

# Fluid milk comes in various forms

Dairy processors create value-added milks by removing lactose or adding omega 3s, by adding flavors and by culturing it for buttermilk.

## Grab-and-go sizes are preferred

Format	Change in volume
16 ounces or less	1.20%
32 ounces	-2.00%
Half-gallon	0.00%
Gallon	-3.00%

2016, through Feb. 21, 2016  
Source: IRI, Chicago



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

2015	Conventional	Organic	Total (millions of pounds)
Jan	4,222	210	4,432
Feb	3,757	199	3,956
Mar	4,017	211	4,228
Apr	3,884	206	4,090
May	3,844	195	4,039
Jun	3,630	199	3,829
Jul	3,717	202	3,918
Aug	3,851	192	4,043
Sep	3,912	207	4,119
Oct	4,126	204	4,330
Nov	3,964	199	4,163
Dec	4,104	214	4,318

Source: USDA, Agricultural Marketing Service

*Sales of lactose-free and omega 3- enhanced milks showed double-digit gains in February, compared to a year ago.*

Source: IRI, Chicago

## How milk is used

2015	Whole Milk	Flavored Whole Milk	Reduced Fat Milk (2%)	Low Fat Milk (1%)	Fat Free Milk (Skim)	Flavored Fat Reduced	Buttermilk	Other Fluid Milk Products	Total Fat Reduced
Jan	1,193	45	1,436	656	495	350	43	4	2,937
Feb	1,071	43	1,267	577	435	319	42	3	2,598
Mar	1,139	48	1,339	627	464	352	45	4	2,782
Apr	1,102	46	1,278	609	446	359	42	4	2,691
May	1,109	45	1,274	605	439	328	40	3	2,646
Jun	1,122	47	1,284	540	418	174	42	3	2,416
Jul	1,173	47	1,339	540	419	152	43	4	2,450
Aug	1,155	48	1,332	576	428	268	41	3	2,605
Sep	1,119	50	1,288	606	427	376	41	6	2,697
Oct	1,191	53	1,357	630	445	388	43	19	2,821
Nov	1,162	51	1,316	585	420	335	48	46	2,657
Dec	1,240	54	1,390	593	427	301	47	51	2,711

Source: USDA, Agricultural Marketing Service