

**Exhibits Prepared at the Request of:
Prairie Farms and Dean Foods**

Federal Order 7

Southeast Marketing Area

Prepared by:
Market Administrator
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For use in public hearing
Docket No. AO-388-A15 and
AO-366-A44; DA-03-11
Atlanta, GA
February 2004

TABLE 1: Nonpool Plant Sales into Federal Order 7

Month	Total Nonpool Plant Sales	Appalachian FO 5	Central FO 32	Southwest FO 126	Other Orders*
Jan-00	55,411,573	41,685,650	9,307,766	-	4,418,157
Feb-00	56,179,097	36,718,625	8,973,577	5,971,190	4,515,705
Mar-00	65,554,676	39,655,584	9,918,208	6,313,070	9,667,814
Apr-00	62,440,692	39,125,483	9,087,874	6,466,943	7,760,392
May-00	65,168,903	40,852,112	9,347,978	6,594,958	8,373,855
Jun-00	62,270,677	38,959,741	9,236,467	6,913,033	7,161,436
Jul-00	63,590,738	39,540,594	9,811,267	6,672,707	7,566,170
Aug-00	67,392,681	43,129,906	9,884,638	7,004,194	7,373,943
Sep-00	65,248,043	41,264,394	9,388,127	6,214,883	8,380,639
Oct-00	65,098,718	41,176,802	9,620,134	6,463,541	7,838,241
Nov-00	66,433,210	42,353,824	9,623,887	6,575,246	7,880,253
Dec-00	68,712,652	42,866,167	9,670,262	6,927,188	9,249,035
00 Total	763,501,660	487,328,882	113,870,185	72,116,953	90,185,640
Jan-01	68,620,355	43,246,111	9,604,789	7,853,488	7,915,967
Feb-01	64,527,824	39,171,860	8,902,120	10,534,680	5,919,164
Mar-01	74,448,966	44,099,219	9,900,379	11,882,321	8,567,047
Apr-01	64,144,952	38,996,707	8,232,049	10,895,440	6,020,756
May-01	73,095,646	43,547,046	8,337,674	11,469,878	9,741,048
Jun-01	67,517,995	41,048,838	9,057,808	8,642,917	8,768,432
Jul-01	69,618,118	42,322,193	9,060,196	10,702,412	7,533,317
Aug-01	75,618,795	46,633,246	10,179,763	11,136,414	7,669,372
Sep-01	67,196,502	43,554,114	7,700,258	10,464,792	5,477,338
Oct-01	73,690,867	47,132,863	8,637,908	11,231,340	6,688,756
Nov-01	71,621,158	46,508,035	8,334,019	10,819,934	5,959,170
Dec-01	70,416,594	44,157,050	8,113,033	10,386,445	7,760,066
01 Total	840,517,772	520,417,282	106,059,996	126,020,061	88,020,433
Jan-02	74,611,067	47,556,008	8,570,016	10,949,743	7,535,300
Feb-02	55,555,522	41,293,528	7,396,313	-	6,865,681
Mar-02	71,002,014	45,709,901	7,698,986	10,033,183	7,559,944
Apr-02	70,151,535	44,402,573	7,757,877	9,859,420	8,131,665
May-02	72,622,566	46,283,098	7,895,464	9,968,362	8,475,642
Jun-02	65,629,365	38,958,384	8,092,164	9,083,439	9,495,378
Jul-02	69,152,650	42,970,873	8,787,944	8,871,246	8,522,587
Aug-02	73,522,427	47,332,595	9,068,359	9,243,830	7,877,643
Sep-02	67,976,224	42,718,862	8,532,311	9,381,902	7,343,149
Oct-02	74,113,424	45,843,964	8,673,170	10,156,358	9,439,932
Nov-02	69,815,163	44,217,168	7,553,661	8,951,961	9,092,373
Dec-02	70,563,945	44,211,108	7,112,348	9,606,051	9,634,438
02 Total	834,715,902	531,498,062	97,138,613	106,105,495	99,973,732
Jan-03	72,941,529	46,708,064	7,629,186	10,105,232	8,499,047
Feb-03	65,487,702	42,364,899	7,091,979	8,970,276	7,060,548
Mar-03	69,396,040	44,447,850	7,148,674	9,454,405	8,345,111
Apr-03	67,545,272	42,539,224	7,039,196	9,337,411	8,629,441
May-03	69,864,769	45,094,461	6,878,104	9,316,562	8,575,642
Jun-03	66,554,651	41,819,512	6,375,759	8,665,537	9,693,843
Jul-03	69,061,867	43,895,956	6,983,779	9,049,136	9,132,996
Aug-03	73,505,331	46,965,781	7,191,944	9,453,291	9,894,315
Sep-03	72,845,068	46,680,015	7,025,819	9,083,220	10,056,014
Oct-03	75,468,487	48,868,914	7,503,342	9,589,884	9,506,347
Nov-03	69,957,346	44,742,624	6,971,318	8,971,173	9,272,231
Dec-03	74,732,841	47,319,571	7,518,293	9,538,229	10,356,748
03 Total	847,360,903	541,446,871	85,357,393	111,534,356	109,022,283
Avg	68,460,338	43,347,731	8,383,879	8,662,018	8,066,710
% Total	100.0%	63.3%	12.2%	12.7%	11.8%

*FO 1,6,30,33,131,135, partially regulated, producer-handlers and exempt plants

TABLE 2: Federal Order 7 Pool Plant Sales by Marketing Area

Month	Total Pool Plant Sales	Appalachian FO 5	Florida FO 6	Southeast FO 7	Central FO 32	Southwest FO 126	Other Orders*
Jan-00	427,426,645	7,118,553	14,211,425	367,749,469	22,411,589	10,332,387	5,603,222
Feb-00	392,162,336	6,529,857	13,593,812	336,765,561	20,193,612	10,016,376	5,063,118
Mar-00	424,838,016	7,300,837	15,085,554	363,998,825	21,763,842	11,299,515	5,389,443
Apr-00	387,807,368	6,750,907	14,022,512	332,205,152	20,030,922	9,774,424	5,023,451
May-00	408,847,068	6,931,546	14,373,599	350,791,713	20,393,771	11,052,813	5,303,626
Jun-00	379,927,289	6,949,803	13,940,064	326,495,101	19,237,752	8,104,505	5,200,064
Jul-00	378,312,976	7,653,334	14,047,024	322,422,109	18,537,688	9,965,860	5,686,961
Aug-00	414,181,335	8,421,418	13,633,754	356,406,735	19,768,952	11,184,591	4,765,885
Sep-00	416,941,356	8,234,091	13,451,103	357,691,563	20,656,164	10,492,435	6,416,000
Oct-00	414,962,449	9,155,906	13,972,137	354,119,331	18,759,663	10,577,886	8,377,526
Nov-00	415,349,611	9,811,574	13,740,569	353,701,027	20,231,659	10,969,709	6,895,073
Dec-00	413,274,848	9,687,858	13,571,131	352,665,018	20,391,707	10,313,022	6,646,112
00 Total	4,874,031,297	94,545,684	167,642,684	4,175,011,604	242,377,321	124,083,523	70,370,481
Jan-01	424,141,144	9,700,386	14,288,416	363,456,289	20,136,452	10,408,072	6,151,529
Feb-01	374,530,546	8,537,778	12,766,300	319,150,530	18,194,583	9,316,558	6,564,797
Mar-01	422,284,680	9,362,091	14,469,507	360,940,076	20,000,870	10,505,587	7,006,549
Apr-01	387,846,190	9,174,818	12,816,973	331,617,028	18,058,577	9,502,695	6,676,099
May-01	400,952,782	9,463,232	13,124,905	342,217,448	19,022,699	9,841,910	7,282,588
Jun-01	380,457,589	7,985,977	13,172,504	326,676,575	17,803,809	9,331,806	5,486,918
Jul-01	374,111,697	8,352,837	13,401,778	319,615,786	17,399,694	9,002,554	6,339,048
Aug-01	415,456,783	9,313,321	14,058,690	355,223,849	20,101,547	6,230,709	10,528,667
Sep-01	391,406,118	11,358,952	12,646,143	328,335,662	19,780,721	9,861,595	9,423,045
Oct-01	418,541,932	9,770,544	13,569,416	357,938,637	21,284,904	5,490,938	10,487,493
Nov-01	405,342,359	9,113,407	12,911,998	342,719,900	20,064,839	10,629,748	9,902,467
Dec-01	396,927,331	11,559,683	12,966,151	333,893,055	19,133,121	10,022,901	9,352,420
01 Total	4,791,999,151	113,693,026	160,192,781	4,081,784,835	230,981,816	110,145,073	95,201,620
Jan-02	423,281,944	8,640,130	13,654,537	359,279,471	21,275,442	10,640,307	9,792,057
Feb-02	375,441,152	8,351,313	13,107,861	317,317,341	18,602,570	9,250,562	8,811,505
Mar-02	404,913,052	7,575,312	13,009,632	345,804,762	20,113,889	9,623,600	8,785,857
Apr-02	394,360,554	7,095,010	13,058,577	337,309,328	19,431,599	9,322,264	8,143,776
May-02	395,495,183	6,795,941	12,826,675	338,897,033	19,353,406	9,694,657	7,927,471
Jun-02	350,327,552	6,661,338	11,938,029	300,273,280	16,715,442	8,291,452	6,448,011
Jul-02	377,039,382	8,098,067	12,618,225	322,099,720	17,933,739	9,299,394	6,990,237
Aug-02	412,562,381	7,347,932	13,196,128	354,858,684	19,425,986	9,941,015	7,792,636
Sep-02	390,706,835	6,914,091	11,932,115	336,651,701	18,941,134	8,926,450	7,341,344
Oct-02	416,951,988	8,578,323	12,886,356	356,983,944	20,390,777	10,005,196	8,107,392
Nov-02	403,759,478	7,062,619	12,340,827	347,313,139	19,992,394	9,432,602	7,617,897
Dec-02	393,758,882	6,697,588	11,881,943	338,895,370	19,584,164	9,222,958	7,476,859
02 Total	4,738,598,383	89,817,664	152,450,905	4,055,683,773	231,760,542	113,650,457	95,235,042
Jan-03	424,798,278	7,799,904	12,749,776	366,268,326	20,835,230	9,214,779	7,930,263
Feb-03	375,732,519	6,776,591	11,363,912	323,943,416	18,405,980	8,116,984	7,125,636
Mar-03	397,152,236	7,400,038	12,255,695	342,727,660	18,791,772	8,525,185	7,451,886
Apr-03	388,200,611	6,827,804	12,200,651	333,927,045	18,726,992	8,513,310	8,004,809
May-03	393,637,562	7,242,682	12,327,639	339,023,337	18,373,488	8,833,939	7,836,477
Jun-03	352,593,409	7,309,010	11,821,548	300,366,980	16,442,168	7,947,646	8,706,057
Jul-03	362,584,795	7,829,022	12,549,670	306,846,679	17,227,707	9,378,913	8,752,804
Aug-03	384,793,755	7,913,921	12,745,156	327,354,887	18,413,985	9,215,857	9,149,949
Sep-03	386,024,697	7,744,416	12,752,191	327,279,907	18,889,719	9,290,643	10,067,821
Oct-03	400,137,833	7,996,791	13,389,604	338,726,382	19,618,057	9,806,080	10,600,919
Nov-03	379,404,723	7,777,358	12,128,004	321,969,865	18,266,606	8,911,261	10,351,629
Dec-03	397,990,882	8,082,143	13,197,758	338,053,859	19,226,005	9,358,704	10,072,413
03 Total	4,643,051,300	90,699,680	149,481,604	3,966,488,343	223,217,709	107,113,301	106,050,663
Avg	396,826,669	8,099,084	13,120,166	339,145,178	19,340,362	9,479,007	7,680,916
% Total	100.0%	2.0%	3.3%	85.5%	4.9%	2.4%	1.9%

*FO 1,30,33,124,131,135 and unregulated areas

TABLE 3: Route Disposition by Producer-Handler Plants into Federal Order 7

month	plant_status	disposition_order_no	product_pounds
Apr-01	producer-handler	7	1,086,435
May-01	producer-handler	7	1,165,613
Jun-01	producer-handler	7	1,170,540