

## **Biennial Summary of Packaged Fluid Milk Sales in Federal Order Markets, by Size, Container Type and Distribution Method**

The Market Administrator's Office is asking for the cooperation of pool handlers in conducting a biennial container sales survey using route sales data for the month of November XXXX. This survey seeks information as to the type of packaging, container size, and method of distribution of fluid milk products. Data is being collected from all handlers who process Class I fluid milk and are regulated under a Federal Milk Marketing Order.

All individual handler data will be held in strict confidentiality and aggregated with sales data from other regulated handlers to create an order-wide report of fluid milk sales. Additionally, sales data from individual Federal Orders will be combined into a system wide summary to generate a container sales report representative of regulated Class I handlers in all Federal Milk Orders.

### **Revised Reporting Method**

While container sales data has been collected by Order offices in prior years, this time we are asking handlers to complete the attached Excel survey based on data from your November pool report. Please note that the Excel workbook contains separate tabs for reporting **plastic, paper, and glass** packaging as well as separating milk pasteurized by **conventional (HTST)** method, **extended shelf life pasteurization** (including aseptic and ultra pasteurization), and **organic milk**.

### **Instructions**

- All data should be reported in total actual pounds of product processed in that respective category and **not** in a count of units sold. If you do not process a product in one of the respective categories, simply leave it blank.
- If you have product sales in a container size that is not listed, report those pounds in the "other category" and if there are more than one "other category" container, such pounds can be combined into a single number.
- The "fifth" tab of the workbook labeled "**total**" summarizes the individual pounds by container type to a grand total. Below this figure is a blue box where we are asking you to input total pounds from your **November Pool Report Sales** report. The difference between the **calculated grand total** and what you input as your **pool report sales total** should be within 2%. The box below will indicate "yes" or "no" depending upon the calculation.
- If your company operates multiple plants in different locations, you may either complete a separate survey for each plant or a single survey for all plants so long as the plants are all pooled on the same Federal Order. If a single survey is used for multiple plants, please indicate the names of the individual plants included on the survey.

### **Assistance**

As you complete your survey and encounter questions or data issues please contact (MA contact with email address and phone number).

### **Due Date**

We ask that you please complete and return the November container sales survey by January XX, 20XX. Completed surveys may be faxed (Enter Order's Fax Number), emailed: (Name of Order), or mailed to: (Enter Market Administrator's Mailing Address).

Thank you in advance for your assistance. The data that you provide will help the dairy industry better understand sales dynamics and trends in the Class I fluid milk industry regulated under Federal Milk Marketing Orders.

# Biennial Summary of Packaged Fluid Milk Sales in Federal Order Markets, by Size, Container Type and Distribution Method

Handler Name: \_\_\_\_\_ Plant Location: \_\_\_\_\_ Completed by: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Order on which plant was pooled: \_\_\_\_\_

**November 20XX**

Plastic Containers*		Volume in Pounds by Container Size										
(Type of Product)		Gal (128 OZ)	1/2 Gal (64 OZ)	Quart (32 OZ)	Pint ( 16 OZ)	14 OZ	12 OZ	10 OZ	1/2 Pint (8 OZ)	Other sizes	Total	
A) <b>Standard Pasteurized Milk-HTST</b>	Whole milk										0	
	2% Reduced fat										0	
	1% Low fat										0	
	Fat free skim										0	
	Standard Pasteurized Flavored Milk	Whole milk										0
		2% Reduced fat										0
		1% Low fat										0
Fat free skim											0	
B) <b>Extended Shelf Life Pasteurized Milk - NON ORGANIC (including ultra pasteurization or aseptic pasteurization)</b>	Whole milk										0	
	2% Reduced fat										0	
	1% Low fat										0	
	Fat free skim										0	
	Flavored Non-Organic Extended Shelf Life	Whole milk										0
		2% Reduced fat										0
		1% Low fat										0
Fat free skim											0	
C) <b>Organic Milk - (Standard pasteurization or extended shelf life pasteurization)</b>	Whole milk										0	
	2% Reduced fat										0	
	1% Low fat										0	
	Fat free skim										0	
	Flavored Organic Milk	Whole milk										0
		2% Reduced fat										0
		1% Low fat										0
Fat free skim											0	
D) Buttermilk											0	
	Eggnog										0	

\* Include rigid blow mold or thermoformed plastic, single-serve round containers, plastic-lined boxes, and plastic bags sold separately

Handler Name: \_\_\_\_\_ Plant Location: \_\_\_\_\_

November 20XX

Paper Containers* (Type of Product)		Volume in Pounds by Container Size					Total	
		1/2 Gal (64 OZ)	Quart (32 OZ)	Pint ( 16 OZ)	1/2 Pint (8 OZ)	Other sizes		
A) Standard Pasteurized Milk-HTST	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	Standard Pasteurized Flavored Milk	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
B) Extended Shelf Life Pasteurized Milk - NON ORGANIC (including ultra pasteurization or aseptic pasteurization)	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	Flavored Non-Organic Extended Shelf Life	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
C) Organic Milk - (Standard pasteurization or extended shelf life pasteurization)	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	Flavored Organic Milk	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
D) Buttermilk							0	
	Eggnog						0	

\* Include wax-coated or plastic-coated paper containers including foil-lined UHT paper containers.

Handler Name: \_\_\_\_\_ Plant Location: \_\_\_\_\_

November 20XX

Glass Containers (Type of Product)		Volume in Pounds by Container Size					Total	
		1/2 Gal (64 OZ)	Quart (32 OZ)	Pint ( 16 OZ)	1/2 Pint (8 OZ)	Other sizes		
A) <b>Standard Pasteurized Milk-HTST</b>	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	<b>Standard Pasteurized Flavored Milk</b>	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
B) <b>Extended Shelf Life Pasteurized Milk - NON ORGANIC (including ultra pasteurization or aseptic pasteurization)</b>	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	<b>Flavored Non-Organic Extended Shelf Life</b>	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
C) <b>Organic Milk - (Standard pasteurization or extended shelf life pasteurization)</b>	Whole milk						0	
	2% Reduced fat						0	
	1% Low fat						0	
	Fat free skim						0	
	<b>Flavored Organic Milk</b>	Whole milk						0
		2% Reduced fat						0
		1% Low fat						0
Fat free skim							0	
D) Buttermilk							0	
	Eggnog						0	

Handler Name: \_\_\_\_\_ Plant Location: \_\_\_\_\_

**November 20XX  
Volume in Pounds**

<b>Totals by Container Type</b>						
<b>(Type of Product)</b>		Plastic	Paper	Glass	Total	
A) <b>Standard Pasteurized Milk-HTST</b>	Whole milk	0	0	0	0	
	2% Reduced fat	0	0	0	0	
	1% Low fat	0	0	0	0	
	Fat free skim	0	0	0	0	
	<hr/>					
	<b>Standard Pasteurized Flavored Milk</b>	Whole milk	0	0	0	0
		2% Reduced fat	0	0	0	0
		1% Low fat	0	0	0	0
	Fat free skim	0	0	0	0	
B) <b>Extended Shelf Life Pasteurized Milk - NON ORGANIC (including ultra pasteurization or aseptic pasteurization)</b>	Whole milk	0	0	0	0	
	2% Reduced fat	0	0	0	0	
	1% Low fat	0	0	0	0	
	Fat free skim	0	0	0	0	
	<hr/>					
	<b>Flavored Non-Organic Extended Shelf Life</b>	Whole milk	0	0	0	0
		2% Reduced fat	0	0	0	0
		1% Low fat	0	0	0	0
	Fat free skim	0	0	0	0	
C) <b>Organic Milk - (Standard pasteurization or extended shelf life pasteurization)</b>	Whole milk	0	0	0	0	
	2% Reduced fat	0	0	0	0	
	1% Low fat	0	0	0	0	
	Fat free skim	0	0	0	0	
	<hr/>					
	<b>Flavored Organic Milk</b>	Whole milk	0	0	0	0
		2% Reduced fat	0	0	0	0
		1% Low fat	0	0	0	0
	Fat free skim	0	0	0	0	
D) Buttermilk		0	0	0	0	
	Eggnog	0	0	0	0	

Grand Total Pounds

Pool Report Sales

Difference

Handler Name: \_\_\_\_\_ Plant Location: \_\_\_\_\_

**November 20XX**

**Volume of Milk Sold by Distribution Channel**- Of the following methods of distribution, please report the volume of sales within each channel

	<b>Volume in Pounds</b>
Supermarket chains	
Mass merchandisers (Walmart, Target, etc.)	
Club Stores (Costco, Sam's Club, BJ's Wholesale, etc)	
Convenience stores (not drug stores)	
Drug Stores (CVS, Rite Aid, Walgreen, etc.)	
Schools (secondary and or colleges)	
Institutional (hospitals, military, nursing homes, prisons)	
Wholesale distributors	
Home delivery routes	
Other	
Total	0

Form Approved, OMB No. 0581-0032

This report is required by the Order in accordance with 7 U.S.C. 608c and d. Failure to report can result in the assessment of a civil penalty of up to \$1,000 per day (7 U.S.C. 608c (14)(B)) or, upon conviction, in a fine of up to \$5,000 per day (7 U.S.C. 608c (14)(A)).

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