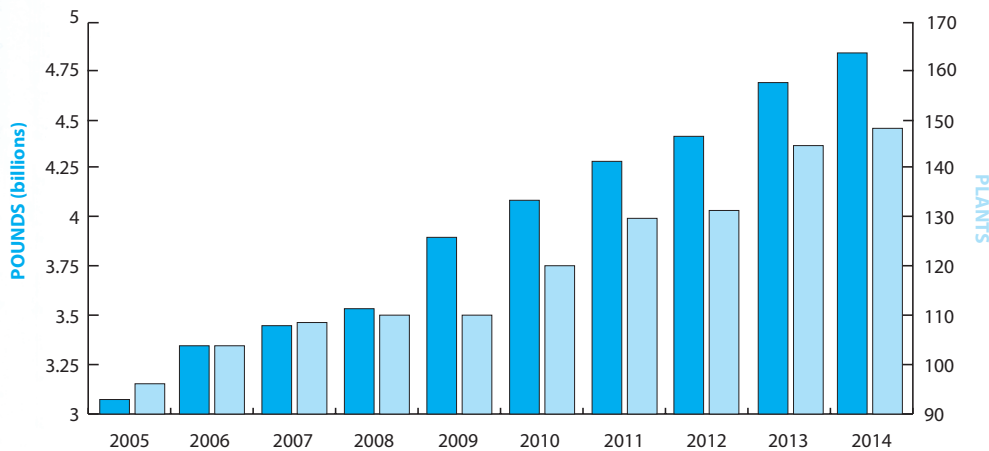


# The plain facts and whole truth about yogurt

Sales of plain yogurt and whole-fat yogurt are increasing this year.



## More production means more plants



Source: National Agricultural Statistics Service

## Our preferred flavor is plainly clear: Plain

Plain	8.8%
Strawberry blend	4.8%
Black cherry	-15.4%
Raspberry	-12.9%

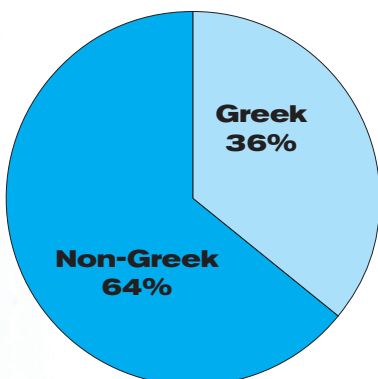
Sales volume change in pints. Source: IRI, Chicago

## Fat is happy

Whole fat	24.2%
Reduced fat	87.7%
Low fat	2.4%
Fat free	-7.5%

Sales volume change, through April 19. Source: IRI, Chicago

## Conventional yogurt outsells Greek



Through April 19. Source: IRI, Chicago

‘Yogurt is the food produced by culturing one or more of the optional dairy ingredients specified in paragraph (c) of this section with a characterizing bacterial culture that contains the lactic acid-producing bacteria, *Lactobacillus bulgaricus* and *Streptococcus thermophilus*.’

Source: United States Code of Federal Regulations

