

**Exhibits Prepared at the Request of:  
Southern Marketing Agency, Inc.**

Federal Order 7

Southeast Marketing Area

Prepared by:  
Market Administrator  
P.O Box 491778  
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For use in public hearing  
Docket No. AO-388-A15 and  
AO-366-A44; DA-03-11  
Atlanta, GA  
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**TABLE 1: Origin of Federal Order 7 Producer Milk**

Month	Total Producer Milk	Appalachian FO 5	Southeast FO 7	Central FO 32	Southwest FO 126	Other Orders*
Jan-00	680,198,667	34,897,397	482,072,717	52,307,847	105,874,953	5,045,753
Feb-00	632,550,425	23,444,431	456,714,749	45,258,408	95,343,895	11,788,942
Mar-00	681,378,764	18,994,818	496,605,893	50,135,766	91,646,537	23,995,750
Apr-00	671,487,071	17,181,587	482,930,304	52,962,205	104,534,793	13,878,182
May-00	662,935,190	14,406,083	459,521,616	67,756,507	105,849,341	15,401,643
Jun-00	604,665,481	16,573,855	400,944,690	53,649,809	125,420,265	8,076,862
Jul-00	570,000,579	18,906,669	382,907,730	45,153,846	109,170,009	13,862,325
Aug-00	567,063,394	20,057,824	355,587,978	49,861,901	99,197,600	42,358,091
Sep-00	563,356,612	17,320,930	340,548,106	60,282,742	104,013,369	41,191,465
Oct-00	626,026,829	18,483,449	364,389,527	65,430,068	115,883,667	61,840,118
Nov-00	608,003,199	14,862,525	362,209,024	62,346,908	108,099,408	60,485,334
Dec-00	619,493,096	17,710,096	394,589,427	60,907,548	117,385,043	28,900,982
<b>00 Total</b>	<b>7,487,159,307</b>	<b>232,839,664</b>	<b>4,979,021,761</b>	<b>666,053,555</b>	<b>1,282,418,880</b>	<b>326,825,447</b>
Jan-01	654,218,450	19,251,015	424,437,789	62,642,518	116,377,078	31,510,050
Feb-01	619,968,293	20,226,404	404,389,875	57,208,514	112,046,846	26,096,654
Mar-01	708,956,748	22,022,430	465,774,485	64,245,665	130,102,189	26,811,979
Apr-01	703,743,481	19,589,519	463,591,098	68,445,276	130,790,337	21,327,251
May-01	702,479,459	22,784,539	454,498,807	67,270,928	133,879,339	24,045,846
Jun-01	631,032,968	24,535,423	400,640,685	60,003,475	136,479,589	9,373,796
Jul-01	595,413,922	22,886,305	353,806,998	57,089,209	125,173,934	36,457,476
Aug-01	596,421,749	19,289,148	315,881,596	55,563,559	131,171,008	74,516,438
Sep-01	588,404,411	17,702,980	305,473,906	61,456,152	125,792,809	77,978,564
Oct-01	627,361,834	17,947,686	328,890,306	68,904,932	131,257,119	80,361,791
Nov-01	641,928,557	19,416,208	340,275,297	68,394,801	140,224,581	73,617,670
Dec-01	699,404,539	21,543,044	387,512,591	72,947,066	151,398,951	66,002,887
<b>01 Total</b>	<b>7,769,334,411</b>	<b>247,194,701</b>	<b>4,645,173,433</b>	<b>764,172,095</b>	<b>1,564,693,780</b>	<b>548,100,402</b>
Jan-02	745,264,708	23,452,027	415,064,302	81,990,890	165,596,690	59,160,799
Feb-02	667,749,550	20,269,024	393,356,764	71,999,153	140,773,798	41,350,811
Mar-02	761,035,742	23,003,294	443,025,707	79,005,013	160,462,895	55,538,833
Apr-02	733,197,993	17,002,691	434,599,330	75,891,360	138,570,716	67,133,896
May-02	742,074,704	22,037,371	425,428,008	78,813,268	143,397,747	72,398,310
Jun-02	650,918,415	20,767,986	385,161,175	63,302,767	129,537,429	52,149,058
Jul-02	607,405,610	23,437,221	356,039,666	60,154,868	137,531,536	30,242,319
Aug-02	619,988,802	26,002,027	329,366,296	62,710,723	157,360,457	44,549,299
Sep-02	598,359,369	20,021,724	309,700,895	56,721,605	154,869,902	57,045,243
Oct-02	604,050,003	20,813,073	329,759,208	64,325,281	142,645,564	46,506,877
Nov-02	591,122,595	19,935,666	338,451,471	65,774,835	127,385,346	39,575,277
Dec-02	605,412,349	18,410,257	360,259,873	72,130,892	128,205,932	26,405,395
<b>02 Total</b>	<b>7,926,579,840</b>	<b>255,152,361</b>	<b>4,520,212,695</b>	<b>832,820,655</b>	<b>1,726,338,012</b>	<b>592,056,117</b>
Jan-03	663,967,683	21,545,746	385,665,667	84,793,263	125,028,372	46,934,635
Feb-03	572,914,306	21,342,240	358,028,829	77,047,799	71,321,012	45,174,426
Mar-03	626,926,779	22,797,151	396,399,302	75,066,113	92,211,582	40,452,631
Apr-03	636,043,368	23,218,597	401,786,873	83,689,175	81,861,176	45,487,547
May-03	624,501,210	21,320,154	384,506,529	91,910,016	78,796,017	47,968,494
Jun-03	566,518,840	21,010,212	341,910,237	92,964,126	80,238,184	30,396,081
Jul-03	551,309,381	19,071,152	322,954,827	78,118,488	99,975,482	31,189,432
Aug-03	482,490,996	15,892,540	258,783,436	51,789,675	115,826,110	40,199,235
Sep-03	537,647,942	15,064,813	282,392,153	77,733,040	115,439,232	47,018,704
Oct-03	594,522,437	17,350,414	313,409,371	91,562,637	121,914,848	50,285,167
Nov-03	593,836,792	12,911,534	317,389,300	93,749,118	123,354,735	46,432,105
Dec-03	620,264,504	13,299,796	347,409,881	102,972,014	128,918,956	27,663,857
<b>03 Total</b>	<b>7,070,944,238</b>	<b>224,824,349</b>	<b>4,110,636,405</b>	<b>1,001,395,464</b>	<b>1,234,885,706</b>	<b>499,202,314</b>

4 Yr. Avg    630,292,037    20,000,231    380,313,423    68,009,204    121,007,008    40,962,173  
 % Total        100.0%        3.2%        60.3%        10.8%        19.2%        6.5%

\*FO 1,6,30,33, and unregulated areas

**TABLE 2: Count of Farms Pooled on Federal Order 7**

Month	Total Farm Count	Appalachian FO 5	Southeast FO 7	Central FO 32	Southwest FO 126	Other Orders*
Jan-00	5,560	472	3,859	608	411	210
Feb-00	5,148	372	3,842	476	396	62
Mar-00	4,854	217	3,753	426	400	58
Apr-00	4,837	261	3,695	448	372	61
May-00	4,895	253	3,681	488	387	86
Jun-00	4,992	309	3,640	506	477	60
Jul-00	4,927	316	3,658	463	455	35
Aug-00	5,065	338	3,618	497	454	158
Sep-00	5,040	313	3,590	468	466	203
Oct-00	4,859	279	3,505	510	457	108
Nov-00	4,706	192	3,485	456	427	146
Dec-00	4,808	261	3,531	494	430	92
<b>00 Avg</b>	<b>4,974</b>	<b>299</b>	<b>3,655</b>	<b>487</b>	<b>428</b>	<b>107</b>
Jan-01	4,825	297	3,546	476	424	82
Feb-01	4,781	343	3,514	457	386	81
Mar-01	4,728	327	3,471	448	403	79
Apr-01	4,665	295	3,463	481	356	70
May-01	4,751	320	3,473	531	352	75
Jun-01	4,772	327	3,469	517	404	55
Jul-01	4,978	354	3,426	546	397	255
Aug-01	4,990	290	3,337	558	426	379
Sep-01	4,862	243	3,339	617	410	253
Oct-01	4,876	268	3,281	672	391	264
Nov-01	4,895	287	3,348	689	393	178
Dec-01	4,888	332	3,323	683	384	166
<b>01 Avg</b>	<b>4,834</b>	<b>307</b>	<b>3,416</b>	<b>556</b>	<b>394</b>	<b>161</b>
Jan-02	4,922	353	3,353	707	380	129
Feb-02	4,833	315	3,342	631	351	194
Mar-02	4,707	331	3,243	642	356	135
Apr-02	4,651	337	3,288	501	344	181
May-02	4,474	243	3,209	508	322	192
Jun-02	4,598	339	3,247	495	358	159
Jul-02	4,571	354	3,259	511	370	77
Aug-02	4,674	331	3,256	494	421	172
Sep-02	4,567	315	3,164	501	405	182
Oct-02	4,420	329	3,175	456	390	70
Nov-02	4,461	348	3,186	462	374	91
Dec-02	4,342	268	3,115	526	384	49
<b>02 Avg</b>	<b>4,602</b>	<b>322</b>	<b>3,236</b>	<b>536</b>	<b>371</b>	<b>136</b>
Jan-03	4,386	271	3,154	510	391	60
Feb-03	4,366	311	3,156	492	340	67
Mar-03	4,232	281	3,090	467	349	45
Apr-03	4,223	285	3,069	464	338	67
May-03	4,180	247	3,042	510	337	44
Jun-03	4,277	278	3,032	558	355	54
Jul-03	4,309	277	3,053	545	364	70
Aug-03	4,117	238	2,868	509	436	66
Sep-03	4,212	228	2,929	532	437	86
Oct-03	4,140	225	2,920	524	389	82
Nov-03	3,983	135	2,866	557	356	69
Dec-03	3,975	131	2,889	542	337	76
<b>03 Avg</b>	<b>4,200</b>	<b>242</b>	<b>3,006</b>	<b>518</b>	<b>369</b>	<b>66</b>
<b>4 Yr. Avg</b>	<b>4,653</b>	<b>292</b>	<b>3,328</b>	<b>524</b>	<b>390</b>	<b>117</b>
<b>% Total</b>	<b>100.0%</b>	<b>6.3%</b>	<b>71.5%</b>	<b>11.3%</b>	<b>8.4%</b>	<b>2.5%</b>

\*FO 1,6,30,33, and unregulated areas

**TABLE 3: Route Disposition by Federal Order 7 Pool Plants**

Month	Into FO 7 Marketing Area	Into FO 5 Marketing Area
Jan-00	367,749,469	7,118,553
Feb-00	336,765,561	6,529,857
Mar-00	363,998,825	7,300,837
Apr-00	332,205,152	6,750,907
May-00	350,791,713	6,931,546
Jun-00	326,495,101	6,949,803
Jul-00	322,422,109	7,653,334
Aug-00	356,406,735	8,421,418
Sep-00	357,691,563	8,234,091
Oct-00	354,119,331	9,155,906
Nov-00	353,701,027	9,811,574
Dec-00	352,665,018	9,687,858
<b>00 Total</b>	<b>4,175,011,604</b>	<b>94,545,684</b>
Jan-01	363,456,289	9,700,386
Feb-01	319,150,530	8,537,778
Mar-01	360,940,076	9,362,091
Apr-01	331,617,028	9,174,818
May-01	342,217,448	9,463,232
Jun-01	326,676,575	7,985,977
Jul-01	319,615,786	8,352,837
Aug-01	355,223,849	9,313,321
Sep-01	328,335,662	11,358,952
Oct-01	357,938,637	9,770,544
Nov-01	342,719,900	9,113,407
Dec-01	333,893,055	11,559,683
<b>01 Total</b>	<b>4,081,784,835</b>	<b>113,693,026</b>
Jan-02	359,279,471	8,640,130
Feb-02	317,317,341	8,351,313
Mar-02	345,804,762	7,575,312
Apr-02	337,309,328	7,095,010
May-02	338,897,033	6,795,941
Jun-02	300,273,280	6,661,338
Jul-02	322,099,720	8,098,067
Aug-02	354,858,684	7,347,932
Sep-02	336,651,701	6,914,091
Oct-02	356,983,944	8,578,323
Nov-02	347,313,139	7,062,619
Dec-02	338,895,370	6,697,588
<b>02 Total</b>	<b>4,055,683,773</b>	<b>89,817,664</b>
Jan-03	366,268,326	7,799,904
Feb-03	323,943,416	6,776,591
Mar-03	342,727,660	7,400,038
Apr-03	333,927,045	6,827,804
May-03	339,023,337	7,242,682
Jun-03	300,366,980	7,309,010
Jul-03	306,846,679	7,829,022
Aug-03	327,354,887	7,913,921
Sep-03	327,279,907	7,744,416
Oct-03	338,726,382	7,996,791
Nov-03	321,969,865	7,777,358
Dec-03	338,053,859	8,082,143
<b>03 Total</b>	<b>3,966,488,343</b>	<b>90,699,680</b>

4 Yr. Avg  
% Total

339,145,178  
85.5%

8,099,084  
2.0%

**TABLE 4: Summary of Plants with Route Disposition in FO 5 and FO 7**

<b>FO 5 Plants</b>	<b>Location:</b>	<b># Months w/ Disposition in FO 7 Since Jan'00</b>
Coburg Dairy, Inc.	Charleston, South Carolina	48
Dairy Fresh, Inc.	Winston-Salem, North Carolina	46
Dean Foods	Louisville, Kentucky	48
Flav-O-Rich, Inc.	Florence, South Carolina	48
Flav-O-Rich, Inc.	London, Kentucky	48
Flav-O-Rich, Inc. (closed)	Bristol, Tennessee	6
Golden Gallon/Chattanooga Dairy	Chattanooga, Tennessee	48
Hunter Jersey Farms	High Point, North Carolina	48
Hunter Jersey Farms (closed)	Charlotte, North Carolina	26
Land-O-Sun	Kingsport, Tennessee	48
Land-O-Sun	Spartanburg, South Carolina	48
Mayfield Dairy Farms, Inc.	Athens, Tennessee	48
Milkco, Inc.	Asheville, North Carolina	48
Regis Milk Company	Charleston, South Carolina	48
Southern Belle Dairy, Inc.	Somerset, Kentucky	48
Superbrand Dairy Products, Inc.	Greenville, South Carolina	48
Superbrand Dairy Products, Inc.	High Point, North Carolina	48
U.C. Milk Company	Madisonville, Kentucky	48
Valley Rich Dairy	Roanoke, Virginia	21
Westover Dairy	Lynchburg, Virginia	48

<b>FO 7 Plants</b>	<b>Location:</b>	<b># Months w/ Disposition in FO 5 Since Jan'00</b>
Centennial Farms Dairy	Atlanta, Georgia	48
Country Delite Farms	Nashville, Tennessee	48
Heritage Farms Dairy	Murfreesboro, Tennessee	48
Mayfield Dairy Farms, Inc.	Braselton, Georgia	48
New Atlanta Dairies, Inc.	Atlanta, Georgia	48
Publix Supermarkets, Inc.	Atlanta, Georgia	48
Purity Dairies, Inc.	Nashville, Tennessee	48
Ryan/Morningstar	Murray, Kentucky	39

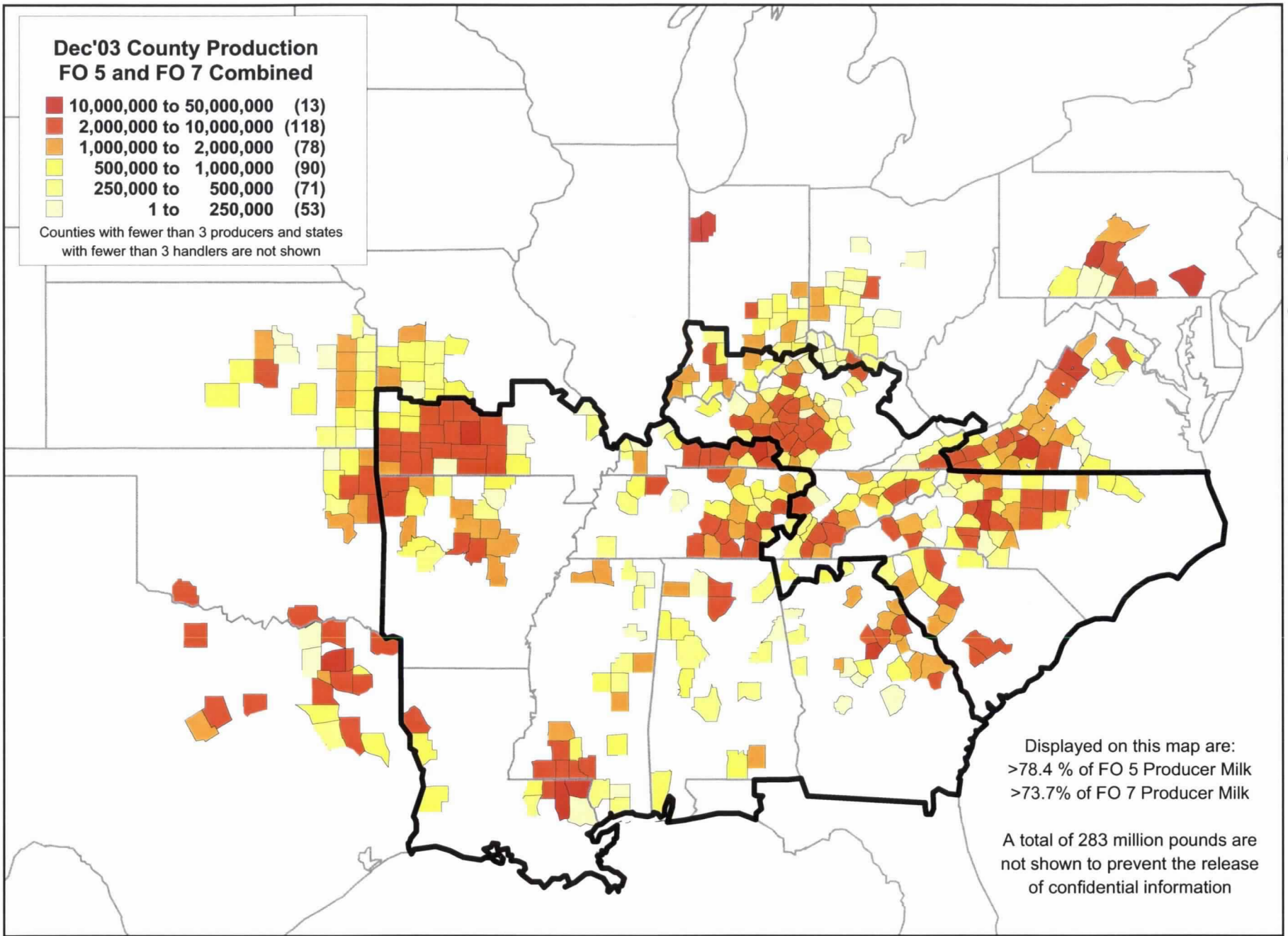
**TABLE 5: Nonpool Plants Located within Federal Order 7 Marketing Area-2003**

plant name	plant city	plant state	plant status	product description
California Natural Foods	Savannah	GA	Exempt	Miscellaneous
Etowah Maid	Canton	GA	Exempt	Packaged Milk
Hosanna Hills Farm, LLC	Eureka Springs	AR	Exempt	Packaged Milk
Humphreys	Hot Springs	AR	Exempt	Packaged Milk
Mauthe's Dairy, LLC	Folsom	LA	Exempt	Packaged Milk, Cream Cheese
Memory Lane Dairy	Fordland	MO	Exempt	Packaged Milk
Rock Springs Dairy	Wildersville	TN	Exempt	Packaged Milk
Smith Creamery, LLC	Mt. Hermon	LA	Exempt	Packaged Milk
Wright Dairy, LLC	Alexandria	AL	Exempt	Packaged Milk
College of the Ozarks	Point Lookout	MO	Exempt-University	Packaged Milk, Heavy Cream
Louisiana Tech University	Ruston	LA	Exempt-University	Packaged Milk, Cottage Cheese
Mississippi State University	Starkville	MS	Exempt-University	Packaged Milk, Cheese, Ice Cream
LSU Dairy Science	Baton Rouge	LA	Exempt-University	Ice Cream (& Mix)
Jasper Products, LLC	Joplin	MO	Partially Regulated	Flavored Milk
Milk Products of Alabama, LLC	Decatur	AL	Partially Regulated	Packaged Milk, Ice Cream (& Mix)
Blue Bell Creamery	Sylacauga	AL	Unregulated Supply	Ice Cream (& Mix)
Bluegrass Dairy & Foods	Glasgow	KY	Unregulated Supply	Condensed, Powder, Butter
Chicary Farm	Mt. Hermon	LA	Unregulated Supply	Cheese
Dairy Farmers of America, Inc.	Cabool	MO	Unregulated Supply	Butter,Misc.
Dairy Farmers of America, Inc.	Springfield	MO	Unregulated Supply	Butter,Misc.
Dairy Farmers of America, Inc.	Monett	MO	Unregulated Supply	Cheese
Dairy Fresh Ice Cream	Greensboro	AL	Unregulated Supply	Ice Cream (& Mix)
Eskimo Pie	Russellville	AR	Unregulated Supply	Ice Cream (& Mix)
Kraft	Bentonville	AR	Unregulated Supply	Cheese
Kraft	Springfield	MO	Unregulated Supply	Cheese
Level Valley Creamery	Antioch	TN	Unregulated Supply	Butter, Condensed, Powder
Mattingly Cheese	Austin	KY	Unregulated Supply	Cheese
Mayfield Ice Cream	Birmingham	AL	Unregulated Supply	Ice Cream (& Mix)
Milnot	Seneca	MO	Unregulated Supply	Packaged-Whole Cond.-UnSweet
Southeastern Cheese	Uniontown	AL	Unregulated Supply	Cheese
Sugar Creek Foods	Russelville	AR	Unregulated Supply	Ice Cream (& Mix)
Sweet Grass Dairy	Thomasville	GA	Unregulated Supply	Cheese
Yarnell	Searcy	AR	Unregulated Supply	Ice Cream (& Mix)

**SUMMARY:**

Exempt	9
Exempt-University	4
Partially Regulated	2
Unregulated Supply	18
<b>Total Nonpool</b>	<b>33</b>

Figure 1: County Production Map--FO 5 and FO 7 Combined





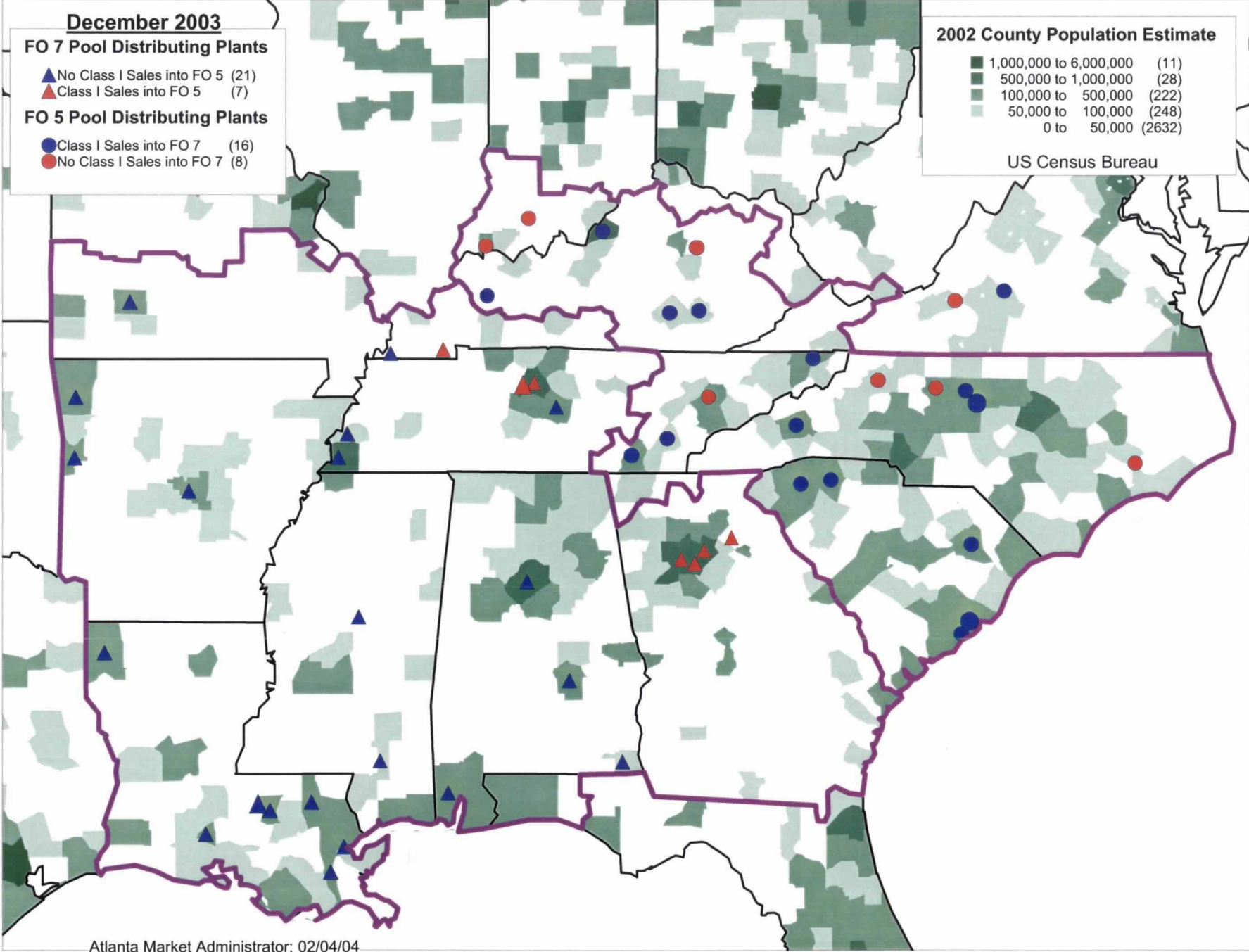


Figure 2: FO 5 and FO 7 Pool Distributing Plants with Sales and Population