

# MARKETING SERVICE

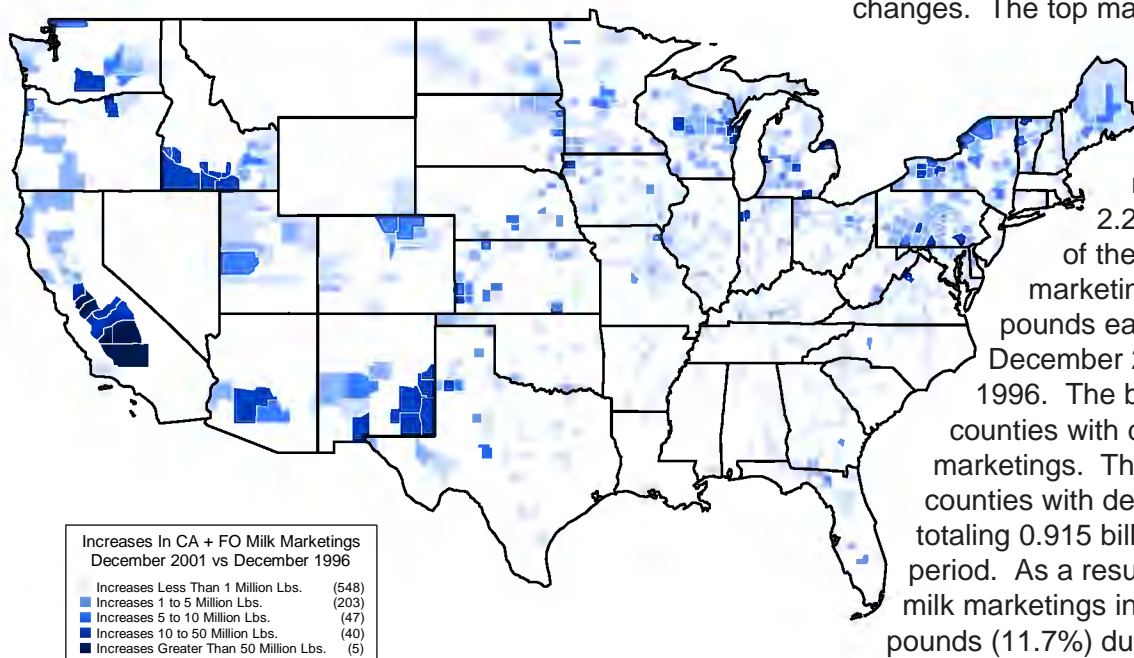
## BULLETIN



### Accelerated Concentration In Top Dairy Counties

The increased concentration in the origin of milk marketings continues. Seventy-seven counties marketed 50% of the total California & Federal Order milk during December 2001 compared with 90 counties in December 1996. During December 2001 there were 2,067 counties with CA+FO milk marketings, of which, 996 counties (48.2%) had marketings of less than one million pounds. In addition, when comparing December 2001 with December 1996, there were more counties with decreased FO+CA milk marketings

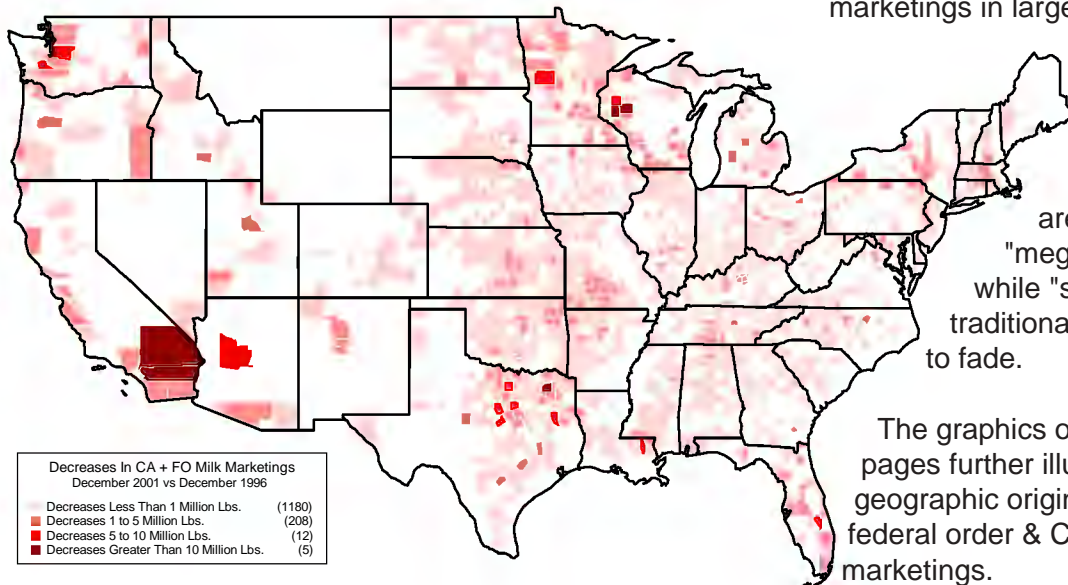
#### 843 Counties Increased Marketings



than counties with increases. The two map graphics provide a snapshot of these changes. The top map illustrates counties with increased milk marketings.

Eight hundred forty-three counties increased marketings a total of 2.281 billion pounds. 45 of these counties increased marketings over 10 million pounds each comparing December 2001 and December 1996. The bottom map illustrates counties with decreased milk marketings. There were 1,405 counties with decreased marketings totaling 0.915 billion pounds during this period. As a result, total CA+FO net milk marketings increased 1.366 billion pounds (11.7%) during this period.

#### 1,405 Counties Decreased Marketings



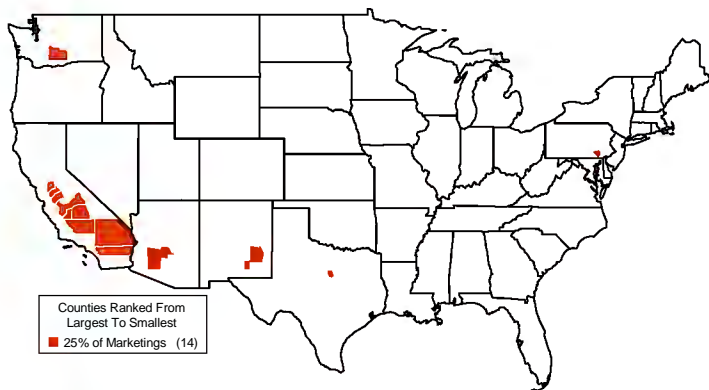
There were more counties with increased marketings in larger size categories than there were counties with decreased marketings in similar size categories. This trend may indicate that farms are expanding to become "mega-size" dairies while "smaller, more traditional dairies" continue to fade.

The graphics on the next two pages further illustrate the geographic origin and density of federal order & California milk marketings.

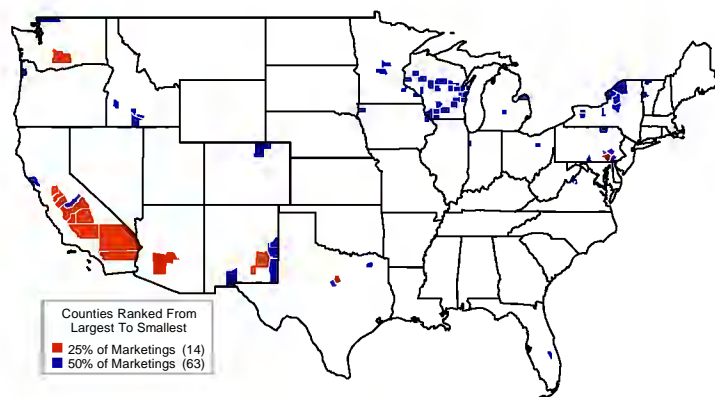
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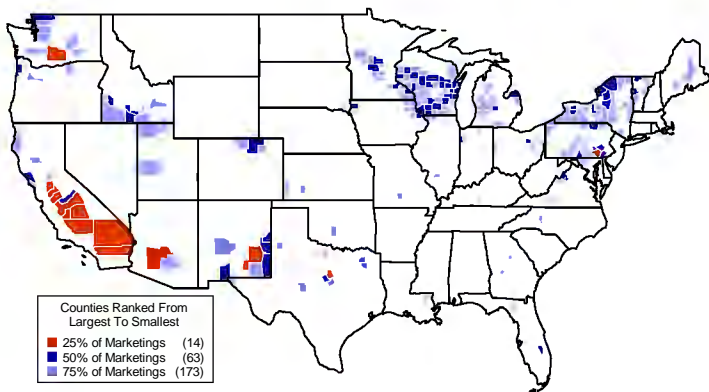
14 Counties Marketed 25% Of All  
CA + Federal Order Milk During December 2001



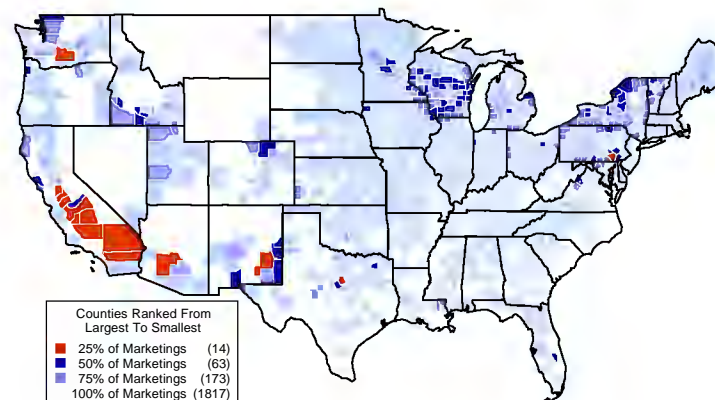
77 Counties Marketed 50% Of All  
CA + Federal Order Milk During December 2001



250 Counties Marketed 75% Of All  
CA + Federal Order Milk During December 2001



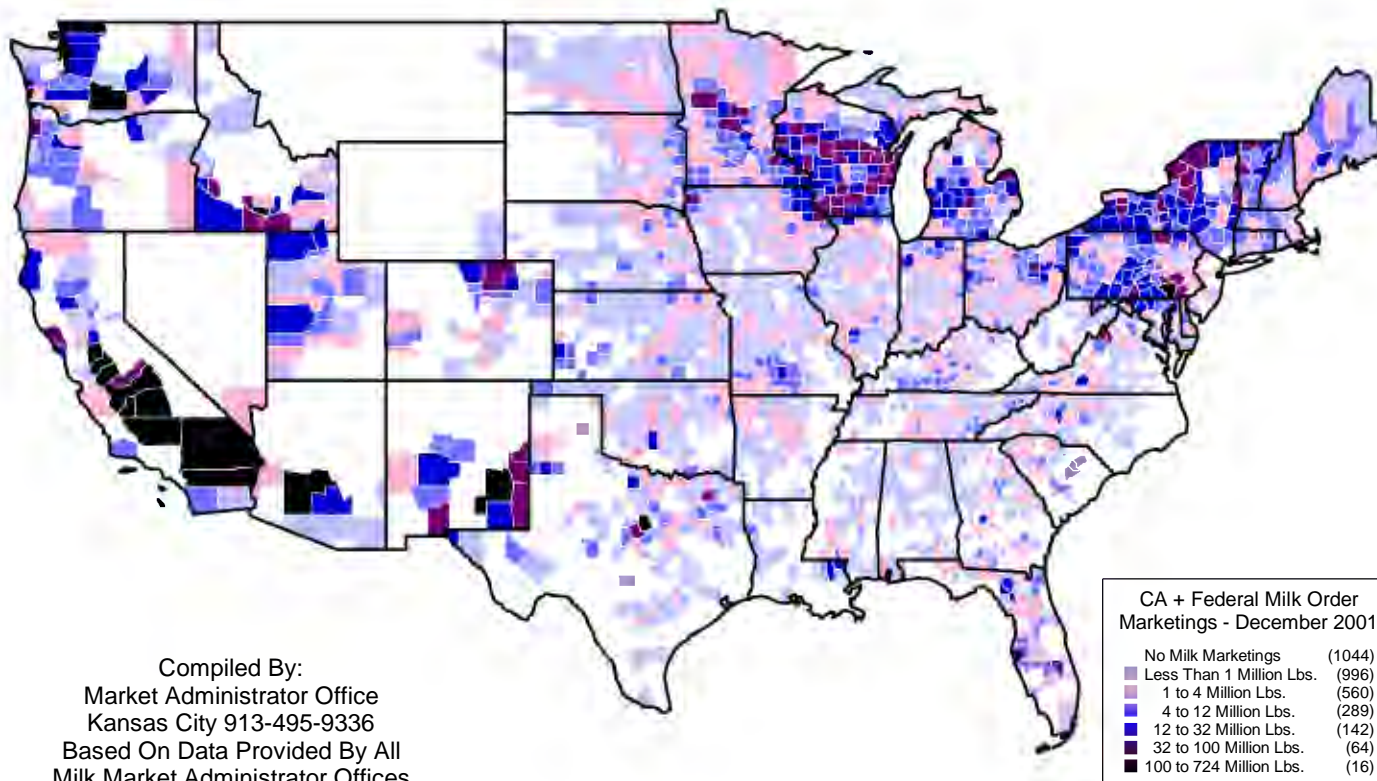
2,067 Counties Marketed 100% Of All  
CA + Federal Order Milk During December 2001



### 14 Counties Marketed 25% Of The CA + Federal Order Milk During December 2001

	<u>12/96 Mktgs</u>	<u>12/01 Mktgs</u>	<u>Percent Change</u>	<u>12/01 As % Of Total</u>
Tulare, CA	456,534,137	724,388,981	58.67	5.56
Merced, CA	265,440,312	371,628,609	40.00	2.85
Stanislaus, CA	227,082,722	279,529,092	23.10	2.14
San Bernardino, CA	285,025,510	258,333,339	-9.36	1.98
Kings, CA	176,482,019	231,902,354	31.40	1.78
Maricopa, AZ	181,133,576	223,859,066	23.59	1.72
Lancaster, PA	152,677,175	180,460,212	18.20	1.38
San Joaquin, CA	146,464,769	177,844,973	21.43	1.36
Riverside, CA	200,396,767	172,000,469	-14.17	1.32
Fresno, CA	123,886,380	150,769,798	21.70	1.16
Chaves, NM	113,812,869	139,618,199	22.67	1.07
Kern, CA	65,351,775	136,115,252	108.28	1.04
Yakima, WA	99,988,090	127,633,169	27.65	0.98
Erath, TX	121,450,857	115,835,501	-4.62	0.89
<b>14-County Total</b>	<b>2,615,726,958</b>	<b>3,289,919,014</b>	<b>+25.77</b>	<b>25.24</b>
<b>CA + FO Total</b>	<b>11,669,759,695</b>	<b>13,035,423,848</b>	<b>+11.70</b>	

### CA + Federal Order Milk Marketings By County - December 2001



Compiled By:  
 Market Administrator Office  
 Kansas City 913-495-9336  
 Based On Data Provided By All  
 Milk Market Administrator Offices

Color copies of these maps are available from the Central federal order website at [www.fmmacentral.com](http://www.fmmacentral.com) under "news & publications - marketing service bulletin."