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SB 428 (1968)

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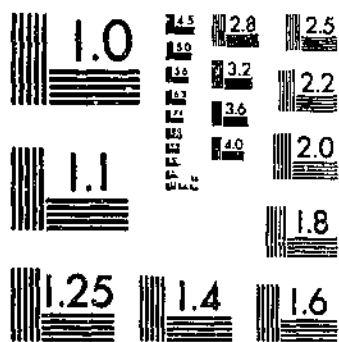
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FLUID MILK MARKETS: NUMBER OF HANDLERS AND MARKET SHARES, 1950-65

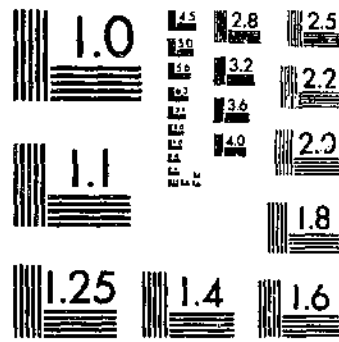
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MICROCOPY RESOLUTION TEST CHART
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FLUID MILK MARKETS

number of handlers
and market shares
1950-65

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FLUID MILK MARKETS
NUMBER OF HANDLERS AND MARKET SHARES, 1950-65

Compiled by Alden C. Manchester, Chief
Animal Products Branch
Marketing Economics Division, Economic Research Service

Researchers, regulatory agencies, and members of the industry have a continuing need for information on the structure of individual fluid milk markets for analytical purposes. This publication supersedes "Market Shares in Fluid Milk Markets," U.S. Economic Research Service, Marketing Economics Division, revised April 1964, and brings the data previously published down to December 1965. It provides information for additional markets and makes some corrections in previously published data.

The following paragraphs describe the data included in each table:

Number of handlers distributing packaged milk on routes in this marketing area from pool plants. In some cases, one handler may operate two or more plants in the marketing area.

Number of handlers distributing packaged milk on routes in this marketing area from all plants. Includes pool plants, producer-handlers, plants under other Federal orders, and other plants distributing in the marketing area, wherever located. Each handler is counted once, although he may have plants in several categories.

Total sales of packaged fluid milk on routes by the four largest handlers:

As percentage of such sales of all pool plants in--

(1) Market area as defined at that time. Total sales, both in and outside of the marketing area, by the four largest handlers operating pool plants in each period. The identity of the four largest handlers often changed from one period to another. The definition of the marketing area was changed in many markets during this period with the result that changes occurred in the total sales of handlers with pool plants and, at times, in the identity of handlers included in the four largest.

(2) Market area as defined in 1962. An attempt was made to estimate total sales within the marketing area as defined in March 1962 (occasionally for an earlier period) on the basis of the change in sales which took place when the definition of the marketing area was changed. The figures in this column are more nearly comparable over time than any of the others. These estimates were made by the author.

As percentage of their sales in March 1962. Sales of the four largest handlers, with March 1962 sales equal to 100. These are not necessarily the same four handlers throughout the period.

Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers. These are not necessarily the same four handlers as in the preceding three columns, nor are they necessarily the same four handlers throughout the time period. These figures are also affected by changes in the definition of the marketing area, but no adjustment was possible to correct them.

Table 1.--Massachusetts-Rhode Island milk marketing area (Federal Order No. 1): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants <u>1/</u>	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimated)		As percentage of their sales in March 1962
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	156	223	64.1	59.7	65.1	62.9
March 1951.....	<u>2/</u> 149	<u>2/</u> 214	61.9	57.7	64.2	62.3
March 1952 <u>3/</u> ..	65	103	58.8	55.0	61.6	60.9
March 1953.....	65	100	59.2	55.6	64.0	62.6
March 1954.....	60	95	58.9	55.7	66.4	63.0
March 1955.....	61	95	58.1	54.8	68.4	63.7
March 1956 <u>3/</u> ...	61	96	56.8	53.8	71.3	64.0
March 1957.....	66	99	63.5	59.6	79.2	64.7
March 1958.....	63	97	60.4	56.3	76.0	65.8
March 1959 <u>3/</u> ...	61	95	54.4	51.7	77.5	58.6
March 1960.....	89	150	58.8	59.3	90.4	64.8
March 1961.....	93	139	61.6	62.0	89.1	58.7
March 1962.....	86	128	66.0	66.0	100.0	62.2
March 1963.....	82	122	65.3	65.3	100.0	63.5
March 1964 <u>3/</u> ...	78	117	72.0	72.0	98.9	65.6
December 1965....	198	259	53.1	<u>4/</u>	136.0	51.5

1/ Includes buyer-handlers (nonpool regulated distributing plants).

2/ Definitions of nonpool regulated distributing plant and producer-handler were changed in 1952. Under 1952 definitions, there were 114 plants of all types and 69 pool plants in 1951.

3/ Definition of the marketing area was changed 9/1/52, 11/1/56, 7/1/59, and 10/1/64.

4/ Not available. For market area as defined in 1965, 53.1 percent in December 1965 and 50.2 percent in March 1964.

Table 2.--Merrimack Valley, Mass., milk marketing area (Federal Order No. 34): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-59

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area)	
	Pool plants <u>1/</u>	As percentage of such sales of all pool plants in--	As percentage of their sales in March 1962	As percentage of their sales in March 1962 (estimated)	as percentage of sales in the marketing area by all types of handlers	
	Number	Number	Percent	Percent	Percent	Percent
March 1952.....	61	86	38.6	38.6	83.0	33.3
March 1953.....	60	83	41.4	41.4	92.4	35.2
March 1954.....	57	83	44.6	44.6	98.0	37.4
March 1955.....	54	81	43.6	43.6	100.1	38.2
March 1956.....	53	83	44.7	42.8	107.9	39.0
March 1957.....	50	80	42.1	42.1	103.3	36.0
March 1958.....	46	73	38.1	38.1	99.6	36.3
March 1959.....	45	70	41.2	41.2	100.0	36.7

1/ Includes buyer-handlers (nonpool regulated distributing plants).

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Table 3.--Springfield, Mass., milk marketing area (Federal Order No. 6): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-64 ^{1/}

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	56	NA	41. ^o	41.9	70.8	50.1
March 1951.....	51	NA	51.7	51.7	71.8	49.1
March 1952.....	48	63	50.9	50.9	73.9	49.6
March 1953.....	47	64	51.3	51.3	77.2	51.5
March 1954.....	45	62	54.4	54.4	82.2	53.1
March 1955.....	46	61	51.3	51.3	80.5	50.0
March 1956.....	46	60	57.2	57.2	89.4	51.3
March 1957.....	42	58	59.2	59.2	101.4	55.2
March 1958.....	39	54	60.7	60.7	103.6	59.4
March 1959.....	34	46	59.8	59.8	104.6	59.8
March 1960.....	33	46	57.7	60.5	92.4	60.2
March 1961.....	27	44	58.6	62.2	92.5	58.4
March 1962.....	27	44	59.9	63.3	100.0	60.3
March 1963.....	25	36	61.2	61.2	109.2	62.3
March 1964.....	23	33	56.9	56.9	94.1	61.3

^{1/} Merged into Massachusetts-Rhode Island order 10/1/64.
 NA--Data not available.

Table 4.--Worcester, Mass., milk marketing area (Federal Order No. 7): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-64 1/

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales in March 1962	As percentage of their sales in March 1962	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962	Market area as defined in 1962	
				(estimated)		
March 1950.....	65	111	33.4	21.7	45.2	35.6
March 1951 <u>2/</u>	52	103	45.1	29.6	48.9	38.5
March 1952.....	46	<u>3/</u> 71	46.1	30.2	50.5	39.8
March 1953.....	42	63	48.7	32.2	53.1	40.7
March 1954.....	41	62	52.0	34.3	58.4	41.5
March 1955.....	41	64	56.3	37.1	61.2	41.4
March 1956.....	41	62	51.5	34.2	65.9	40.3
March 1957.....	36	53	NA	NA	NA	NA
March 1958.....	35	50	NA	NA	NA	NA
March 1959.....	31	47	50.6	35.5	79.9	47.7
March 1960 <u>2/</u>	29	44	50.8	33.3	87.2	49.6
March 1961.....	48	80	41.7	42.6	104.5	39.0
March 1962.....	43	81	43.6	43.6	100.0	37.3
March 1963.....	40	72	49.7	49.7	109.5	37.2
March 1964.....	34	68	54.3	61.0	90.2	40.5

1/ Merged into Massachusetts-Rhode Island order 10/1/64.

2/ Definition of the marketing area was changed 10/1/51 and 9/1/60.

3/ Definition of producer-handler was changed 10/1/51.

NA--Data not available.

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Table 5.--Southeastern New England milk marketing area (Federal Order No. 14): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-64 1/

Period	Handlers distributing from--	Total sales by the 4 largest handlers <u>3/</u>			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area)
	Pool plants <u>2/</u>	As percentage of such sales	of all pool plants in--	As percentage of their sales	as percentage of sales in the marketing area by all types of handlers
	All plants	defined at that time	defined in 1962	in March 1962	
			(estimated)		
	Number	Number	Percent	Percent	Percent
March 1959 <u>4/</u>	137	187	36.3	35.7	87.8
March 1960 <u>4/</u>	122	179	38.9	38.2	88.6
March 1961.....	115	183	38.1	38.1	96.3
March 1962.....	103	166	38.0	38.0	100.0
March 1963.....	86	147	36.1	36.1	103.1
March 1964.....	78	128	42.2	42.2	140.1
					32.6
					31.5
					31.5
					33.3
					26.0
					29.6

1/ Merged into Massachusetts-Rhode Island order 10/1/64.

2/ Includes buyer-handlers.

3/ Includes handlers under other orders.

4/ Definition of the marketing area was changed 7/1/59 and 9/1/60.

Table 6.--Delaware Valley, Pa.-N.J.-Del., milk marketing area (Federal Order No. 4): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
Pool plants	All plants	defined at that time	defined at that time	defined in 1962 (estimated)	in March 1962	
March 1950.....	54	NA	57.3	59.1	80.6	63.5
March 1951.....	53	NA	58.6	60.4	84.2	64.1
March 1952.....	49	NA	58.0	59.8	81.2	64.8
March 1953.....	46	NA	56.4	58.3	81.6	63.4
March 1954.....	43	NA	54.6	56.5	86.6	62.6
March 1955.....	42	NA	58.9	60.7	89.9	63.9
March 1956.....	39	NA	56.9	58.7	94.5	62.8
March 1957 <u>1</u> /....	39	NA	58.5	60.4	95.0	63.1
March 1958.....	42	50	53.8	53.8	93.2	61.3
March 1959.....	40	47	55.2	55.2	95.7	61.2
March 1960.....	39	44	56.3	56.3	104.2	60.9
March 1961.....	37	42	59.8	59.8	116.7	60.8
March 1962.....	39	43	55.2	55.2	100.0	59.5
March 1963 <u>1</u> /....	39	47	54.0	54.0	94.5	60.1
March 1964.....	65	94	56.9	64.7	128.4	56.5
December 1965....	55	72	61.0	NA	145.3	60.5

1/ Definition of the marketing area was changed 2/1/58 and 12/1/63.
 NA--Data not available.

Table 7.--Wilmington, Del., milk marketing area (Federal Order No. 10): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1957-63 1/

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1957.....	11	19	65.2	NA	31.4	53.8
March 1958.....	12	17	73.4	NA	45.7	63.9
March 1959.....	12	17	69.9	NA	41.3	62.9
March 1960.....	10	16	72.4	NA	32.2	<u>2/</u> 62.3
March 1961.....	10	18	70.1	NA	32.3	<u>2/</u> 59.8
March 1962.....	11	19	84.3	NA	100.0	57.8
March 1963.....	11	19	81.7	81.7	99.8	60.5

1/ Merged into Delaware Valley order 12/1/63.

2/ Includes sales by nonpool plants.

NA--Data not available.

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Table 8.--Upper Chesapeake, Md., milk marketing area (Federal Order No. 16): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1960-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1960.....	27	40	69.5	69.5	92.0	68.4
March 1961 ^{1/}	24	37	68.9	68.9	91.9	67.1
March 1962.....	25	37	67.5	67.5	100.0	69.4
March 1963.....	22	37	68.4	68.4	99.2	69.6
March 1964.....	19	35	68.2	68.2	100.9	68.5
December 1964.....	18	NA	72.0	72.0	106.1	NA
December 1965.....	17	36	66.3	66.3	111.0	66.7

^{1/} Definition of the marketing area was changed 9/1/61.
 NA--Data not available.

Table 9.--Washington, D.C., milk marketing area (Federal Order No. 3): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1960-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1960.....	13	21	71.2	71.2	98.5	67.8
March 1961.....	13	20	71.4	71.4	99.4	68.6
March 1962.....	11	21	69.8	69.8	100.0	68.6
March 1963.....	11	17	70.7	70.7	104.4	67.3
March 1964.....	12	18	67.8	67.8	100.0	62.5
December 1964....	12	17	67.8	67.8	101.1	NA
December 1965....	11	18	68.8	68.8	112.2	63.1

NA--Data not available.

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Table 10.--Tri-State, Kentucky-Ohio-West Virginia, milk marketing area (Federal Order No. 5): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1954-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1954.....	28	36	44.2	NA	48.9	41.6
March 1955 <u>1</u> /.....	31	39	47.3	NA	54.0	42.2
March 1956.....	30	38	41.8	41.8	68.0	36.3
March 1957.....	28	36	49.7	49.7	75.9	46.5
March 1958.....	26	34	52.3	52.3	81.7	44.7
March 1959 <u>1</u> /.....	24	32	56.0	56.0	88.1	49.6
March 1960.....	26	32	54.3	54.3	93.6	52.1
March 1961.....	22	28	56.1	56.1	99.8	53.0
March 1962.....	26	32	49.2	53.5	100.0	50.7
March 1963 <u>1</u> /.....	21	39	56.1	56.1	123.1	NA
March 1964.....	28	47	49.9	56.1	144.9	NA
December 1965.....	24	NA	59.9	62.5	170.0	55.0

1/ Definition of the marketing area was changed 9/1/55, 5/1/59, and 6/1/63.

NA--Data not available.

Table 11.--Wheeling, Ohio-W.Va., milk marketing area (Federal Order No. 8): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1956.....	31	61	43.9	43.9	81.9	38.2
March 1957.....	26	54	39.6	39.6	83.0	37.7
March 1958.....	25	53	39.4	39.4	85.0	37.5
March 1959.....	25	48	39.9	39.9	84.6	37.3
March 1960.....	22	46	41.0	41.0	92.7	37.6
March 1961.....	22	41	41.5	41.5	91.2	37.4
March 1962.....	21	42	45.4	45.4	100.0	41.2
March 1963.....	20	41	55.1	55.1	116.9	48.4
March 1964.....	18	38	60.4	60.4	124.2	49.4
December 1965....	15	34	68.8	68.8	145.6	54.7

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Table 12.--Clarksburg, W.Va., milk marketing area (Federal Order No. 9): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing	Total sales by the 4 largest handlers			Sales in the marketing area (as defined
	from--	As percentage of such sales	As percentage of all pool plants in--	As percentage of their sales	at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent
March 1956.....	12	57	88.3	88.3	76.7
March 1957.....	11	44	82.6	82.6	80.2
March 1958.....	9	41	80.4	80.4	81.3
March 1959.....	9	38	82.2	82.2	81.3
March 1960.....	8	35	90.0	90.0	92.4
March 1961.....	6	31	D	D	96.2
March 1962.....	5	30	D	D	100.0
March 1963.....	6	25	D	D	105.5
March 1964.....	6	23	D	D	104.6
December 1965....	5	16	D	D	108.7

D--Data withheld to avoid disclosure of operations of individual firms.

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Table 13.--Appalachian, Tenn.-Va.-W.Va., milk marketing area (Federal Order No. 11): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1955-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1955.....	7	13	99.4	NA	60.2	89.2
March 1956.....	7	13	97.8	NA	67.2	86.9
March 1957.....	8	14	95.3	84.0	70.0	89.4
March 1958.....	8	14	95.5	84.0	72.5	88.6
March 1959.....	7	14	94.1	82.0	72.9	88.2
March 1960 ^{1/}	7	16	93.3	81.6	79.3	86.6
March 1961.....	11	22	80.3	80.3	91.5	74.3
March 1962.....	9	21	80.7	80.7	100.0	75.7
March 1963.....	9	19	81.3	81.3	102.2	75.9
March 1964.....	9	18	81.8	81.8	108.4	75.8
December 1965.....	9	16	81.6	81.6	116.0	77.8

^{1/} Definition of the marketing area was changed 3/1/61, with merger of Appalachian and Bluefield marketing orders.
 NA--Data not available.

Table 14.--Southeastern Florida milk marketing area (Federal Order No. 13): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1958-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1958.....	14	20	54.5	54.5	75.7	52.9
March 1959.....	12	17	58.6	58.6	87.3	57.7
March 1960.....	12	16	55.7	55.7	86.5	55.6
March 1961.....	11	15	59.6	59.6	97.0	59.8
March 1962.....	12	15	58.8	58.8	100.0	59.1
March 1963.....	11	14	58.0	58.0	98.6	58.0
March 1964.....	11	11	59.7	59.7	99.4	59.9
December 1964....	11	NA	63.0	63.0	96.9	NA
December 1965....	11	11	64.1	64.1	100.7	65.6

NA--Data not available.

Table 15.--Northeastern Ohio milk marketing area (Federal Order No. 36): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1957-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	
March 1957.....	57	58	61.6	44.9	88.5	50.7
March 1958.....	53	54	56.4	46.9	92.9	53.9
March 1959 <u>1</u> /.....	50	51	40.8	47.2	89.8	35.6
March 1960.....	63	69	45.4	45.4	104.3	45.4
March 1961.....	59	65	45.5	45.5	102.2	45.1
March 1962.....	54	60	44.1	44.1	100.0	43.4
March 1963.....	55	60	43.4	43.4	96.9	39.3
March 1964.....	56	60	43.2	43.2	100.0	40.7
December 1965.....	48	51	44.4	44.4	109.4	41.2

1/ Definition of the marketing area was changed 8/1/59.

Table 16.--North Central Ohio milk marketing area (Federal Order No. 37): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-64

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	
March 1950.....	5	8	D	NA	NA	54.3
March 1951.....	5	8	D	NA	NA	57.1
March 1952.....	4	7	100.0	NA	NA	48.7
March 1953.....	4	6	100.0	NA	NA	51.9
March 1954 <u>2</u> /.....	5	7	D	NA	NA	54.4
March 1955.....	11	13	89.3	NA	60.0	43.7
March 1956.....	11	13	88.4	NA	63.1	96.7
March 1957 <u>2</u> /.....	9	11	80.1	NA	64.7	83.8
March 1958.....	18	21	56.1	56.1	73.7	45.9
March 1959.....	19	22	53.5	53.5	78.9	46.7
March 1960 <u>2</u> /.....	18	20	55.3	55.3	89.3	55.7
March 1961.....	18	20	55.4	55.4	90.8	57.2
March 1962.....	17	19	60.5	60.5	100.0	57.5
March 1963.....	16	21	64.7	64.7	94.8	49.8
March 1964.....	15	21	66.7	66.7	94.4	54.9

1/ Merged into Northwestern Ohio order 1/1/65.

2/ Definition of the marketing area was changed 11/1/54, 7/1/57, and 8/1/60.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 17.--Dayton-Springfield, Ohio, milk marketing area (Federal Order No. 34): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales	of all pool plants in--	As percentage of their sales	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	25	25	58.9	58.9	42.4	58.9
March 1951.....	24	24	66.0	66.0	50.7	59.7
March 1952.....	22	22	68.1	68.1	52.7	66.4
March 1953.....	21	21	69.6	69.6	56.6	67.8
March 1954.....	21	21	68.3	68.3	62.3	66.2
March 1955.....	20	21	68.0	68.0	67.4	66.0
March 1956.....	19	20	68.6	68.6	75.6	61.8
March 1957.....	18	19	70.0	70.0	77.6	73.3
March 1958.....	17	18	67.8	67.8	74.3	70.3
March 1959.....	17	18	68.0	68.0	78.2	70.2
March 1960.....	15	16	71.2	71.2	92.6	77.2
March 1961.....	15	16	72.8	72.8	97.5	79.6
March 1962.....	14	17	72.1	72.1	100.0	83.0
March 1963.....	13	15	80.9	80.9	104.3	88.5
March 1964.....	12	15	82.4	82.4	109.3	86.7
December 1965....	11	18	88.7	88.7	121.6	69.8

Table 18.--Columbus, Ohio, milk marketing area (Federal Order No. 35): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	: Handlers distributing from--		: <u>Total sales by the 4 largest handlers</u>			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: As percentage of such sales of all pool plants in--	: Market area as defined at that time	: Market area as defined in 1962: in March 1962 (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1950.....	20	21	73.5	64.6	46.3	72.9
March 1951.....	20	21	73.8	64.8	49.3	73.1
March 1952.....	19	20	78.4	68.8	51.8	77.7
March 1953.....	20	21	78.5	68.9	56.8	77.8
March 1954.....	16	17	83.2	73.1	65.8	83.0
March 1955.....	15	16	84.6	74.2	70.1	84.3
March 1956.....	11	12	84.9	74.6	76.7	84.6
March 1957.....	11	12	86.3	75.7	80.0	88.6
March 1958.....	11	12	83.7	73.5	77.4	86.3
March 1959 <u>1</u> /.....	10	11	86.0	75.5	80.3	76.3
March 1960.....	12	18	79.7	79.7	86.5	77.1
March 1961.....	12	21	79.5	79.5	86.5	77.0
March 1962.....	12	21	80.9	80.9	100.0	76.4
March 1963.....	13	20	75.4	75.4	102.4	71.5
March 1964 <u>1</u> /.....	13	20	76.6	76.6	105.7	70.5
December 1965.....	22	33	70.1	77.4	121.1	61.9

1/ Definition of the marketing area was changed 4/1/59 and 5/1/64.

Table 19.--Cincinnati, Ohio, milk marketing area (Federal Order No. 33): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants <u>1/</u>	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	38	NA	57.3	48.7	57.9	56.4
March 1951.....	36	NA	52.9	44.9	58.1	51.8
March 1952.....	36	NA	41.9	35.6	56.5	40.9
March 1953.....	34	NA	52.7	44.8	61.4	51.3
March 1954.....	33	NA	53.2	45.2	64.8	52.3
March 1955.....	33	NA	52.2	44.3	65.0	51.8
March 1956.....	34	NA	53.5	45.4	73.9	53.1
March 1957.....	33	NA	52.8	44.8	66.5	50.0
March 1958.....	31	35	52.2	44.3	67.0	51.3
March 1959 <u>2/</u>	30	34	51.3	43.5	67.0	50.7
March 1960.....	36	45	55.3	51.5	88.2	49.6
March 1961 <u>2/</u>	34	42	57.3	53.3	95.5	51.3
March 1962.....	38	48	51.9	51.9	100.0	47.8
March 1963.....	35	NA	52.5	52.5	99.1	48.0
March 1964.....	33	41	52.6	52.6	99.1	47.8
December 1965....	23	32	61.7	61.7	141.9	54.9

1/ Does not include producer-dealers.

2/ Definition of the marketing area was changed 5/1/59 and 4/1/61.

NA--Data not available.

Table 20.--Ohio Valley milk marketing area (Federal Order No. 94): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1960-61 ^{1/}

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1960.....	12	26	79.1	NA	NA	68.0
March 1961.....	10	25	84.6	NA	NA	62.2

^{1/} Merged into Louisville-Lexington-Evansville order 3/1/62.

NA--Data not available.

Table 21.--Northwestern Ohio milk marketing area (Federal Order No. 41): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants : <u>1/</u>	As percentage of such sales : of all pool plants in--	Market area as defined at that time	Market area as defined in 1962; in March 1962 (estimated)		As percentage of their sales in March 1962
	Number	Number	Percent	Percent	Percent	Percent
March 1950 <u>2/</u>	11	NA	86.6	NA	55.9	NA
March 1951.....	11	NA	79.5	79.5	58.3	NA
March 1952.....	12	NA	82.0	82.0	65.0	NA
March 1953.....	13	NA	80.4	80.4	69.2	NA
March 1954.....	12	NA	83.6	83.6	74.1	NA
March 1955.....	12	NA	79.8	79.8	77.1	NA
March 1956.....	11	NA	83.0	83.0	91.0	NA
March 1957 <u>2/</u>	11	NA	85.7	85.7	96.4	NA
March 1958.....	16	23	83.9	83.9	98.4	NA
March 1959.....	14	21	80.7	80.7	93.6	NA
March 1960.....	14	21	77.5	77.5	95.4	NA
March 1961.....	14	20	77.1	77.1	95.0	NA
March 1962.....	13	16	78.7	78.7	100.0	NA
March 1963.....	13	21	82.3	82.3	107.5	91.4
March 1964 <u>2/</u>	12	20	82.1	82.1	100.9	89.1
December 1965....	23	40	61.2	80.2	130.1	49.2

1/ Does not include handlers under other Federal orders, 1958-62.

2/ Definition of the marketing area was changed 11/1/50, 9/1/57, and 1/1/65.

NA--Data not available.

Table 22.--Southern Michigan milk marketing area (Federal Order No. 40): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants : All plants	Number	Percent	As percentage of such sales : of all pool plants in--	As percentage : of their sales : defined in 1962 : (estimated)	in March 1962 : as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	Percent
March 1952.....	81	85	57.8	35.7	85.4	58.3
March 1953.....	73	77	60.1	37.0	95.2	60.7
March 1954.....	67	71	60.0	37.0	98.2	60.7
March 1955.....	66	70	60.3	37.2	105.5	61.2
March 1956 <u>1</u> /.....	65	69	60.1	37.1	109.0	61.1
March 1957.....	63	68	60.5	37.3	109.0	60.7
March 1958.....	58	64	59.1	36.5	105.3	59.4
March 1959 <u>1</u> /.....	57	63	56.7	35.0	98.9	57.1
March 1960.....	152	177	35.7	35.7	105.5	35.7
March 1961.....	144	169	34.5	34.5	99.0	34.3
March 1962.....	140	165	33.8	33.8	100.0	33.9
March 1963.....	130	152	41.8	41.8	122.8	41.8
March 1964 <u>1</u> /.....	119	138	44.5	44.5	132.0	44.3
December 1965.....	104	NA	43.1	44.5	144.1	42.8

1/ Definition of the marketing area was changed 9/1/56, 2/1/60, and 8/1/65.
 NA--Data not available.

Table 23.--Muskegon, Mich., milk marketing area (Federal Order No. 42): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1954-64 1/

Period	: Handlers distributing : <u>Total sales by the 4 largest handlers</u>		: Sales in the marketing area (as defined		
	from--	: As percentage of such sales :	: at that time) by the 4 largest handlers	: (largest in terms of sales in the area)	: as percentage of sales in the marketing
	: Pool plants	: All plants	: Market area as defined at	: Market area as defined in 1962:	: in March 1962
	: : : : : :	: : : : : :	: that time	: (estimated)	: : : : : :
	: <u>Number</u>	: <u>Number</u>	: <u>Percent</u>	: <u>Percent</u>	: <u>Percent</u>
March 1954.....	: 15	: 15	: 47.6	: NA	: 66.6
March 1955.....	: 13	: 13	: 71.7	: NA	: 74.0
March 1956.....	: 12	: 12	: 82.3	: NA	: 89.7
March 1957 <u>2/</u>	: 9	: 12	: 85.9	: NA	: 88.1
March 1958.....	: 21	: 27	: 63.1	: 63.1	: 84.7
March 1959.....	: 18	: 24	: 68.7	: 68.7	: 87.5
March 1960.....	: 18	: 26	: 63.1	: 63.1	: 87.2
March 1961.....	: 17	: 25	: 68.4	: 68.4	: 89.0
March 1962.....	: 17	: 25	: 71.9	: 71.9	: 100.0
March 1963.....	: 19	: 26	: 77.0	: 77.0	: 100.9
March 1964.....	: 19	: 26	: 77.6	: 77.6	: 102.3

1/ Merged with Southern Michigan order 8/1/65.

2/ Definition of the marketing area was changed 5/1/57.

NA--Data not available.

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Table 24.--Upstate Michigan milk marketing area (Federal Order No. 43): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	: Handlers distributing from--		: <u>Total sales by the 4 largest handlers</u>			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: As percentage of such sales of all pool plants in--	: As percentage of their sales: Market area as defined at that time	: As percentage of their sales: Market area as defined in 1962: in March 1962: (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1956.....	21	24	NA	NA	NA	NA
March 1957 ^{1/}	22	24	NA	NA	NA	NA
March 1958.....	19	21	28.4	NA	83.1	46.5
March 1959.....	19	22	19.1	NA	74.2	31.3
March 1960.....	13	19	44.9	44.9	89.1	47.5
March 1961.....	11	16	58.9	58.9	98.5	61.9
March 1962.....	10	16	59.7	59.7	100.0	53.8
March 1963.....	9	16	63.8	63.8	107.0	54.0
March 1964.....	8	15	67.9	67.9	112.6	50.3
December 1965.....	8	14	76.0	76.0	140.8	62.1

^{1/} Definition of the marketing area was changed 8/1/57.
 NA--Data not available.

Table 25.--Michigan Upper Peninsula milk marketing area (Federal Order No. 44): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1959.....	31	36	52.1	52.1	96.0	47.0
March 1960 <u>1</u> /.....	28	36	54.8	54.8	102.9	44.5
March 1961.....	30	36	49.5	49.5	102.1	40.1
March 1962.....	28	36	46.9	46.9	100.0	38.4
March 1963.....	25	40	52.8	52.8	105.4	48.9
March 1964.....	24	40	55.4	55.4	109.7	52.2
December 1965....	21	34	61.7	61.7	128.0	57.6

1/ Definition of the marketing area was changed 7/1/60.

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Table 26.--Fort Wayne, Ind., milk marketing area (Federal Order No. 47): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	As percentage of such sales of all pool plants in--	As percentage of their sales in March 1962	As percentage of their sales in March 1962	As percentage of sales in the marketing area by all types of handlers	As percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	13	14	NA	NA	NA	NA
March 1951 <u>1</u> /.....	12	13	NA	NA	NA	NA
March 1952.....	12	13	NA	NA	NA	NA
March 1953.....	11	12	67.8	67.8	49.9	NA
March 1954.....	10	12	71.4	71.4	49.7	NA
March 1955.....	11	12	66.5	66.5	53.5	NA
March 1956.....	10	11	69.2	69.2	57.8	NA
March 1957.....	9	10	67.8	67.8	54.5	NA
March 1958.....	8	9	85.3	85.3	67.8	84.8
March 1959.....	8	10	86.1	86.1	66.8	84.0
March 1960.....	7	11	83.2	83.2	72.5	79.1
March 1961 <u>1</u> /.....	7	11	92.6	92.6	84.6	80.5
March 1962 <u>1</u> /.....	17	30	60.5	93.5	100.0	57.7
March 1963.....	17	30	63.4	94.8	124.4	54.5
March 1964.....	17	30	71.9	D	141.5	60.1
December 1965.....	13	25	80.0	D	179.5	67.1

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1/ Definition of the marketing area was changed 1/1/52, 5/1/61, and 8/1/62.
 NA--Data not available.
 D--Data withheld to avoid disclosure of operations of individual firms.

Table 27.--Northwestern Indiana milk marketing area (Federal Order No. 31): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	: Handlers distributing from--		: Total sales by the 4 largest handlers : As percentage of such sales : of all pool plants in--			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: Market area as defined at that time	: Market area as defined in 1962	: of their sales in March 1962	: as percentage of sales in the marketing area by all types of handlers
	: <u>Number</u>	: <u>Number</u>	: <u>Percent</u>	: <u>Percent</u>	: <u>Percent</u>	: <u>Percent</u>
March 1950.....	21	25	NA	NA	NA	NA
March 1951.....	18	23	NA	NA	NA	NA
March 1952.....	18	23	NA	NA	NA	NA
March 1953.....	18	23	NA	NA	NA	NA
March 1954.....	18	23	NA	NA	NA	NA
March 1955.....	19	22	NA	NA	NA	NA
March 1956.....	16	19	NA	NA	NA	NA
March 1957.....	17	20	80.0	NA	NA	67.6
March 1958 <u>1</u> /.....	16	19	79.1	NA	NA	61.1
March 1959.....	22	27	62.5	54.7	94.9	49.2
March 1960.....	23	26	56.4	50.7	98.7	47.9
March 1961.....	20	24	57.8	57.8	101.5	42.4
March 1962.....	19	23	56.8	56.8	100.0	41.9
March 1963.....	18	25	59.2	59.2	100.3	45.4
March 1964 <u>1</u> /.....	18	26	56.8	56.8	95.7	46.4
December 1965.....	19	36	66.3	64.7	266.8	47.8

1/ Definition of the marketing area was changed 8/1/58 and 4/1/65.
 NA--Data not available.

Table 28.--Chicago, Ill., milk marketing area (Federal Order No. 30); Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1953-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1953.....	100	101	48.1	48.1	84.3	39.9
March 1954.....	97	98	52.0	52.0	98.2	43.9
March 1955.....	94	95	50.8	50.8	99.6	43.1
March 1956.....	89	90	51.6	51.6	106.8	48.2
March 1957.....	84	85	50.6	50.6	104.2	48.7
March 1958.....	80	81	48.0	48.0	98.0	47.1
March 1959.....	77	78	46.7	46.7	95.8	44.9
March 1960.....	71	72	45.3	45.3	98.2	43.6
March 1961.....	70	71	45.6	45.6	99.0	44.5
March 1962.....	66	68	46.8	46.8	100.0	43.0
March 1963.....	65	68	48.0	48.0	99.5	43.2
March 1964.....	62	65	47.4	47.4	96.2	43.0
December 1964 <u>2/</u> ..	NA	NA	45.4	45.4	92.7	NA
December 1965.....	51	60	48.2	46.2	101.2	43.7

1/ Does not include producer-dealers.
 2/ Definition of the marketing area was changed 4/1/65.
 NA--Data not available.

Table 29.--Rock River Valley, Ill.-Wis., milk marketing area (Federal Order No. 38): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1953-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	Number	Percent	Percent		
	All plants	Number	Percent	Percent	Percent	
	<u>1/</u>					
March 1953.....	9	15	73.8	73.8	41.7	67.8
March 1954.....	8	14	71.3	71.3	45.7	65.7
March 1955.....	7	13	75.6	75.6	49.0	68.0
March 1956.....	7	13	77.4	77.4	56.1	70.2
March 1957.....	6	13	D	D	60.0	43.8
March 1958.....	6	13	D	D	61.0	45.0
March 1959.....	5	13	D	D	63.5	44.6
March 1960.....	5	13	D	D	76.9	44.1
March 1961.....	6	13	94.8	94.8	82.2	50.3
March 1962 <u>2/</u>	7	13	91.4	91.4	100.0	63.5
March 1963.....	18	23	64.2	91.9	112.5	42.0
March 1964.....	13	19	69.0	92.8	115.1	39.2
December 1965.....	13	35	73.7	94.0	141.4	58.5

1/ Does not include producer-dealers.

2/ Definition of the marketing area was changed 6/1/62.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 30.--Suburban St. Louis, Ill., milk marketing area (Federal Order No. 32): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1961-65

Period	: Handlers distributing from--		: <u>Total sales by the 4 largest handlers</u>			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: All plants	: <u>1/</u>	: As percentage of such sales of all pool plants in--	: As percentage of their sales as percentage of sales in the marketing area as defined at that time	: Market area as defined in 1962 (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1961.....	21	31	46.0	46.0	88.7	32.3
March 1962.....	19	28	48.9	48.9	100.0	36.0
March 1963.....	17	26	58.2	58.2	127.5	41.6
March 1964.....	16	23	56.3	56.3	104.4	40.7
December 1965....	14	26	74.8	74.8	135.9	53.2

1/ Does not include producer-dealers.

Table 31.--Quad Cities-Dubuque, Ill.-Io., milk marketing area (Federal Order No. 63): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales: Market area as defined at that time	As percentage of their sales: Market area as defined in 1962: in March 1962: (estimated)	
March 1950.....	20	21	67.1	52.3	56.6	58.2
March 1951 <u>1</u> /.....	19	20	62.1	48.0	56.3	53.0
March 1952.....	20	20	59.9	49.6	65.8	47.5
March 1953.....	21	21	63.7	53.7	70.2	50.6
March 1954.....	19	19	62.5	53.1	75.5	57.8
March 1955.....	18	18	63.5	53.2	78.8	56.6
March 1956.....	19	19	62.0	51.7	83.0	53.9
March 1957.....	19	20	65.8	53.8	76.7	55.8
March 1958.....	18	19	67.0	54.9	79.5	59.3
March 1959.....	16	18	75.9	62.7	86.0	63.1
March 1960 <u>1</u> /.....	15	17	77.1	62.9	93.4	62.6
March 1961.....	23	30	59.4	59.4	93.4	49.0
March 1962.....	22	29	61.1	61.1	100.0	49.6
March 1963.....	20	27	62.4	62.4	106.5	54.9
March 1964 <u>1</u> /.....	19	26	63.8	63.8	115.1	54.9
December 1965....	19	29	63.8	63.8	117.9	59.0

1/ Definition of the marketing area was changed 12/1/51, 1/1/61, and 2/1/65.

Table 32.--Northeastern Wisconsin milk marketing area (Federal Order No. 45): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1959.....	70	78	45.4	45.3	86.7	35.1
March 1960 <u>1</u> /.....	68	76	46.8	46.7	98.0	38.2
March 1961.....	63	78	48.1	48.1	99.1	38.2
March 1962.....	63	76	48.8	48.8	100.0	37.4
March 1963.....	61	76	50.3	50.3	101.5	38.9
March 1964.....	58	73	49.9	49.9	99.5	37.1
December 1965....	51	63	58.6	58.6	124.2	48.9

1/ Definition of the marketing area was changed 7/1/60.

Table 33.--Duluth-Superior, Minn.-Wis., milk marketing area (Federal Order No. 69): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	12	NA	68.5	66.7	52.9	65.8
March 1951.....	13	NA	70.3	68.4	53.4	69.2
March 1952.....	13	NA	71.6	69.7	53.8	69.6
March 1953.....	14	NA	70.5	68.7	54.2	69.1
March 1954.....	14	NA	70.9	69.1	56.6	69.5
March 1955.....	13	NA	73.3	71.6	65.6	70.4
March 1956.....	13	NA	72.1	70.5	65.2	69.8
March 1957.....	13	NA	75.0	73.3	68.5	69.4
March 1958.....	14	NA	71.0	69.4	66.0	60.9
March 1959 <u>1</u> /.....	12	NA	67.8	66.4	65.4	61.8
March 1960.....	13	NA	75.0	75.0	81.5	67.8
March 1961.....	11	18	78.2	78.2	83.3	69.3
March 1962.....	8	16	92.3	92.3	100.0	84.3
March 1963.....	8	15	91.6	91.6	96.8	83.7
March 1964.....	8	15	91.7	91.7	95.3	83.6
December 1965.....	6	16	D	D	100.1	83.7

1/ Definition of the marketing area was changed 3/1/60.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 34.--Minneapolis-St. Paul, Minn., milk marketing area (Federal Order No. 68): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1954-65

Period	: Handlers distributing from--		: Total sales by the 4 largest handlers			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: As percentage of such sales	: of all pool plants in--	: As percentage of their sales	
	: Number	: Number	: Percent	: Percent	: Percent	: Percent
March 1954.....	26	30	41.4	41.4	61.7	43.8
March 1955.....	25	29	44.4	44.4	64.6	43.3
March 1956.....	23	26	41.4	41.4	68.9	42.8
March 1957.....	23	26	40.9	40.9	68.3	42.6
March 1958.....	23	25	39.2	39.2	66.3	39.6
March 1959.....	22	25	45.7	45.7	79.1	47.2
March 1960.....	20	22	46.3	46.3	92.5	43.5
March 1961.....	20	20	45.0	45.0	90.7	42.1
March 1962.....	19	20	46.6	46.6	100.0	43.3
March 1963.....	20	22	47.6	47.6	100.2	44.9
March 1964.....	18	21	48.5	48.5	101.0	43.9
December 1965.....	18	19	47.9	47.9	111.9	43.0

Table 35.--Sioux City, Iowa, milk marketing area (Federal Order No. 66): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	: Handlers distributing from--		: Total sales by the 4 largest handlers			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: As percentage of such sales : of all pool plants in--	: Market area as defined at that time	: Market area as defined in 1962: in March 1962 : (estimated) :	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1950.....	8	8	85.3	85.3	69.9	82.1
March 1951.....	7	7	90.0	90.0	81.9	88.1
March 1952.....	6	6	D	D	85.2	D
March 1953.....	5	5	D	D	92.8	D
March 1954.....	5	5	D	D	99.4	D
March 1955.....	5	5	D	D	107.6	D
March 1956.....	5	5	D	D	119.2	D
March 1957.....	5	5	D	D	108.3	D
March 1958.....	5	5	D	D	106.2	D
March 1959.....	5	6	D	D	109.4	D
March 1960.....	4	6	100.0	100.0	102.4	89.6
March 1961.....	4	9	100.0	100.0	103.2	90.0
March 1962.....	3	8	100.0	100.0	100.0	84.8
March 1963.....	3	8	100.0	100.0	100.9	98.3
March 1964.....	3	8	100.0	100.0	101.2	95.8
December 1965....	2	9	100.0	100.0	94.8	91.9

D--Data withheld to avoid disclosure of operations of individual firms.

Table 36.--Cedar Rapids-Iowa City, Iowa, milk marketing area (Federal Order No. 70): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	All plants	As percentage of such sales of all pool plants in--	As percentage of their sales	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)
	Number	Number	Percent	Percent	Percent	Percent
March 1952.....	10	NA	78.6	78.6	41.9	80.0
March 1953.....	10	NA	89.1	89.1	47.0	79.0
March 1954.....	7	NA	NA	NA	55.0	89.2
March 1955.....	8	NA	95.4	95.4	58.8	88.1
March 1956.....	7	NA	96.3	96.3	65.4	89.6
March 1957.....	6	NA	D	D	81.9	D
March 1958.....	7	8	99.3	99.3	82.2	99.9
March 1959.....	6	7	D	D	89.0	D
March 1960.....	5	6	D	D	94.8	D
March 1961.....	5	7	D	D	94.5	99.6
March 1962.....	5	7	D	D	100.0	99.9
March 1963.....	5	6	D	D	94.1	D
March 1964.....	5	7	D	D	93.5	93.9
December 1965....	5	9	D	D	105.4	90.1

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 37.--North Central Iowa milk marketing area (Federal Order No. 78): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1958-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers	
	Pool plants	Number	Percent	Percent	Percent	
	All plants	Number	Percent	Percent	Percent	
			defined at that time	defined in 1962	in March 1962	
				(estimated)		
					as percentage of sales in the marketing area by all types of handlers	
March 1958.....	29	34	78.3	73.1	89.2	64.9
March 1959 <u>1</u> /.....	25	36	77.1	76.5	69.9	64.8
March 1960.....	33	43	73.6	73.6	96.2	65.5
March 1961.....	31	45	70.9	70.9	96.7	61.6
March 1962.....	30	44	75.1	75.1	100.0	66.5
March 1963.....	29	40	74.7	74.7	99.8	68.2
March 1964.....	26	37	81.6	81.6	105.1	68.1
December 1965.....	20	34	77.5	77.5	106.4	64.3

1/ Definition of the marketing area was changed 12/1/59.

Table 38.--Des Moines, Iowa, milk marketing area (Federal Order No. 79): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area)	
	Pool plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 (estimated)	As percentage of their sales in March 1962	as percentage of sales in the marketing area by all types of handlers
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1959.....	23	32	60.7	60.7	73.1	67.6
March 1960.....	22	31	72.3	72.3	80.1	69.3
March 1961.....	20	30	84.4	84.4	91.2	72.5
March 1962.....	18	29	81.9	81.9	100.0	73.0
March 1963.....	18	28	83.1	83.1	104.8	81.8
March 1964.....	18	28	83.4	83.4	109.9	81.8
December 1965....	16	27	85.9	85.9	121.6	76.5

Table 39.--St. Louis, Mo., milk marketing area (Federal Order No. 62): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	37	37	69.9	69.9	60.4	75.3
March 1951 <u>2</u> /.....	38	38	67.9	67.9	63.4	73.3
March 1952.....	39	39	66.9	66.9	65.9	74.2
March 1953.....	35	35	68.5	68.5	70.8	76.4
March 1954.....	32	32	66.7	66.7	70.0	73.4
March 1955.....	31	33	67.9	67.9	78.8	72.1
March 1956.....	28	33	74.8	74.8	89.1	74.0
March 1957.....	29	32	71.3	71.3	90.6	72.8
March 1958.....	27	30	72.7	72.7	92.6	73.4
March 1959.....	28	31	71.3	71.3	91.5	68.9
March 1960 <u>2</u> /.....	28	30	71.0	71.0	95.0	70.4
March 1961.....	25	30	70.8	70.8	94.0	68.6
March 1962.....	26	33	71.2	71.2	100.0	67.9
March 1963.....	20	28	73.1	73.1	97.9	68.7
March 1964 <u>2</u> /.....	20	27	72.6	72.6	104.0	70.8
December 1965.....	22	34	69.9	71.5	110.7	

1/ Does not include producer-dealers.

2/ Definition of the marketing area was changed 12/1/51, 3/1/61, and 2/1/65.

Table 40.--Ozarks, No.-Ark., milk marketing area (Federal Order No. 67): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1951-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants 1/	As percentage of such sales of all pool plants in-- Market area as defined at that time	As percentage Market area as defined in 1962 Market area as defined in March 1962 (estimated)	As percentage of their sales in March 1962	
	Number	Number	Percent	Percent	Percent	Percent
March 1951.....	10	11	48.8	NA	26.5	NA
March 1952.....	8	9	48.2	NA	31.8	NA
March 1953.....	8	8	51.4	NA	26.8	NA
March 1954 2/.....	7	7	62.0	NA	31.0	NA
March 1955.....	21	22	47.6	47.6	36.4	50.1
March 1956.....	20	22	56.6	56.6	50.3	63.4
March 1957.....	14	18	83.5	83.5	66.1	77.2
March 1958.....	14	18	85.2	85.2	78.1	78.8
March 1959.....	9	15	93.2	93.2	88.3	84.7
March 1960.....	8	15	92.8	92.8	85.6	83.9
March 1961.....	9	16	94.9	94.9	91.6	87.6
March 1962.....	8	14	96.0	96.0	100.0	86.3
March 1963.....	7	11	98.5	98.5	107.7	87.6
March 1964.....	6	12	D	D	116.4	93.2
December 1965.....	6	11	D	D	135.2	93.5

1/ Does not include producer-handlers.

2/ Definition of the marketing area was changed 8/1/54.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 41.--Kansas City, Mo.-Kans., milk marketing area (Federal Order No. 64): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	As percentage of such sales of all pool plants in--	As percentage of their sales defined at that time	As percentage of their sales defined in 1962	As percentage of their sales in March 1962	as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	23	44	NA	NA	NA	NA
March 1951.....	21	42	NA	NA	NA	NA
March 1952.....	19	40	NA	NA	NA	NA
March 1953.....	18	38	NA	NA	NA	NA
March 1954.....	17	35	NA	NA	NA	NA
March 1955 <u>1</u> /.....	18	27	62.7	NA	86.6	64.0
March 1956.....	19	29	61.4	NA	91.2	63.3
March 1957 <u>1</u> /.....	18	29	60.6	51.2	92.5	61.0
March 1958.....	31	49	53.2	49.6	93.9	50.0
March 1959 <u>1</u> /.....	31	49	53.2	49.5	97.6	50.6
March 1960.....	29	49	50.4	50.4	100.6	47.2
March 1961 <u>1</u> /.....	27	49	49.0	49.0	100.5	47.0
March 1962.....	23	46	47.5	47.5	100.0	43.7
March 1963.....	22	46	51.2	51.2	103.7	48.5
March 1964.....	21	39	50.3	50.3	103.6	48.1
December 1965.....	20	37	50.5	50.6	110.2	47.7

1/ Definition of the marketing area was changed 3/1/56, 9/30/57, 12/1/59, 1/1/62, and 4/1/65.

NA-Data not available.

Table 42.--Louisville-Lexington-Evansville, Ky.-Ind.-Ohio, milk marketing area (Federal Order No. 46): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales	As percentage of all pool plants in--	As percentage of their sales	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1961	Market area as defined in March 1962	
				(estimated)		
March 1950.....	29	39	58.1	46.3	45.7	56.7
March 1951.....	27	36	49.2	39.2	41.8	47.9
March 1952.....	28	37	51.9	41.4	44.6	51.3
March 1953.....	27	34	57.5	45.8	52.0	58.4
March 1954.....	28	32	57.7	46.0	56.8	58.1
March 1955.....	25	30	59.2	47.2	63.5	57.6
March 1956.....	24	28	61.5	49.0	72.1	58.6
March 1957.....	23	26	61.7	49.2	71.7	58.6
March 1958.....	23	27	59.5	47.4	68.6	55.7
March 1959 <u>1</u> /.....	21	25	61.6	49.1	74.3	56.9
March 1960.....	32	47	45.4	45.4	78.3	48.6
March 1961 <u>1</u> /.....	28	45	48.5	48.5	78.1	44.7
March 1962.....	42	59	37.0	54.5	100.0	35.6
March 1963.....	38	57	45.4	61.7	112.2	44.0
March 1964 <u>1</u> /.....	34	50	44.6	59.1	113.5	42.9
December 1965.....	30	44	42.0	NA	115.0	42.1

1/ Definition of the marketing area was changed 3/1/60, 3/1/62, and 2/1/65.
 NA--Data not available.

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Table 43.--Paducah, Ky., milk marketing area (Federal Order No. 99): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	4	4	100.0	NA	30.5	100.0
March 1951.....	4	4	100.0	NA	36.1	94.3
March 1952.....	4	4	100.0	NA	50.8	98.4
March 1953.....	4	6	100.0	NA	50.8	D
March 1954.....	4	6	100.0	NA	53.1	D
March 1955.....	4	6	100.0	NA	46.2	D
March 1956 <u>2</u> /.....	4	6	100.0	NA	60.3	D
March 1957.....	6	10	D	62.9	53.1	72.6
March 1958.....	6	10	D	64.4	59.7	73.7
March 1959.....	5	9	D	66.1	69.4	72.3
March 1960 <u>2</u> /.....	5	9	D	66.2	80.6	78.6
March 1961.....	8	15	73.8	73.8	88.4	56.1
March 1962.....	8	13	74.4	74.4	100.0	56.0
March 1963.....	8	12	76.0	76.0	94.1	56.2
March 1964 <u>2</u> /.....	8	12	77.9	77.9	105.3	56.8
December 1965.....	9	20	66.5	73.8	104.6	51.8

1/ Does not include producer-dealers.

2/ Definition of the marketing area was changed 2/1/57, 4/1/60, 9/1/60, and 4/1/65.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 44.--Knoxville, Tenn., milk marketing area (Federal Order No. 101): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	13	13	64.2	NA	54.0	58.3
March 1951.....	13	13	61.7	NA	52.2	59.2
March 1952.....	13	13	62.7	NA	52.6	57.3
March 1953.....	13	13	64.6	NA	53.8	59.3
March 1954 ^{1/}	13	13	66.6	NA	64.9	57.6
March 1955.....	16	18	55.8	55.8	79.2	63.6
March 1956.....	14	17	61.6	61.6	81.1	63.4
March 1957.....	13	16	63.1	63.1	83.6	60.1
March 1958.....	14	16	62.1	62.1	83.6	59.3
March 1959.....	14	16	62.6	62.6	87.6	57.6
March 1960.....	13	15	61.0	61.0	87.8	57.5
March 1961.....	13	15	61.8	61.8	93.1	58.6
March 1962.....	11	14	63.5	63.5	100.0	58.5
March 1963.....	10	13	62.1	62.1	100.4	57.1
March 1964.....	10	13	62.3	62.3	97.4	58.6
December 1965....	10	12	65.8	65.8	113.3	58.0

^{1/} Definition of the marketing area was changed 9/1/54.
 NA--Data not available.

Table 45.--Nashville, Tenn., milk marketing area (Federal Order No. 98): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales : Market area as defined at that time	As percentage of their sales : Market area as defined in 1962 : in March 1962 : (estimated)	
March 1950.....	9	9	88.6	75.4	44.9	NA
March 1951.....	10	10	84.5	71.9	47.3	NA
March 1952.....	10	10	85.6	72.8	48.9	NA
March 1953.....	10	10	89.2	75.9	53.4	NA
March 1954.....	10	10	88.5	75.3	56.8	NA
March 1955.....	11	11	80.1	68.2	59.1	NA
March 1956.....	11	11	84.7	72.1	67.9	88.9
March 1957 <u>1</u> /.....	11	11	85.1	72.4	68.6	88.1
March 1958.....	11	11	86.9	73.9	75.9	86.7
March 1959.....	11	11	84.1	71.5	83.0	84.2
March 1960 <u>1</u> /.....	9	9	89.2	75.9	93.1	90.7
March 1961.....	16	24	77.4	77.4	92.8	68.0
March 1962.....	15	22	69.9	69.9	100.0	69.8
March 1963.....	15	26	79.5	79.5	101.7	70.8
March 1964 <u>1</u> /.....	13	22	74.6	74.6	102.8	70.3
December 1965.....	15	30	74.5	80.3	120.5	67.6

1/ Definition of the marketing area was changed 2/1/58, 11/1/60, and 3/1/65.
 NA--Data not available.

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Table 46.--Memphis, Tenn., milk marketing area (Federal Order No. 97): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1953-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
	Pool plants	All plants	defined at that time	Market area as defined in 1962: (estimated)	Market area as defined in March 1962	
March 1953 1/.....	10	12	83.8	76.7	56.8	86.8
March 1954.....	11	13	83.4	76.3	58.2	86.9
March 1955.....	11	13	83.8	76.0	74.8	85.8
March 1956.....	11	13	81.6	78.9	70.6	82.6
March 1957.....	11	13	82.8	82.5	70.7	82.1
March 1958.....	10	13	86.1	82.0	70.0	80.8
March 1959.....	10	13	86.6	82.4	72.9	81.3
March 1960 1/.....	9	13	90.0	85.7	82.6	83.0
March 1961.....	8	12	84.7	84.7	86.3	75.9
March 1962.....	8	13	79.4	79.4	100.0	83.5
March 1963 1/.....	10	13	85.0	85.0	114.7	82.4
March 1964.....	9	13	86.7	86.7	107.5	81.2
December 1965.....	8	15	88.0	88.0	120.2	84.5

1/ Definition of the marketing area was changed 1/1/54, 4/1/60, and 11/1/63.

Table 47.--Chattanooga, Tenn., milk marketing area (Federal Order No. 90): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1957-65

Period	Handlers distributing	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	from--	As percentage of such sales of all pool plants in--	As percentage of their sales	Market area as defined at that time	
	Pool plants	All plants	Market area as defined in 1962	Market area as defined in 1962 in March 1962	
			(estimated)		
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1957.....	15	21	74.4	74.4	70.0
March 1958.....	16	23	75.1	75.1	72.3
March 1959.....	13	20	79.4	79.4	77.3
March 1960.....	14	20	76.3	76.3	86.1
March 1961.....	14	20	78.6	78.6	88.4
March 1962.....	9	16	83.6	83.6	100.0
March 1963.....	9	16	89.3	89.3	106.1
March 1964.....	7	13	81.8	81.8	121.8
December 1965.....	7	11	86.5	86.5	132.7

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Table 48.--Mississippi milk marketing area (Federal Order No. 103): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1955-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1955.....	16	NA	44.0	38.6	48.6	56.8
March 1956 <u>1</u> /.....	17	NA	54.4	47.7	54.9	57.7
March 1957.....	19	31	56.9	56.9	59.8	56.6
March 1958.....	17	27	60.1	60.1	65.8	60.6
March 1959.....	15	25	67.1	67.1	76.8	62.2
March 1960.....	15	25	69.3	69.3	88.4	62.2
March 1961.....	15	25	71.7	71.7	87.7	64.2
March 1962.....	13	23	77.9	77.9	100.0	65.8
March 1963.....	11	21	81.2	81.2	92.1	67.1
March 1964 <u>1</u> /.....	13	20	74.7	77.4	114.4	69.7
December 1965.....	19	28	60.8	81.4	153.9	59.6

1/ Definition of the marketing area was changed 10/1/56 and 5/1/65.
 NA--Data not available.

Table 49.--Mississippi Delta milk marketing area (Federal Order No. 105): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-64

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of sales in the marketing area by all types of handlers	
March 1959.....	9	18	72.7	72.7	78.1	51.1
March 1960 ^{1/}	9	17	73.0	73.0	91.0	53.7
March 1961.....	9	15	71.7	71.7	92.6	54.1
March 1962.....	9	16	69.6	69.6	100.0	54.9
March 1963.....	8	15	70.5	70.5	110.3	56.1
March 1964.....	8	16	88.0	72.3	88.4	53.1

^{1/} Definition of the marketing area was changed 11/1/60.

Table 50.--Mississippi Gulf Coast milk marketing area (Federal Order No. 107): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-64

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1959.....	6	13	D	D	96.5	80.3
March 1960.....	6	12	D	D	95.4	74.9
March 1961.....	7	15	83.2	96.4	103.8	78.1
March 1962.....	5	13	D	D	100.0	69.6
March 1963.....	4	13	100.0	100.0	106.9	86.4
March 1964.....	4	13	100.0	100.0	103.3	78.5

D--Data withheld to avoid disclosure of operations of individual firms.

Table 51.--New Orleans, La., milk marketing area (Federal Order No. 94): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--Market area as defined at that time	As percentage of their sales in March 1962: (estimated)	As percentage of their sales in March 1962	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	23	31	64.0	59.0	61.3	NA
March 1951.....	22	30	62.8	57.8	63.7	NA
March 1952.....	23	30	70.7	65.1	71.9	NA
March 1953.....	22	25	75.3	69.4	73.5	NA
March 1954.....	22	25	70.3	64.8	76.2	NA
March 1955.....	25	28	72.1	66.4	78.3	NA
March 1956 <u>1</u> /.....	24	29	74.7	71.1	85.6	NA
March 1957 <u>1</u> /.....	26	30	71.8	71.8	86.9	70.4
March 1958.....	29	29	68.9	68.9	92.2	68.2
March 1959.....	28	33	68.5	68.5	91.3	67.1
March 1960.....	28	33	68.3	68.3	98.3	67.2
March 1961.....	29	35	63.5	63.5	91.8	62.0
March 1962.....	29	32	63.3	63.3	100.0	62.5
March 1963.....	29	32	64.4	64.4	104.7	61.9
March 1964.....	28	32	65.4	65.4	105.6	64.7
December 1965.....	22	23	66.7	66.7	121.8	64.4

1/ Definition of the marketing area was changed 8/1/56 and 11/1/57.

NA--Data not available.

Table 52.--Northern Louisiana milk marketing area (Federal Order No. 96): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales	As percentage of all pool plants in--	As percentage of their sales	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962	in March 1962	
				(estimated)		
March 1956.....	10	14	91.5	NA	NA	89.6
March 1957.....	9	13	92.2	NA	NA	87.8
March 1958 <u>1</u> /.....	8	13	93.7	NA	NA	95.9
March 1959.....	13	19	77.3	77.3	94.2	75.5
March 1960.....	13	20	74.1	74.1	101.3	77.0
March 1961.....	12	19	76.4	76.4	92.8	75.3
March 1962.....	13	19	76.5	76.5	100.0	76.5
March 1963.....	9	17	77.6	77.6	101.8	75.5
March 1964.....	9	15	74.8	74.8	99.9	70.7
December 1965.....	10	16	75.0	75.0	110.6	70.1

1/ Definition of the marketing area was changed 8/1/58.
 NA--Data not available.

Table 53.--Black Hills, S. Dak., milk marketing area (Federal Order No. 75): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1955-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1955.....	8	10	93.3	84.5	67.5	81.1
March 1956.....	8	11	94.1	85.2	68.0	79.8
March 1957 <u>1</u> /.....	8	11	93.2	84.4	68.9	80.6
March 1958.....	10	13	84.9	84.9	74.4	89.4
March 1959.....	9	13	94.1	94.1	76.9	89.9
March 1960.....	8	11	94.6	94.6	83.4	90.0
March 1961.....	8	11	95.7	95.7	86.7	89.4
March 1962.....	7	10	99.8	99.8	100.0	93.9
March 1963.....	6	9	D	D	102.9	D
March 1964.....	6	11	D	D	88.7	D
December 1965.....	5	8	D	D	92.3	91.9

1/ Definition of the marketing area was changed 3/1/58.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 54.--Eastern South Dakota milk marketing area (Federal Order No. 76): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	As percentage of their sales defined at that time	As percentage of their sales defined in 1962: in March 1962 (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1956.....	11	15	68.6	62.7	55.0	49.0
March 1957.....	10	13	61.2	56.0	55.3	61.8
March 1958 <u>1</u> /.....	9	12	62.3	57.0	60.8	53.2
March 1959.....	9	13	71.5	71.5	75.1	51.9
March 1960.....	8	12	82.5	82.5	89.8	60.9
March 1961.....	7	11	82.3	82.3	85.1	64.4
March 1962.....	7	11	89.3	89.3	100.0	76.3
March 1963.....	6	10	D	D	99.5	66.6
March 1964 <u>1</u> /.....	6	10	D	D	101.0	78.7
December 1965.....	14	22	78.0	D	359.7	66.1

1/ Definition of the marketing area was changed 10/1/58 and 5/1/65 (merged with Sioux Falls-Mitchell).
 D--Data withheld to avoid disclosure of operations of individual firms.

Table 55.--Nebraska-Western Iowa milk marketing area (Federal Order No. 65): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1950-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1950.....	10	11	90.2	NA	33.9	69.2
March 1951.....	10	11	77.4	NA	34.7	68.1
March 1952 <u>1</u> /.....	9	11	61.0	NA	28.1	55.4
March 1953.....	14	16	84.8	69.0	60.8	81.3
March 1954.....	13	15	83.8	68.8	63.0	80.9
March 1955.....	14	15	82.3	68.6	66.4	79.8
March 1956.....	14	15	82.0	69.1	70.3	79.4
March 1957.....	14	15	80.9	68.6	67.6	77.9
March 1958.....	16	16	78.9	67.6	67.2	78.2
March 1959.....	16	16	74.4	64.4	72.6	72.9
March 1960.....	16	16	74.5	64.7	81.0	73.5
March 1961 <u>1</u> /.....	15	15	62.3	68.0	83.2	63.1
March 1962.....	28	35	65.7	65.7	100.0	65.0
March 1963.....	25	32	63.7	63.7	94.6	62.7
March 1964 <u>1</u> /.....	23	32	64.9	64.9	99.0	64.1
December 1965.....	26	35	64.1	64.5	106.4	62.2

1/ Definition of the marketing area was changed 9/1/52, 11/1/61, and 4/1/65.
 NA--Data not available.

Table 56.--Neosho Valley, Kans.-Mo., milk marketing area (Federal Order No. 71): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
		As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962	Market area as defined in March 1962 (estimated)
	Number	Number	Percent	Percent	Percent
March 1952.....	29	NA	52.0	52.0	39.0
March 1953.....	25	NA	51.7	51.7	35.4
March 1954.....	20	39	62.1	62.1	45.8
March 1955.....	18	47	67.8	67.8	54.4
March 1956.....	15	44	73.7	73.7	66.5
March 1957.....	12	37	79.7	79.7	74.8
March 1958.....	11	34	81.5	81.5	77.5
March 1959.....	9	30	95.1	95.1	89.8
March 1960 <u>1</u> /.....	9	30	93.3	93.3	93.2
March 1961.....	9	30	94.4	94.4	91.3
March 1962.....	9	31	96.1	96.1	100.0
March 1963.....	6	24	D	D	93.7
March 1964.....	6	27	D	D	89.3
December 1965.....	7	25	97.8	97.8	97.5

1/ Definition of the marketing area was changed 7/1/60.
 NA--Data not available.
 D--Data withheld to avoid disclosure of operations of individual firms.

Table 57.--Wichita, Kans., milk marketing area (Federal Order No. 73): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1951-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962; in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1951.....	7	NA	94.2	82.8	48.2	92.4
March 1952.....	8	NA	93.7	82.5	55.4	91.5
March 1953.....	9	28	93.4	82.1	62.6	91.7
March 1954.....	8	25	87.2	76.7	64.3	85.2
March 1955.....	8	25	92.5	81.4	74.1	87.6
March 1956.....	7	20	91.4	80.4	80.0	89.2
March 1957.....	7	18	88.7	78.0	81.2	85.2
March 1958.....	7	18	92.1	81.0	88.4	86.8
March 1959 <u>1</u> /.....	7	18	90.5	79.6	87.5	95.3
March 1960.....	14	31	79.1	79.1	95.2	74.5
March 1961.....	15	31	76.7	76.7	92.0	71.3
March 1962.....	14	26	77.9	77.9	100.0	76.7
March 1963.....	14	26	83.0	83.0	109.8	80.6
March 1964.....	14	25	84.0	84.0	113.3	80.3
December 1965.....	10	26	92.5	92.5	120.6	85.3

1/ Definition of the marketing area was changed 5/1/59.
 NA--Data not available.

Table 58.--Southwest Kansas milk marketing area (Federal Order No. 74): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1955-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962	Market area as defined in March 1962	
				(estimated)		
March 1955.....	14	17	75.7	75.7	65.3	62.7
March 1956.....	13	16	80.9	80.9	71.7	65.7
March 1957.....	11	15	79.7	79.7	69.5	66.3
March 1958.....	11	16	80.3	80.3	73.3	62.3
March 1959.....	10	17	81.1	81.1	77.6	64.5
March 1960.....	8	17	85.9	85.9	95.3	70.5
March 1961.....	7	16	92.8	92.8	114.0	72.7
March 1962.....	6	15	D	D	100.0	67.5
March 1963.....	5	14	D	D	90.2	80.8
March 1964.....	6	14	D	D	93.1	82.4
December 1965.....	6	13	D	D	95.7	83.6

D--Data withheld to avoid disclosure of operations of individual firms.

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Table 59.--Central Arkansas milk marketing area (Federal Order No. 108): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1956.....	14	NA	77.1	76.1	85.3	63.6
March 1957 <u>1</u> /.....	12	NA	81.3	78.7	85.1	49.0
March 1958.....	15	23	78.6	78.6	86.4	71.8
March 1959.....	15	28	84.9	84.9	96.6	78.2
March 1960.....	15	23	85.3	85.3	105.2	79.2
March 1961.....	15	23	86.9	86.9	105.1	79.6
March 1962.....	15	23	85.0	85.0	100.0	73.4
March 1963.....	15	21	85.6	85.6	103.8	77.1
March 1964.....	13	18	80.1	80.1	126.4	79.2
December 1965.....	14	24	76.5	76.5	129.2	76.1

1/ Definition of the marketing area was changed 4/1/57.
 NA--Data not available.

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Table 60.--Oklahoma Metropolitan milk marketing area (Federal Order No. 106): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1958-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	All plants	Pool plants	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
	Number	Number	Percent	Percent	Percent	Percent
March 1958.....	22	39	60.5	60.5	75.3	56.7
March 1959.....	21	37	63.6	63.6	81.5	59.7
March 1960.....	17	28	67.0	67.0	93.8	57.4
March 1961.....	16	32	63.5	63.5	91.4	60.3
March 1962.....	16	28	64.6	64.6	100.0	58.3
March 1963.....	16	31	64.1	64.1	96.7	57.2
March 1964.....	14	29	64.5	64.5	97.6	55.4
December 1965.....	13	29	64.7	64.7	100.6	52.1

Table 61.--Red River Valley, Tex.-Okla., milk marketing area (Federal Order No. 104): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1959-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
		As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of their sales	
	Pool plants : All plants	Market area as defined at that time	Market area as defined in 1962	in March 1962	
			(estimated)		
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1959.....	12	27	70.7	70.7	91.0
March 1960.....	12	23	70.1	70.1	92.0
March 1961.....	11	24	67.8	67.8	91.5
March 1962.....	8	21	75.6	75.6	100.0
March 1963.....	6	17	D	D	120.8
March 1964 ^{1/}	7	18	78.8	78.8	111.1
December 1965.....	7	17	89.3	89.6	123.9

^{1/} Definition of marketing area was changed 3/1/65.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 62.--Texas Panhandle milk marketing area (Federal Order No. 132): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent
March 1956.....	6	10	NA	NA	NA
March 1957.....	7	12	93.3	93.3	75.2
March 1958.....	7	12	91.3	91.3	74.6
March 1959 <u>1</u> /.....	7	14	89.8	89.8	81.7
March 1960.....	8	16	92.3	92.3	92.8
March 1961.....	7	16	93.6	93.6	93.5
March 1962.....	8	17	92.9	92.9	100.0
March 1963.....	6	15	D	D	92.8
March 1964.....	6	18	D	D	102.1
December 1965.....	5	12	D	D	102.9

1/ Definition of the marketing area was changed 8/1/59.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

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Table 63.--North Texas milk marketing area (Federal Order No. 126): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1952.....	31	41	63.0	63.0	79.6	65.5
March 1953.....	27	37	59.8	59.8	77.0	62.9
March 1954.....	22	32	57.9	57.9	78.1	58.1
March 1955.....	22	32	57.1	57.1	84.6	53.6
March 1956.....	18	25	59.8	59.8	90.4	57.4
March 1957.....	22	26	57.2	57.2	90.8	53.7
March 1958.....	23	29	54.8	54.8	88.5	53.7
March 1959.....	21	27	54.1	54.1	89.7	53.9
March 1960.....	19	23	50.5	50.5	89.7	51.8
March 1961.....	17	20	52.2	52.2	92.1	54.2
March 1962.....	17	20	53.4	53.4	100.0	55.6
March 1963.....	17	20	54.2	54.2	98.9	57.4
March 1964.....	15	18	55.2	55.2	104.8	57.2
December 1964.....	14	NA	62.7	62.7	118.1	NA
December 1965.....	14	18	60.3	60.3	119.2	64.8

NA--Data not available.

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Table 64.--Austin-Waco, Tex., milk marketing area (Federal Order No. 129): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1955-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	
March 1955.....	9	24	79.7	79.7	76.3	59.3
March 1956.....	7	22	79.9	79.9	84.4	NA
March 1957.....	6	20	D	D	69.4	59.0
March 1958.....	8	23	87.1	87.1	81.1	66.6
March 1959.....	7	25	D	D	85.3	63.4
March 1960.....	6	22	D	D	77.4	56.4
March 1961.....	6	20	D	D	90.6	64.6
March 1962.....	6	17	D	D	100.0	65.5
March 1963.....	6	19	D	D	100.6	72.0
March 1964.....	5	17	D	D	108.2	79.1
December 1965.....	5	16	D	D	96.5	71.4

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 65.--San Antonio, Tex., milk marketing area (Federal Order No. 127): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1953-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1953.....	12	13	72.5	72.5	70.3	73.8
March 1954.....	11	12	78.4	78.4	77.3	73.8
March 1955.....	11	12	85.5	85.5	89.4	75.6
March 1956.....	10	13	76.0	76.0	89.6	71.7
March 1957.....	10	13	72.1	72.1	94.0	72.1
March 1958.....	10	15	70.5	70.5	89.4	65.2
March 1959.....	11	16	67.1	67.1	92.7	61.8
March 1960.....	10	13	73.3	73.3	108.4	66.8
March 1961.....	9	12	72.4	72.4	104.1	61.3
March 1962.....	9	12	67.7	67.7	100.0	60.2
March 1963.....	9	11	68.4	68.4	103.2	60.1
March 1964.....	9	12	71.4	71.4	98.9	63.5
December 1965.....	10	15	71.3	71.3	128.9	60.2

Table 66.--Central West Texas milk marketing area (Federal Order No. 128): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1953-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: (estimate)	
	Number	Number	Percent	Percent	Percent	Percent
March 1953.....	9	21	89.5	89.5	51.8	84.9
March 1954.....	8	22	94.2	94.2	69.5	66.4
March 1955.....	9	23	94.4	94.4	77.4	67.0
March 1956.....	7	22	96.9	96.9	83.8	73.2
March 1957.....	7	25	96.0	96.0	80.2	71.0
March 1958.....	7	20	97.9	97.9	85.2	68.9
March 1959.....	6	22	D	D	92.1	72.5
March 1960.....	5	21	D	D	94.1	72.1
March 1961.....	3	17	100.0	100.0	92.3	73.5
March 1962.....	4	17	100.0	100.0	100.0	77.8
March 1963.....	3	17	100.0	100.0	98.7	76.9
March 1964.....	4	18	100.0	100.0	93.5	70.7
December 1965.....	3	14	100.0	100.0	98.0	80.1

D--Data withheld to avoid disclosure of operations of individual firms.

Table 67.--Corpus Christi, Tex., milk marketing area (Federal Order No. 130): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1956.....	6	10	D	NA	NA	86.3
March 1957 <u>1</u> /.....	6	11	D	NA	NA	89.6
March 1958.....	9	16	80.8	80.8	85.7	79.8
March 1959.....	9	15	80.9	80.9	88.4	80.8
March 1960.....	9	13	81.9	81.9	95.5	83.7
March 1961.....	10	13	82.0	82.0	93.3	81.0
March 1962.....	10	13	85.7	85.7	100.0	87.4
March 1963.....	10	13	85.1	85.1	97.6	86.7
March 1964.....	10	13	85.9	85.9	96.2	87.8
December 1965.....	10	15	86.2	86.2	99.4	84.3

1/ Definition of the marketing area was changed 9/1/57.

NA--Data not available.

D--Data withheld to avoid disclosure of operations of individual firms.

Table 68.--Central Arizona milk marketing area (Federal Order No. 131): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1956-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales	As percentage of all pool plants in--	As percentage of their sales	
			Market area as defined at that time	Market area as defined in 1962 (estimated)	in March 1962	
March 1956.....	16	21	67.5	67.4	73.0	NA
March 1957 <u>1</u> /.....	17	17	66.3	66.2	73.6	64.9
March 1958.....	18	22	66.8	66.8	77.4	65.4
March 1959.....	17	23	68.2	68.2	86.2	66.7
March 1960.....	16	20	68.1	68.1	92.1	66.2
March 1961.....	14	20	69.0	69.0	96.2	67.2
March 1962.....	14	20	69.1	69.1	100.0	66.9
March 1963.....	16	21	68.1	68.1	102.4	65.1
March 1964.....	15	19	72.9	72.9	110.0	70.1
December 1965.....	12	17	84.0	84.0	127.3	79.8

1/ Definition of the marketing area was changed 9/1/57.
 NA--Data not available.

Table 69.--Great Basin, Utah-Nev., milk marketing area (Federal Order No. 136): Number of handlers and sales of packaged fluid milk routes by 4 largest handlers operating pool plants, 1960-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of sales in the marketing area by all types of handlers	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962 (estimated)	in March 1962	
March 1960.....	22	56	71.2	71.2	93.3	65.1
March 1961 <u>1</u> /.....	21	57	70.0	70.0	93.0	63.6
March 1962.....	20	58	72.3	72.3	100.0	65.4
March 1963.....	19	59	75.1	75.1	110.2	68.2
March 1964.....	18	61	80.7	80.7	116.8	73.3
December 1965.....	14	NA	86.4	86.4	137.1	74.8

1/ Definition of the marketing area was changed 5/1/61.
 NA--Data not available.

Table 70.--Inland Empire, Wash.-Idaho, milk marketing area (Federal Order No. 133): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1957-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	Percent	Percent	Percent	
March 1957 ^{1/}	13	17	84.9	NA	99.1	91.0
March 1958.....	12	16	84.7	84.7	95.2	83.7
March 1959.....	12	19	83.0	83.0	93.6	81.4
March 1960.....	12	20	86.0	86.0	102.4	84.4
March 1961 ^{1/}	12	21	83.7	83.7	100.1	84.0
March 1962.....	12	25	84.5	85.6	100.0	81.2
March 1963.....	10	22	85.0	NA	98.0	81.9
March 1964.....	8	19	83.1	NA	94.3	79.8
December 1965.....	9	20	86.7	NA	102.7	83.6

^{1/} Definition of the marketing area was changed 10/1/57 and 3/1/62.
 NA--Data not available.

Table 71.--Puget Sound, Wash., milk marketing area (Federal Order No. 125): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1952-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962: in March 1962: (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1952 ^{1/}	49	76	51.6	51.6	61.5	52.0
March 1953.....	44	69	51.4	51.4	62.0	51.2
March 1954.....	42	67	51.3	51.3	66.2	53.7
March 1955.....	39	64	52.9	52.9	71.6	52.4
March 1956.....	38	61	53.9	53.9	78.2	53.3
March 1957.....	37	56	54.8	54.8	79.9	53.6
March 1958.....	38	56	54.1	54.1	77.9	52.8
March 1959.....	35	57	54.1	54.1	79.4	52.4
March 1960.....	37	57	54.0	54.0	83.8	52.3
March 1961.....	36	59	57.4	57.4	87.0	55.2
March 1962.....	28	54	61.5	61.5	100.0	58.1
March 1963.....	25	58	62.4	62.4	95.7	58.2
March 1964.....	23	63	63.0	63.0	96.1	58.9
December 1964.....	21	NA	65.1	65.1	100.9	NA
December 1965.....	21	64	65.2	65.2	105.7	60.2

^{1/} Definition of the marketing area was changed 12/1/52.
 NA--Data not available.

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Table 72.--Connecticut milk marketing area (Federal Order No. 15): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1961-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants <u>1/</u>	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1961	118	193	45.8	45.8	99.1	42.4
March 1962.....	111	183	45.3	45.3	100.0	41.9
March 1963.....	107	172	44.4	44.4	96.8	41.1
March 1964.....	99	163	44.2	44.2	102.5	43.2
December 1965....	89	145	48.9	48.9	106.3	45.3

1/ Includes exempt distributing plants.

Table 73.--Rio Grande Valley, N. Mex.-Tex., milk marketing area (Federal Order No. 138): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1963-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	As percentage of such sales of all pool plants in--	As percentage of their sales as percentage of sales in the marketing area as defined at that time	As percentage of their sales as percentage of sales in the marketing area as defined in 1962	As percentage of their sales as percentage of sales in the marketing area in March 1963	As percentage of sales in the marketing area as defined in 1962
	Number	Number	Percent	Percent	Percent	Percent
March 1963.....	17	33	60.4	60.4	100.0	55.2
March 1964.....	18	47	58.9	58.9	97.8	50.9
December 1964.....	18	NA	56.0	56.0	93.6	NA
December 1965.....	17	NA	63.6	63.6	103.0	54.7

NA--Data not available.

Table 74.--Madison, Wis., milk marketing area (Federal Order No. 51): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1963-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
March 1963.....	21	36	70.6	70.6	100.0	51.7
March 1964.....	20	38	71.0	71.0	101.3	51.9
December 1965....	18	39	70.6	70.6	71.1	64.7

Table 75.--Milwaukee milk marketing area (Federal Order No. 39): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1951-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
	Pool plants	All plants	As percentage of such sales of all pool plants in--	As percentage of their sales in March 1962	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)
	Number	Number	Percent	Percent	Percent	Percent
March 1951.....	24	26	71.1	71.1	54.1	63.3
March 1952.....	20	22	73.9	73.9	56.9	71.3
March 1953.....	19	21	73.0	73.0	59.1	72.1
March 1954.....	19	21	71.1	71.1	60.3	66.9
March 1955.....	18	20	72.3	72.3	66.5	69.7
March 1956.....	16	18	71.9	71.9	74.0	72.7
March 1957.....	15	17	72.1	72.1	75.7	71.4
March 1958.....	14	16	74.0	74.0	79.0	70.5
March 1959.....	13	15	76.4	76.4	82.9	71.8
March 1960.....	13	15	90.4	90.4	100.1	73.5
March 1961.....	12	14	91.8	91.8	103.4	74.5
March 1962 <u>2</u> /.....	13	15	72.1	72.1	100.0	75.6
March 1963.....	30	41	64.0	71.0	99.0	63.8
March 1964.....	30	41	61.5	68.0	97.5	60.5
December 1965.....	29	40	67.0	73.3	124.3	61.2

1/ Does not include producer-dealers.

2/ Definition of the marketing area was changed 6/1/62.

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Table 76.--Eastern Colorado milk marketing area (Federal Order No. 137): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1964-65

Period	Handlers distributing from--	Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers	
		As percentage of such sales of all pool plants in--	As percentage of their sales in March 1962	Market area as defined at that time	Market area as defined in 1962 (estimated)	
	Number	Number	Percent	Percent	Percent	Percent
December 1964 ^{1/}	28	NA	54.6	NA	NA	NA
December 1965.....	28	39	58.7	NA	NA	53.7

^{1/} Eastern Colorado and Colorado Springs-Pueblo combined 12/1/65.
 NA--Data not available.

Table 77.--Indianapolis, Ind., milk marketing area (Federal Order No. 49): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1961-65

Period	Handlers distributing	Total sales by the 4 largest handlers			Sales in the marketing area (as defined	
	from--	As percentage of such sales	of all pool plants in--	As percentage	at that time) by the 4 largest handlers	
	Pool plants	All plants	Market area as	Market area as	of their sales	(largest in terms of sales in the area)
		<u>1/</u>	defined at	defined in 1962:	in March 1962	as percentage of sales in the marketing
			that time	(estimated)		area by all types of handlers
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1961.....	34	38	37.6	37.6	93.9	35.8
March 1962.....	30	38	40.0	40.0	100.0	35.9
March 1963 <u>2/</u>	29	37	43.1	43.1	108.2	37.9
March 1964.....	25	35	45.0	49.6	126.1	41.3
December 1965....	25	37	50.7	48.3	137.4	43.0

1/ Does not include producer-dealers.
2/ Definition of the marketing area was changed 6/1/63.

Table 78.--Youngstown-Warren, Ohio, milk marketing area (Federal Order No. 48): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1962-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Pool plants	All plants	As percentage of such sales of all pool plants in--	Market area as defined at that time	Market area as defined in 1962 in March 1962 (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1962.....	13	23	71.7	71.7	100.0	67.2
March 1963.....	13	22	74.8	74.8	108.3	67.2
March 1964.....	13	23	72.5	72.5	102.1	62.4
December 1965....	9	20	81.2	81.2	97.1	65.7

Table 79.--Lubbock-Plainview, Tex., milk marketing area (Federal Order No. 120): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1963-65

Period	Handlers distributing from--		Total sales by the 4 largest handlers			Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	Number	Number	As percentage of such sales of all pool plants in--	As percentage of their sales	As percentage of sales in the marketing area as defined in 1962 in March 1963	
	Pool plants	All plants	Market area as defined at that time	Market area as defined in 1962	in March 1963	
				(estimated)		
March 1963	3	16	100.0	100.0	100.0	86.3
March 1964	3	15	100.0	100.0	104.9	84.7
December 1965	3	13	100.0	100.0	101.1	80.2

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Table 80.--St. Joseph, Mo., milk marketing area (Federal Order No. 61): Number of handlers and sales of packaged fluid milk on routes by 4 largest handlers operating pool plants, 1962-65

Period	: Handlers distributing from--		: Total sales by the 4 largest handlers			: Sales in the marketing area (as defined at that time) by the 4 largest handlers (largest in terms of sales in the area) as percentage of sales in the marketing area by all types of handlers
	: Pool plants	: All plants	: As percentage of such sales of all pool plants in--	: Market area as defined at that time	: Market area as defined in 1962: in March 1962: (estimated)	
	<u>Number</u>	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1962.....	6	14	D	D	100.0	85.9
March 1963.....	6	14	D	D	101.8	71.1
March 1964.....	5	16	D	D	108.1	77.4
December 1965.....	5	15	D	D	98.7	83.6

D--Data withheld to avoid disclosure of operations of individual firms.

Table 81.--Georgia: Number of plants and sales of packaged fluid milk on routes by 4 largest handlers, 1958-63

Period	Milk bottling plants		Total sales by the 4 largest handlers	
	excluding producer-dealers	As percentage of sales of all plants	As percentage of sales of all plants	As percentage of their sales in March 1962
	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
March 1958.....	125	31.2	73.4	
March 1959.....	125	33.2	84.5	
March 1960.....	121	36.8	87.2	
March 1961.....	108	37.3	89.6	
March 1962.....	88	37.2	100.0	
March 1963.....	NA	34.2	96.4	

NA--Data not available.

Source: Georgia Milk Commission.

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