

NMPF Appendix B

Selected Drinks Containing Milk or Milk Ingredients

	Package Size (oz.)	Milk equiv. Protein-basis*	Retail Price**	Raw Milk Value			
				Class I	Class II	% retail	
Class I now							
Hood Carb Countdown, Homogenized	64.0	145%	3.59	0.77	0.68	0.096	2.7%
Hood Carb Countdown, 2% Chocolate	64.0	143%	3.59	0.69	0.59	0.097	2.7%
Hershey's MilkShakes: Creamy Chocolate	14.0	121%	1.59	0.15	0.13	0.023	1.4%
Hershey's Chocolate Shake, 3-pack, brick pack	21.0	110%	1.99	0.20	0.16	0.035	1.8%
Reduced fat milk, ndm fortified 2%	128.0	104%	3.89	1.15	0.93	0.218	5.6%
Producer milk and producer price	128.0	100%	1.32	1.32	1.10	0.220	16.6%
Whole milk	128.0	98%	3.99	1.26	1.04	0.216	5.4%
Whole chocolate milk	128.0	97%	4.29	1.26	1.05	0.213	5.0%
Reduced fat chocolate milk	128.0	96%	3.79	1.10	0.88	0.216	5.7%
Lactaid 100, Lactose-free, 2%	64.0	96%	3.69	0.55	0.44	0.107	2.9%
Hershey's Chocolate Milk 2%, 3 brick packs	24.0	96%	1.99	0.20	0.16	0.040	2.0%
Class II now							
Starbucks Frappuccino: Coffee Flavor	9.5	72%	1.47	0.06	0.05	0.012	0.8%
Starbucks Frappuccino: Vanilla Flavor	9.5	62%	1.50	0.05	0.04	0.010	0.7%
Starbucks Doubleshot: Starbucks Doubleshot	6.5	60%	1.75	0.04	0.04	0.007	0.4%
Raging Cow: Chocolate Insanity	14.0	60%	n.a.	0.08	0.07	0.014	n.a.
Folgers Jakada: Mocha	10.5	59%	n.a.	0.06	0.05	0.011	n.a.
Swerve: Chocolate, canned	11.0	52%	n.a.	0.04	0.03	0.010	n.a.
Folgers Jakada: Vanilla	10.5	48%	n.a.	0.05	0.04	0.009	n.a.
Yoo-Hoo: Strawberry Drink	15.5	35%	1.39	0.04	0.03	0.010	0.7%
80 'N Sunny - Strawberry Banana	64.0	24%	2.99	0.13	0.10	0.025	0.9%
Yoo-Hoo: Chocolate Drink	15.5	24%	1.39	0.03	0.02	0.006	0.4%
80 'N Sunny - Orange Creme	64.0	24%	2.99	0.12	0.09	0.026	0.9%

* Approximations based on labelled nutrition information. **Retail prices as of January 12, 2005
Raw milk values based on projected Class I, II, & IV prices for 2005.

Sources: Product labels; www.bevnet.com; www.peapod.com; USDA.