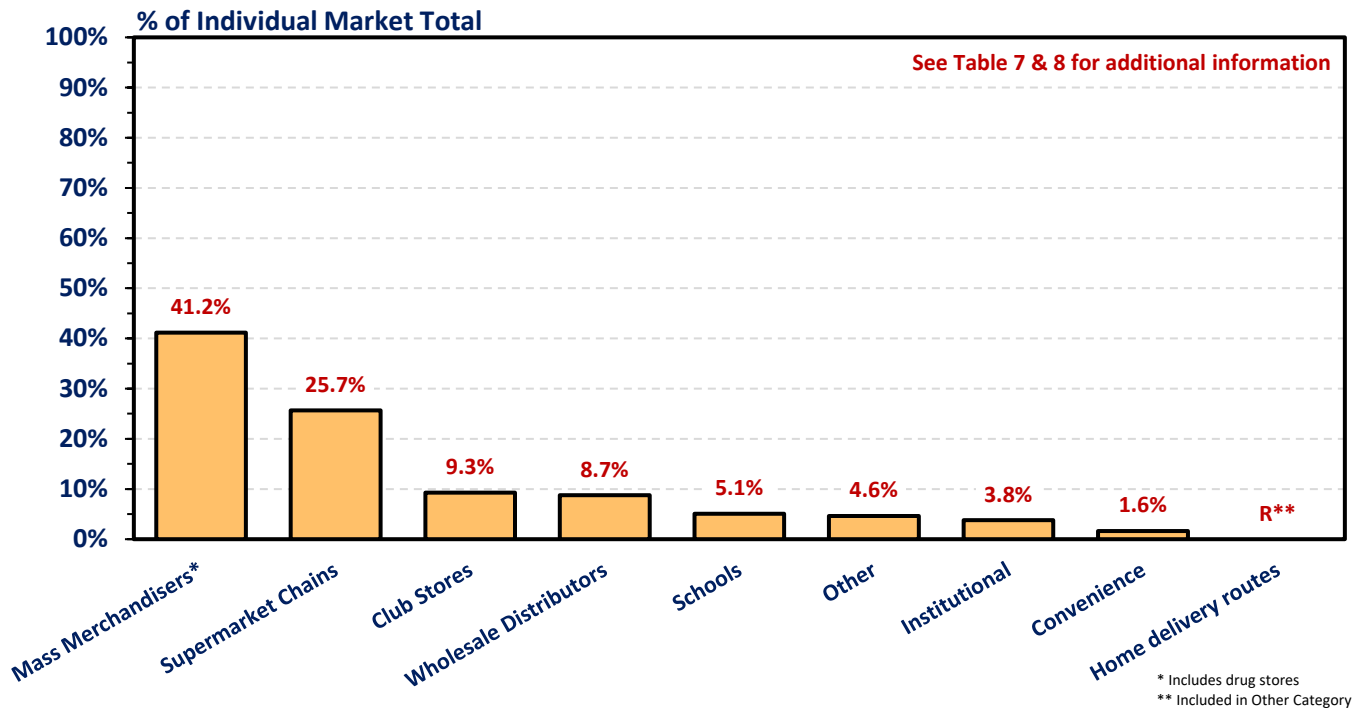
## 2023 Fluid Milk Products Sold by Method of Distribution

### Central Order



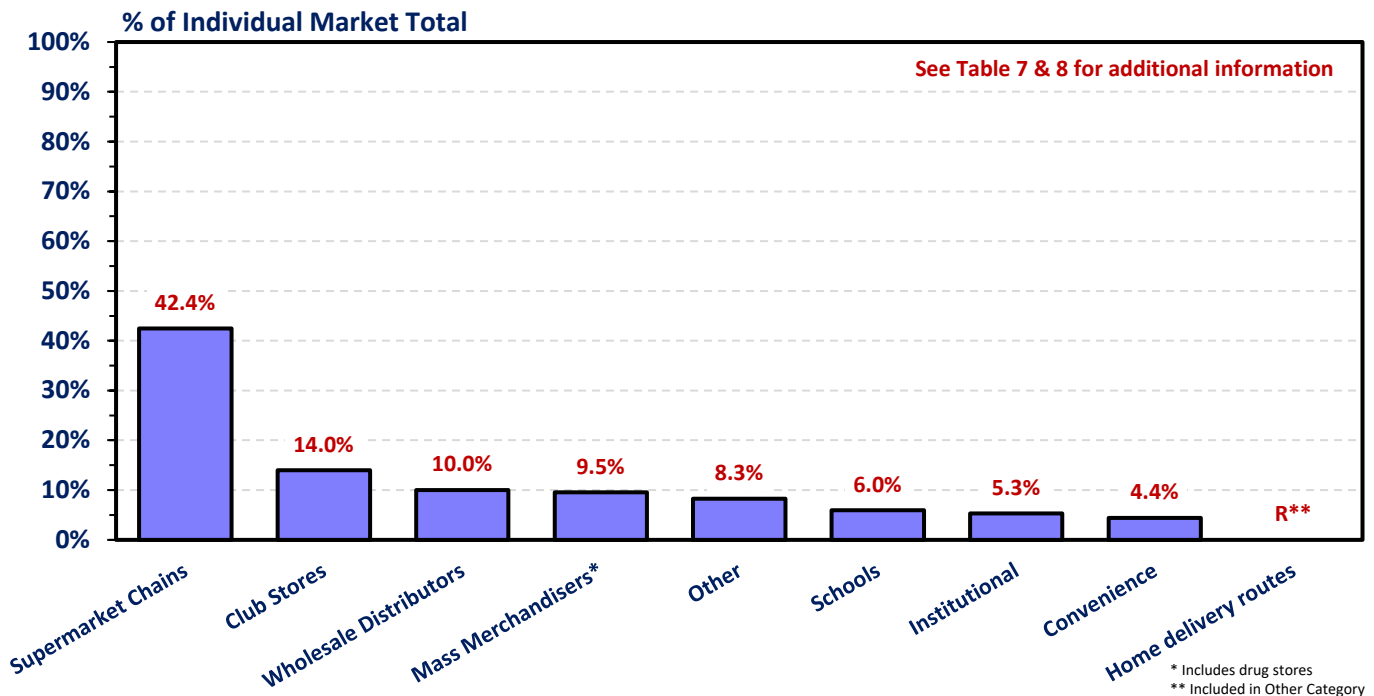
## 2023 Fluid Milk Products Sold by Method of Distribution

### Mideast Order



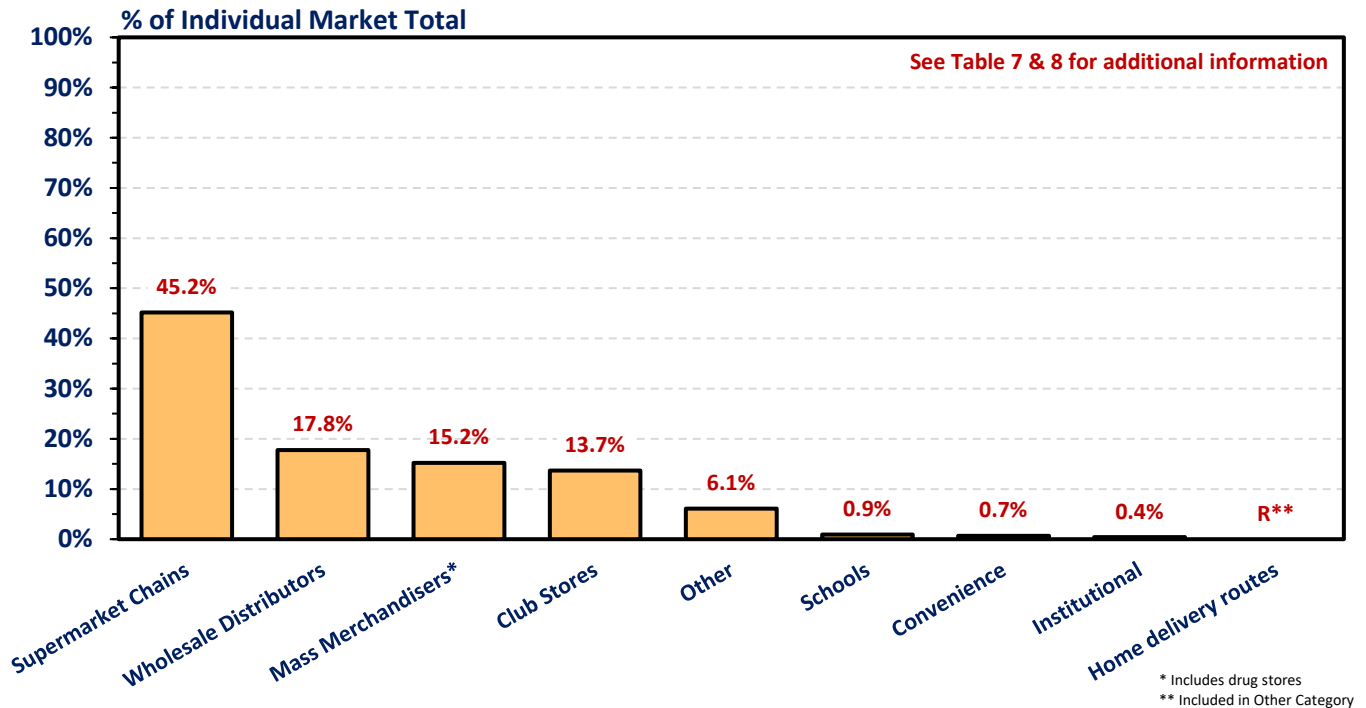
## 2023 Fluid Milk Products Sold by Method of Distribution

### California Order



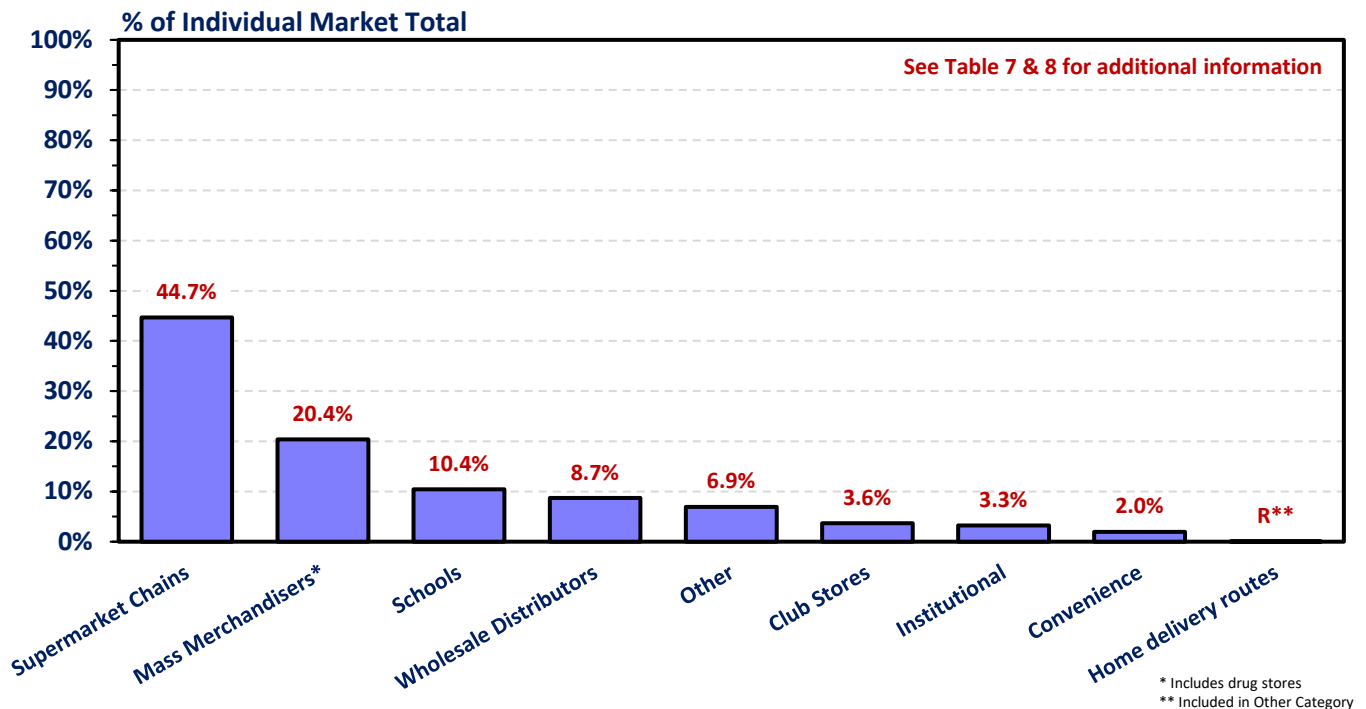
## 2023 Fluid Milk Products Sold by Method of Distribution

### Pacific Northwest Order



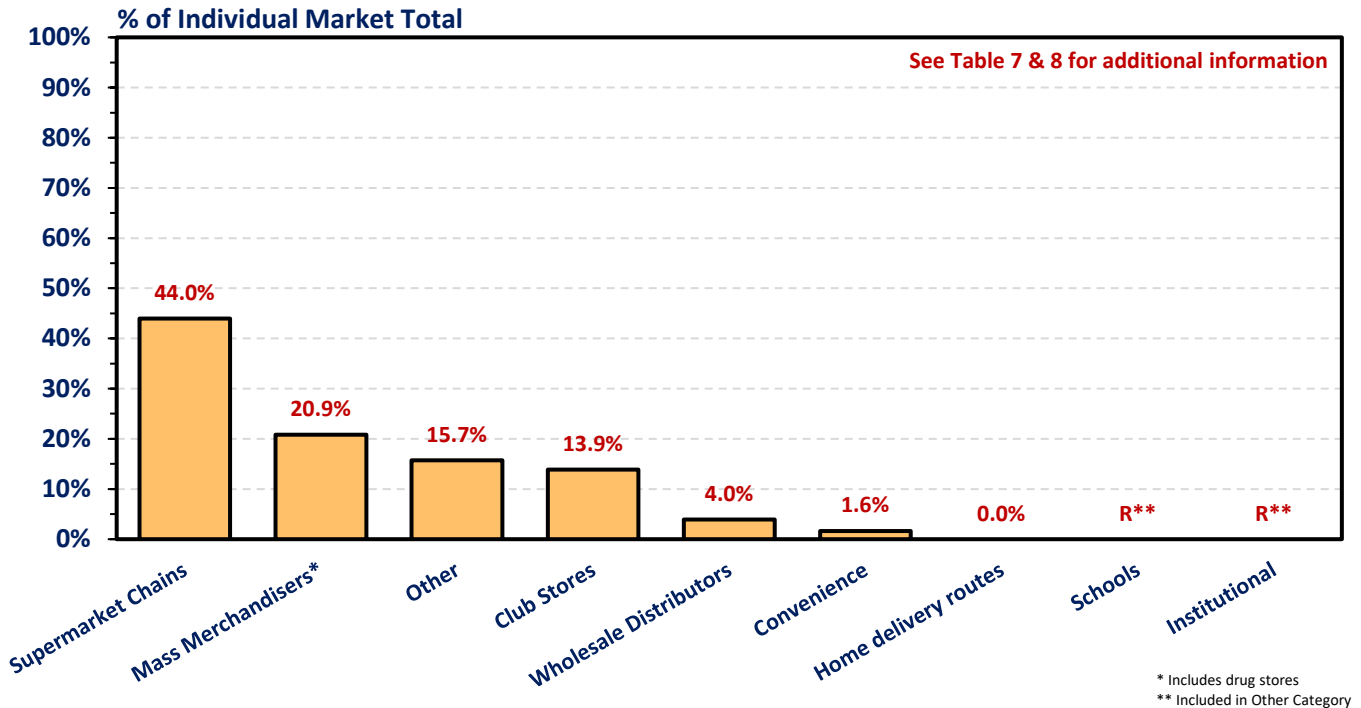
## 2023 Fluid Milk Products Sold by Method of Distribution

### Southwest Order



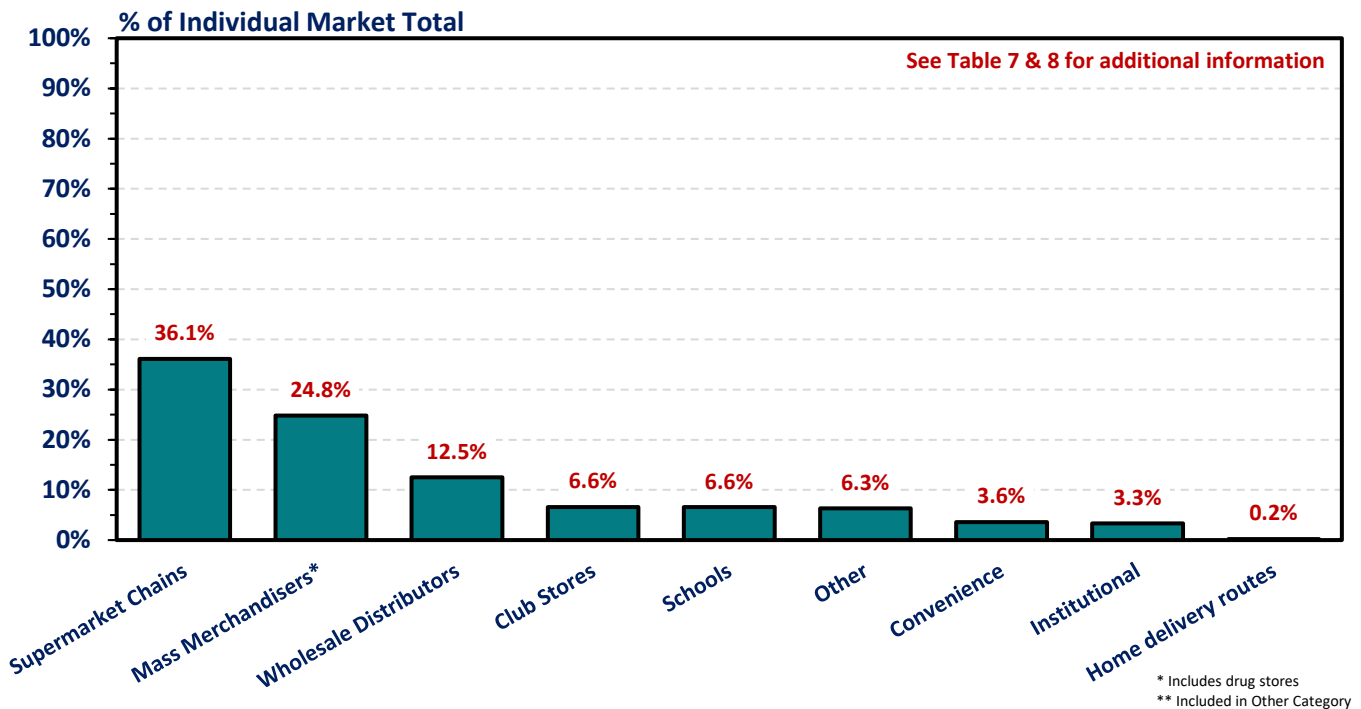
## 2023 Fluid Milk Products Sold by Method of Distribution

Arizona



## 2023 Fluid Milk Products Sold by Method of Distribution

All Orders



**Information Contacts:**

This report was compiled and published by the Central FMMO Market Administrator’s office, with assistance from all other FMMO offices. E-mail inquiries may be sent to [econ.staff@fmmacentral.com](mailto:econ.staff@fmmacentral.com).

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