

# Statement of Dairy Farmers of America, Inc.

Dairy Farmers of America, Inc. (DFA) is the proponent of proposals 1 and 2.

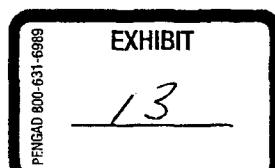
DFA is a member-owned Capper Volstead cooperative of 12,800 farms producing milk in 49 states. DFA pools milk on 9 of the 10 Federal Milk Marketing Orders.

DFA is a supporter of Federal Milk Marketing Orders. Orders are an economically proven marketing tool for dairy farmers and we believe without them dairy farmers' economic livelihood would be worse.

The central issue of this hearing is to refine the definition of "fluid milk product" so that the classification system can function fairly for dairy farmers and be clearly written to reflect both current industry conditions and technological capabilities of the industry. This hearing is in response to changes in technology now commonplace in the dairy industry. The proposals we support represent our attempt to modernize order regulations to keep pace with technology.

Failure to address this issue will be detrimental to the members of DFA both in their day-to-day dairy farm enterprises and in the milk processing investments that they have made.

There have been and may continue to be protests concerning what some perceive as an unfair "change in the rules". Our position is that the Orders always need to change to keep pace with the industry. So long as classified pricing is part of the Order system there will be changes in classification definitions and rules. Of course, all changes in classification would be avoided if all products were in the same class; but we do not think that is in the best long run interest of producers or processors and the history of regulation seems to support that opinion. The dairy



**industry is constantly changing. Mergers, plant closings, plant openings, shifts in consumer tastes and preferences, new cost constraints, new economies of scale, new packaging, new environmental constraints and new products are always cropping up. To expect that the Order system would remain totally static is neither likely nor reasonable.**

**Dairy industry advances in milk component fractionalization, product engineering and packaging technology have come together to form a fertile environment for new dairy products. Mergers in the dairy processing industry and renewed interest by major players in the food industry in milk-based beverages make this environment more likely to spawn new products. The nationwide footprint of these new businesses makes it certain that new products will get wide distribution and market penetration. This is great news for dairy farmers. New products can mean new sales for milk. But dairy farmers need the structure provided by Orders to recover their share of the revenues generated by these new products and to insure that inequality in bargaining power in the marketplace will not force them into accepting a lower price than is available from market returns.**

**It is very clear that the existing Fluid Milk Product (FMP) standard does not allow the Order system to keep pace with technology. The FMP standard currently in place does not adequately recognize the demand for dairy proteins; thus it does not price them properly. The physical characteristics and intended use of many of the new dairy-based beverages clearly position them as alternatives to traditional milk beverages – yet their formulation and composition under the current outdated provisions makes them Class II. In many of, if not most of, these situations the nonfat solids driven regulation and formulation of these products causes them to fall just below the Class I standard; at the same time it is the characteristics derived from milk proteins that make the products desirable to consumers. Perhaps, some of these beverages were formulated intentionally to fall just short of the existing FMP standard.**

The current standard was put in place when processes such as ultra filtration and milk component fractionalization were only textbook predictions for the future. Now that they are mainstream realities, the regulations need to be updated.

We believe that the best solution to this problem is through the hearing process. While perhaps slower than we'd like, hearings gather information in a rational and fair manner, allow all interested parties, to participate in the gathering and examination of the data and advance, oppose and dissect how to use the data best in regulating the industry. This is a better long run solution than regulation by administrative action on the part of USDA or request action via Congress.

This is not a new problem for the Order system. A 1974 decision addressing product classification (39 Fed. Reg. 8714) noted:

It is possible that a product very similar in composition and form to chocolate milk could be marketed under the label of a milk shake mix for the purpose of having a lower classification apply to the product. Since such a product actually would have the same general form and purpose as other fluid milk products now classified as Class I under these Orders, it should be included in the Class I classification. It is necessary, though, to provide some means of distinguishing between such a product and the general category of milk shake mixes that are being sold in competition with frozen desserts. For this purpose the total solids content of the product should be used. A standard of 20 percent or more total milk solids should encompass those milkshake and ice milk mixes intended for use as a type of frozen dessert. Mixes with less solids are similar in composition to chocolate milk and other flavored fluid milk products and should be a Class I product.

Later in the same decision, a lively debate is concluded as follows (39 Fed. Reg. 8715):

The primary concern with any fluid milk product definition is that it clearly define the products or types of products that are intended to be included in the definition. The fluid milk product definition included herein, which incorporates both the listing of specified products and the use of composition percentages, should meet this requirement. Incorporation of this definition in each of the 32 Orders will provide a uniform basis for identifying those products that are to be defined as "fluid milk products".

We continue to advocate the "structural" position taken in this decision – form and use of a product should be the primary guideline which the Secretary uses in classifying products. But in addition and in a *supplementary role*, the Secretary should establish guidelines using product composition and there should continue to be specific inclusion or exclusion of some products when appropriate.

Finally this 1974 decision anticipated the very situation that we find ourselves in now when noting (39 Fed. Reg. 8716):

A refinement of such standards may be appropriate once there has been an opportunity to evaluate their applicability under actual market conditions.

In so many words, as the industry evolves the standards and definitions may need review.

The Secretary reached similar conclusions in the Reform process when after careful review of the "form and use" test, product composition standards, and the inclusion / exclusion process, he concluded that no change in the "6.5% non fat solids standard" was warranted. (63 Fed. Reg. 4824)

However, just as with other issues – such as "dual pooling", performance standards, emergency transportation funding, classification of evaporated and condensed milk, payment dates, and issues surrounding producer handlers, the Secretary has seen fit to recognize changes since the 2000 Reform decision, hold

hearings, find for (and against) proposals and issue interim, recommended and final decisions. The hearing today is simply another step in this important process of continually updating Federal Order regulations.

Since 1999 there have been a wide range of new products formulated and marketed by the dairy industry. (Roger Cryan's statement on behalf of the National Milk Producers Federation lists many of them.) There have been several administrative decisions dealing with the classification of these "new" beverages and there is presently a legal proceeding brought pursuant to Section 15(A) of the AMAA (7 USC Section 608c(15)(A)) which challenges the application of the current regulations. Now is the right time to deal with the need to update the FMP definition.

DFA is abandoning its Proposal 1. Upon review, we concluded that it is not the best way to address the changes needed in the FMP definition. The "zero tolerance" standard we proposed is overly restrictive and would cause excessive administrative costs to regulate beverages with minor percentages of dairy components. We fully support proposal 7 as offered and testified to by the National Milk Producers Federation.

We continue to support proposal 2. It is procedural in nature with no specified language to put into the regulations. It requests that the standard for measure of the quantity of dairy proteins present in a beverage include any and all dairy protein sources – including whey and whey products. However, for pricing purposes, those same whey and whey products that are sources of proteins in beverages that become fluid milk products as a result of the new language, will not be up-charged as Class I.

We oppose any attempt to dilute the current Class II definition. We oppose proposals 8 (Dannon), 9 (General Mills), 10 (Novartis) and 11 (Hormel) on that

basis. Furthermore, we do not at this time support any proposals that would change or modify the "exclusion" language now present in section 15 (b). This would include any change to the terms "infant feeding", "dietary use", "meal replacement" or "hermetically sealed". The 1993 Order Decision (58 Fed. Reg. 12659 (March 5, 1993)) noted:

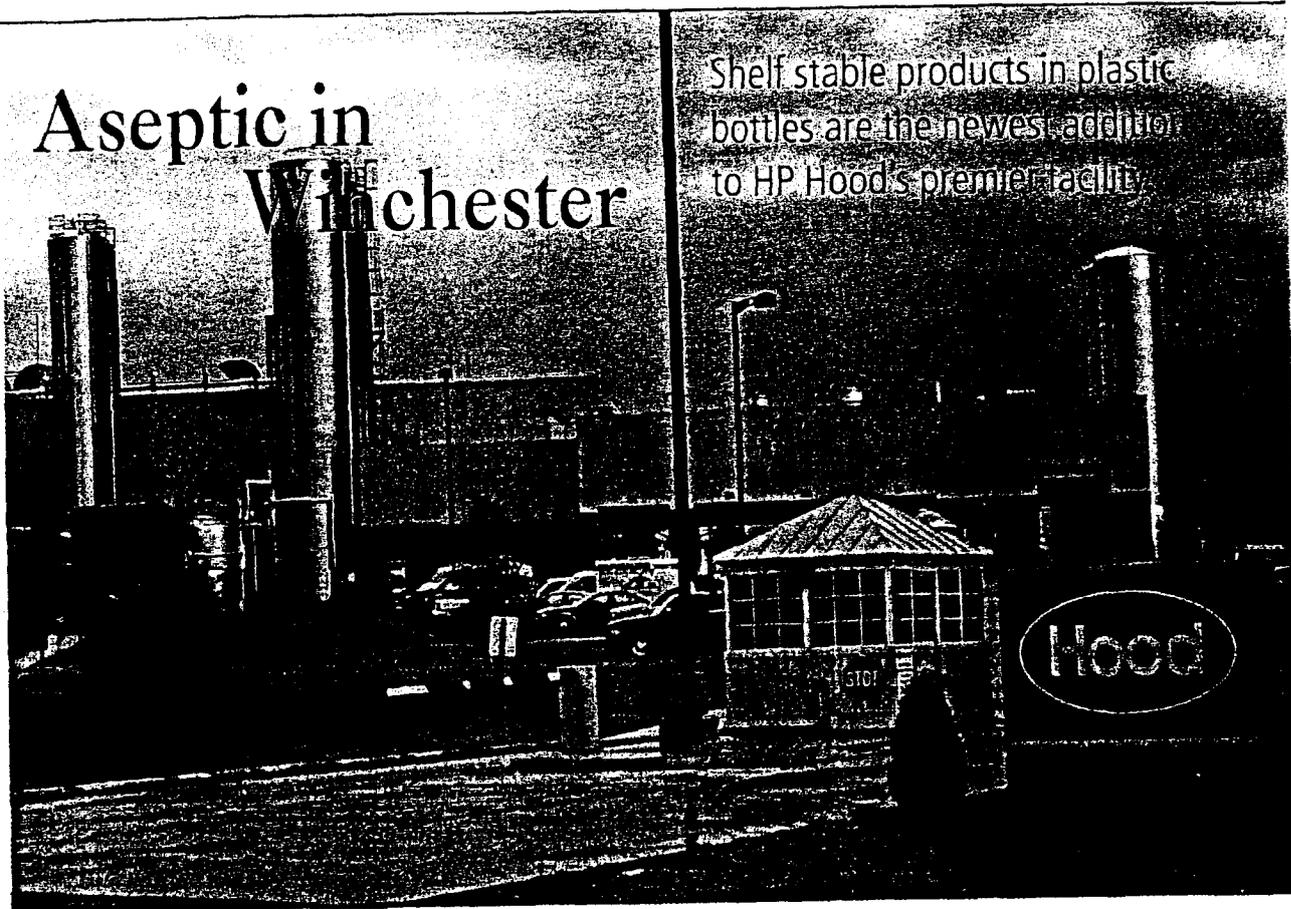
The amended orders should specify that a Class II classification of milk used to produce formulas especially prepared for infant feeding or dietary use should apply only to formulas that constitute replacement for meals, rather than merely having some added vitamins and minerals.

In addition, the cost of extra packaging and the Class II attributes of having an extended shelf life and being distributed over a wider area justify Class II classification for hermetically sealed packaging, while fresh product with limited shelf life should be Class I.

We feel there is not sufficient reason or support to make any changes in these criteria at this time.

We think Proposal 7 deals with the issues better than Proposal 4 as offered by Select Milk Producers and Continental Farms. Proposal 5 (a) places unreasonable burdens on the Secretary to determine classification and would result in a never-ending challenge of his various determinations that would be damaging to the Orders. Proposal 5(b), to the extent we understand it, waters down the Class II standard and we do not support it either. Perhaps, after hearing testimony on the proposal, we may see it in a different light. But for now we think Proposal 7 is the best solution.

**We thank the Secretary for calling this proceeding and we look forward to the final decision as the next step in the process of keeping Orders up to date with the industry.**



# Aseptic in Winchester

Shelf stable products in plastic bottles are the newest addition to HP Hood's premier facility.

■ David Phillips *Chief Editor*

**W**INCHESTER, Va.—It has been just four years since bottles of NesQuik and CoffeMate products began rolling off the line at Hood's massive Winchester, Va., plant, and this month, a new filling line with aseptic capability joins the mix as part of the largest expansion to date.

Winchester, the home of the late country music legend Patsy Cline, was chosen for its location and its workforce, as the site of what has become a cornerstone of Hood's metamorphosis from a venerable, but rusty regional leader, to one of the top national dairy companies. With the addition of an aseptic line, capable of producing flavored milk and other low-acid fluid products in single serve plastic bottles, this 400,000 sq ft plant continues to play a crucial role in Hood's future.

"Hood would not be the company it has become in the ESL world, were it not for Winchester," says John Kaneb, Hood's Chairman.

"The new installation at Winchester provides us with the opportunity to

produce aseptic products in plastic bottles. It will certainly be employed for NesQuik, for Carb Countdown and probably for other products that have yet to surface."

During the past four years the Winchester plant has continued to grow as the plant's original design plans were fully implemented. With the first major addition completed, the plant now has five process systems feeding six individual fillers. It runs 7 days a week, and it processes in excess of 70 million gals per year.

Hood has invested "the better part of \$200 million" in the plant which now employs around 350 people. The current expansion cost more than \$40 million.

The new line features an 81-head aseptic rotary filler built in Japan by Shibuya Kogyo. It has the capability of filling up to 600 pint bottles per minute.

When *Dairy Foods* visited the Winchester site in mid-October more than a dozen technicians from Shibuya were onsite putting the finishing touches

on the installation. Half of the plant's auditorium-like training room had been given over temporarily as a control center for the installation project.

"A good number of Hood people traveled to Japan earlier this year during the purchase and assembly," says Leigh Pehrson, Hood's director of ESL Operations. "Subsystems were assembled and tested in Japan before being disassembled and shipped here."

Pehrson, a long-time member of the Hood operations team, has been in Winchester for about two years. He says the process of expanding the plant and adding aseptic capabilities has been remarkable. The Shibuya filler itself is an amazing sight—a double deck of steel and glass. The exterior steel is as shiny as the chrome on a Harley Davidson, and the windows reveal lighted chambers with bright rotors and filling heads looking more like a jewelry store display case than a packaging machine.

The Shibuya system is similar to an installation at a Mott's juice plant in

Aspers, Pa. but this is the first dairy application in the U.S. Shibuya has a U.S. office in Modesto, Calif.

**Fast and simple**

The filler is capable of running at blinding speeds.

"It's a high-speed rotary filler that can fill 600 bottles per minute using 16 oz bottles," says Lee Baker, dir. of engineering at Hood. "It uses a different sterilant than most rotary fillers, which is why we will be able to use it for aseptic."

Shibuya has been using aseptic-approved sterilant for some time in fillers it has designed for pharmaceutical and beverage markets worldwide. But this will be the first time such a system has been used for low acid products in the United States.

Baker gave *Dairy Foods* a brief description of how the filling system works:

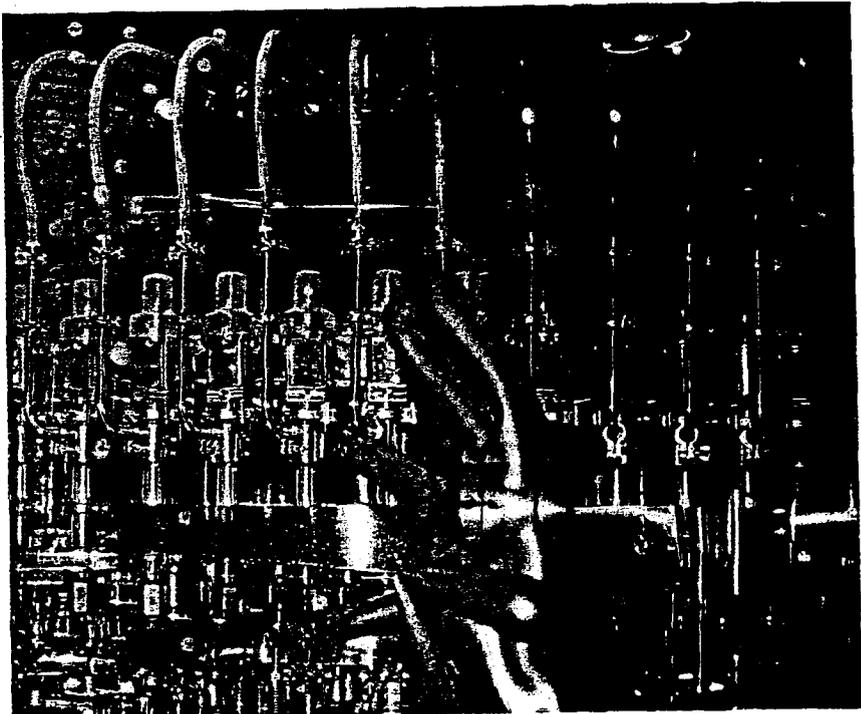
Product is batched and then UHT (Ultra High Temperature) treated with a slightly modified version of a Tetra Pak VTIS direct injection steam system.

The blowmolded bottles are infed with a screw feeder and are then picked up by a series of rotors with neck grippers that transport the bottles through the sterilization filling and capping processes. The bottles are sprayed inside and out with heated sterilant then heated and sprayed with a sterile water rinse. The heat treatment activates the sterilant and dries the bottle.

The rotary filler uses net weight filling. Shibuya says the fill is accurate to less than half a gram.

An internal servo-driven capper fits each bottle with a cap that has also been sterilized in the same method as the bottles. The entire capping procedure takes place within the sterile chamber. An aseptic seal is formed simply by the physical design of the cap and the bottle neck.

The hygienic filling chambers are sealed and are only accessible to operators through glove boxes, another indication of Shibuya's experience in pharmaceutical. Because they are conveyed with neck grippers, the bottles are less subject to jamming, but the glove boxes do allow the operator to make corrections when needed. The mechanics of the machine are accessible from outside the machine.



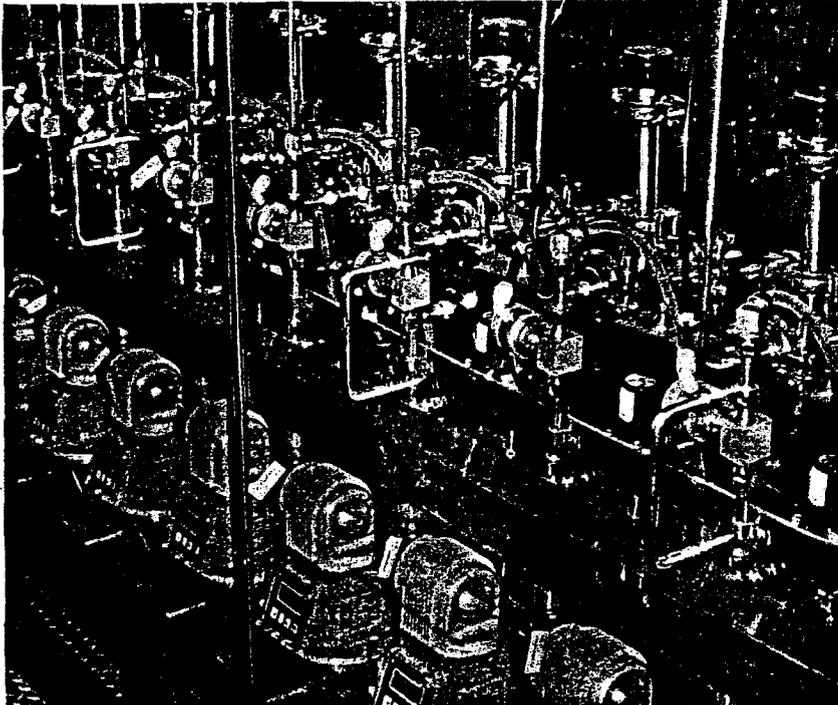
■ The Shibuya aseptic filler features enclosed aseptic chambers that are accessible only through glove boxes.

**Plant Facts**

Location: Winchester, Va.	Site: 80-acre
Built: 2000	Total lines:
Recent expansion: 2004	Employees: 35
Square Foot: 400,000	Products: Lactaid, Nesquik, coffee, Mat, (candy, counting)



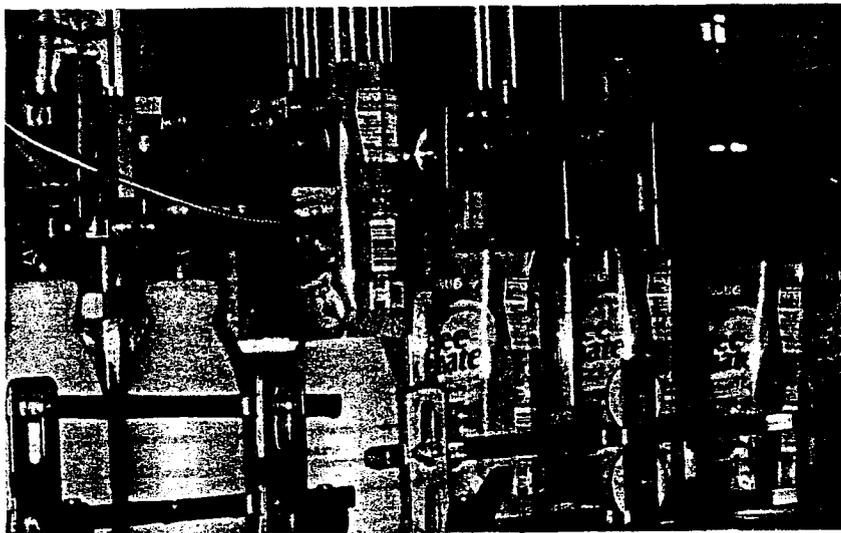
■ A team of more than a dozen Shibuya technicians worked on site in Winchester to install the system.



■ The aseptic filler features a sophisticated sterilant heating and delivery system.

**Hood Suppliers:**

Alfa Laval	TetraPak	Evergreen Fillers	Serac
Alcoa Flexible Packaging	Alvey	Feldmeier	Sensient Flavors
Allen Bradley	Blue Ridge Paper	Flavors From Florida	Sidel
American Fuji Seal	BlackHawk Molding	HK Systems	Shibuya
APV-Invensys	Delkor Systems	Johnson Irwin	Tern Lynne
	Douglas	Bodys	Walker Stainless



■ Downstream shrink sleeve label application is done on a system similar to what is used for existing ESL systems.

Sensors within the machine detect problem bottles and reject them before they are filled. Those chambers are run with a positive air pressure using sterilized air. For washdown, the piping and milk lines are CIP treated and the interior surfaces of the chambers are also treated with an automated washdown and sterilization system.

When the line is running at its full aseptic ability, Baker anticipates that production runs will easily exceed 24 hours. Shibuya's literature indicates that in some applications the system is capable of uninterrupted runs of up to 120 hours.

### Supplier partnership

There are two other systems producing aseptic milk in plastic in the United States. Baker says Hood looked at those systems, but the Shibuya system offered more of what they wanted.

"The speed is the number one factor," Baker says, "We also have a high amount of confidence in Shibuya's abilities. But also, the other systems are only capable of aseptic with a foil seal.

"We have an existing ESL line that runs at 600 bottles per minute which requires us to punch out the foil and apply it to the bottle and seal it," Baker says. "It's a challenge that can lead to inefficiencies. With either system, when it is operating properly you get a great seal, but the straight cap system is simpler to operate and maintain than the foil."

While the Winchester installation is Shibuya's first dairy project in the United States, the company has installed 22 such systems in dairy facilities throughout the world.

Ken Saishio, president of Shibuya International, says the Hood installation is a milestone for his company.

"Hood's is a very unique installation," he says. "It can run HDPE or PET. And Hood is a very capable company and at the same time, a very tough negotiator. We put our best possible team together to work on this project. Hood is very capable, and I think the project will be very successful. Hopefully they will be so successful with the products that they will need to add a second line."

The system is expected to be running ESL product by the end of this month. The aseptic approval process is expected to be completed sometime around mid-2005.

"Shibuya is validating the machine themselves using an independent company to validate it," Baker says. That initial validation is simply to ensure that the machine is functioning properly. Once that is completed Hood will begin to run ESL product.

"Then Hood hires its own process authority to validate for aseptic, and we file with FDA for a letter of non-objection."

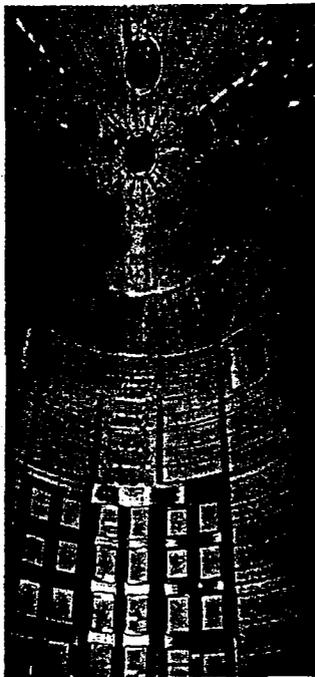
**Quality from front to back**

When its first-phase construction was completed in October 2000, the Winchester plant was already a model of a modern dairy plant. It featured two TetraPak VTIS steam injection systems and three ESL fillers. Now there are six lines. There were less than 150 employees, now there are 350.

Milk and ingredients are brought to the plant through five receiving bays. Raw milk is stored in four silos with a total capacity of 240,000 gals. After the milk is pasteurized, ingredients are mixed in one of five batching systems. The product is



■ Winchester, Va., is the home of the Shenandoah Apple Blossom Festival, and its old town includes a 45-block designated historic district.

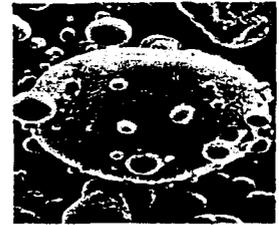


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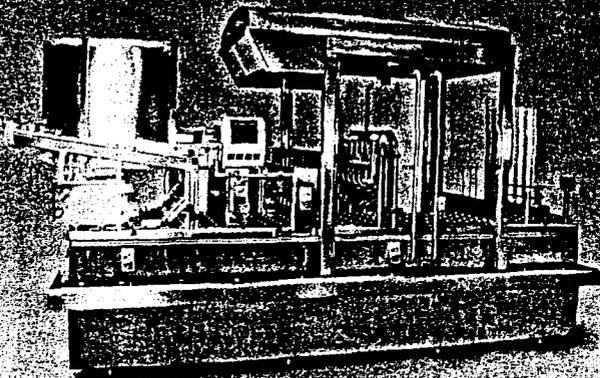


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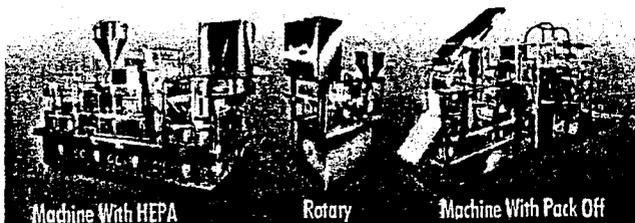
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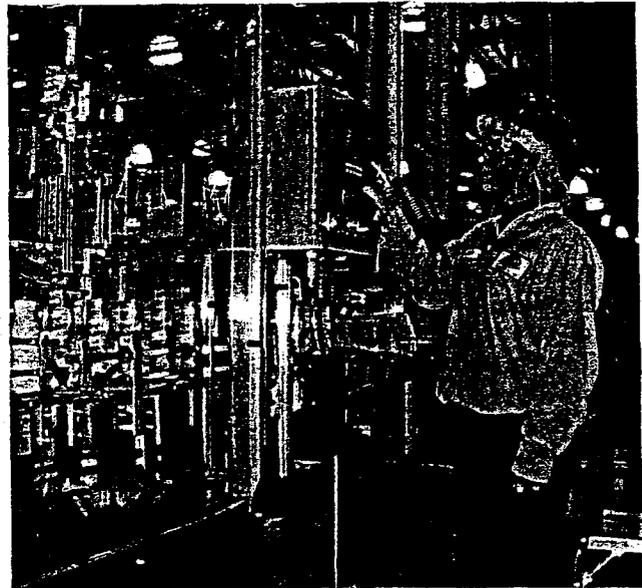
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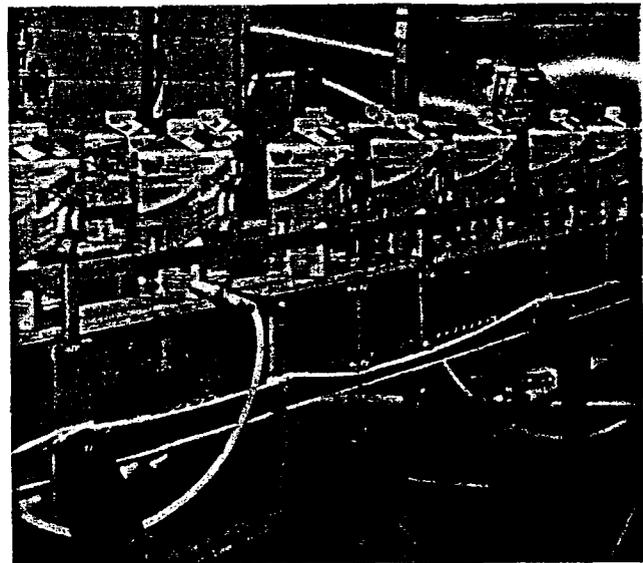
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## Processor of the Year Plant Feature



■ The plant's existing lines include three high-speed fillers for single serve plastic and two gabletop fillers, all producing ESL products.



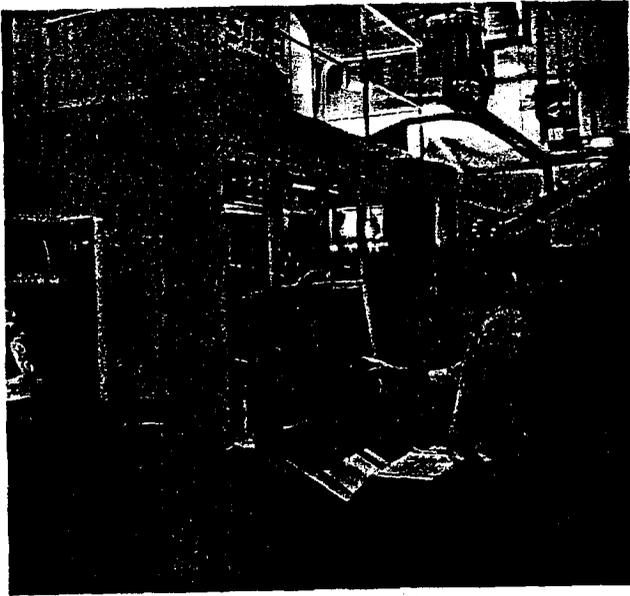
then UHT treated with one of the VTIS systems before being sent to one of six fillers.

The product is heated to 175 degrees in a heat exchanger then pumped through a line where culinary steam is injected. This instantaneously raises the temperature to 280 degrees for two seconds. A vacuum tank is used to flash cool it to 175 degrees. And it is pumped back through the plate heat exchanger and cooled to 37 degrees.

The product is then sent to an aseptic surge tank from where it is forced by air pressure into the fillers.

The plant has two Evergreen gabletop fillers—an EH2 and an EH3 that are used for running half gals.

The plant also employs three Serac ESL fillers for plastic bottle filling. They are capable of running 12 oz to 96 oz bottle sizes.



■ The workforce at Winchester has doubled to 350, as the plant continues to grow.

There are three Sidel blowmolders capable of producing PET bottles at rates of up to 44,500 bottles per hour.

Each of the machines is equipped with a dedicated fully automated CIP system.

The CIP system uses mix-proof valves, controlled by an Allen Bradley PLC control system.

Downstream of the fillers, the plant employs a number of secondary packaging machines for corrugated casing and palletizing. Fuji sleeves apply shrink sleeves to the bottles. Douglas case packers are used for tray packing and Alvey Palletizers are used to build pallets.

All palletizing is done in one of two cold storage areas, the second of which was added as part of the most recent expansion. The original warehouse uses a Very Narrow Aisle (VNA) system where manually-operated cranes guided by an in-floor wire system stack pallets six high. The new system uses automated cranes that are able to move product both horizontally and vertically and can stack pallets 10-high. HK Systems, Milwaukee, designed and installed the Automated Storage and Retrieval System or ASRS system.

Once aseptic capabilities are achieved, Hood plans to ship aseptic product directly to an offsite, ambient warehouse facility. ■



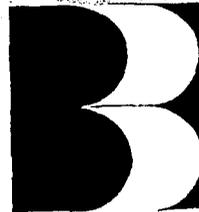
# Excellence Innovation Commitment

At Blackhawk these are much more than just words. Every Blackhawk cap is a precision engineered product, designed for high performance and trouble free application; the result of the dairy bottling industry. As bottling methods change and improve, we reengineer and improve our caps to help you maximize the advantages of new technologies.

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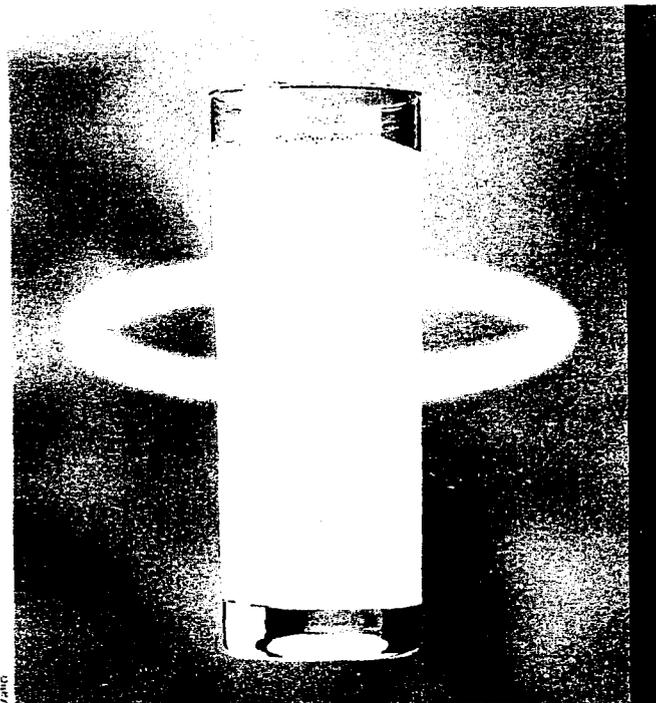


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Valio means 'best' in Finnish, and offering consumers only the best has been the watchword of the company since its start in 1905. Valio's research and development operations were headed for many years by the winner of the 1945 Nobel prize for chemistry, A.I. Virtanen.

# Finnish Attitude

**V**alio, Finland's largest dairy company, is constantly developing innovative products for consumers who are interested in food that increases health and well-being. Products that are functional or provide clear added value are built upon patent-protected innovation as far as possible. Valio has acquired the global commercial rights to the bacterium *Lactobacillus GG* (LGG<sup>TM</sup>), the most and best-documented bacterium in the world. In 1990, Valio launched its first products under the GEFILUS brand. The company has now licensed dairy products containing LGG to markets in more than 25 countries and this is seen as an innovative procedure in the industry.

## **New lactose-free niche**

Between 15 and 20 per cent of the Finnish population is lactose intolerant. Most of them have stopped drinking milk because their stomachs do not accept it. Valio has produced and sold lactose-reduced dairy products since 1980 under the HYLIA<sup>TM</sup> brand and today offers the largest range in the world, consisting of more than 100 different products. Finns, however, have not particularly liked sweet-tasting low-lactose milk. The Finnish milk-drinking tradition (140 litres per person per year) means that they have a very definite idea about how milk should taste. For this reason, Valio was quick to realise already in the 1980s that something had to be done to produce a milk that could be accepted, and tolerated, by the lactose intolerant. After a long period of research and development, Valio was able to present a unique process which, using among other things chromatographic separation, produced a lactose-free milk (<0.01%) that tasted just as milk should, without upsetting stomachs. However, the market launch took some time, as Valio was not allowed to call the new product milk, because one of its natural constituents has been removed. Finally, in September 2001, it was possible to launch a product that could be called light milk drink, and the innovation was there.

### The innovation takes place

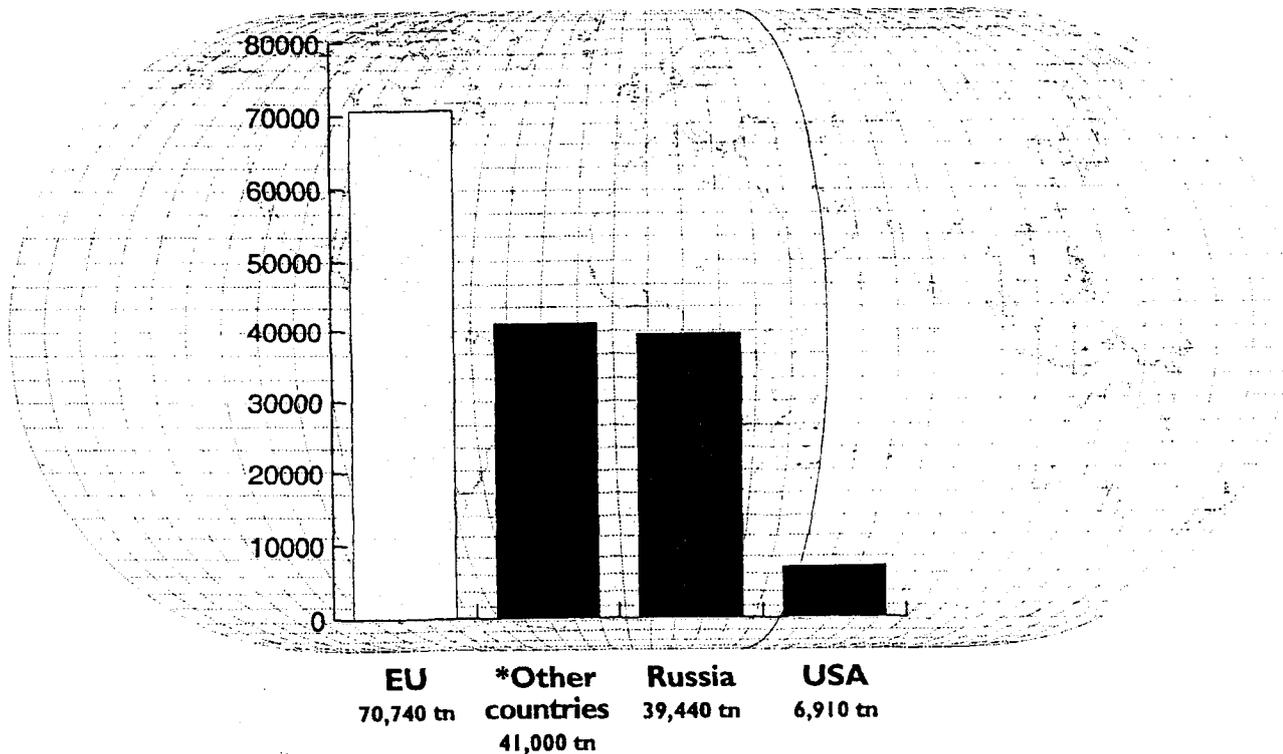
An initial forecast indicated sales of 1 – 3 million litres per year. This proved to be a miscalculation of around 1,000 per cent. One million litres were sold only two months after the launch. In the first year, the sales volume reached 10 million litres, in the

The frequency of lactose intolerance varies between different population groups. In Finland, around 20 per cent of the adult population are lactose intolerant, while in neighbouring Sweden only 5 per cent are. In Mediterranean countries, the percentage is 50 per cent, and in parts of Asia is as high as 100 per cent.

second year, 20 million litres, and it looks like 40 million litres in 2004. It is interesting to note that consumers are not deterred by a price that is twice as high as normal milk. The desire for milk among lactose intolerant consumers was obviously far higher than expected. For the first time in many years, Finland's total consumption of milk is on the increase, mainly due to Valio's lactose-free milk, which is soon to be supplemented by a fat-free version. The technology for production of lactose-free dairy products can also be licensed from Valio. The first licensee was the Swiss company, Emmi AG, which is a key member of Valio's network of innovative licence partners.

Apart from being the market leader in Finland, Valio exports its own dairy products and ingredients, produces other companies' products under licence and offers licences for its own technology throughout the world.

### Sales volume 2002 incl. subsidiaries



\*Middle East, Far East, Latin America, Africa and South-East Asia

# Tetra Pak

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## Reader survey – Tetra Pak Company Magazine

Last year we carried out a reader survey by including a questionnaire in 3,000 copies of issue number 87. The intention was to gather information about readers' opinion of the magazine, so that we could provide a publication that satisfies their expectations and wishes.

The total impression of the magazine was very positive. A majority of readers said that they were very satisfied with the content, picture quality and the fact that the magazine is easy to read. There were, however, some differences between readers younger than 35 years of age and those older. The majority think that the magazine provides them with new knowledge and the younger readers also think that it teaches them a lot about the Tetra Pak Group. The younger readers were more positive to changes in layout and design than the older readers. The magazine was regarded as exclusive, and most people save their copy to be able to refer back to it later.

The challenge will be to continue to produce a magazine that reflects Tetra Pak's spirit and that readers will find interesting and attractive, while also developing and adapting it in tune with the fact that there will be more and more younger readers. We, the editorial staff, hope that we can show we are sensitive to our readers' views and that you approve of any changes.

*The editorial staff*



# Tetra Pak

Tetra Pak Company Magazine

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*The editorial staff*



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# Low Carb Milk

Review of Retail Sales & Analysis of Hood Carb Countdown's Source of Volume

Prepared for DFA

January 13, 2005



**DMG** DAIRY MANAGEMENT INC.

## Analysis Background & Objective

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### ■ Background

- Low Carb milk products began coming into the marketplace in response to the rapid consumer interest in low carbohydrate diets like Atkins and South Beach.
- In order to meet consumer demands, Hood was one of the first manufacturers to launch a low carb product. Hood Carb Countdown Milk was launched in Q4 2003.

### ■ Objective

- Understand the impact of Hood Carb Countdown Milk on the overall Fluid Milk category.

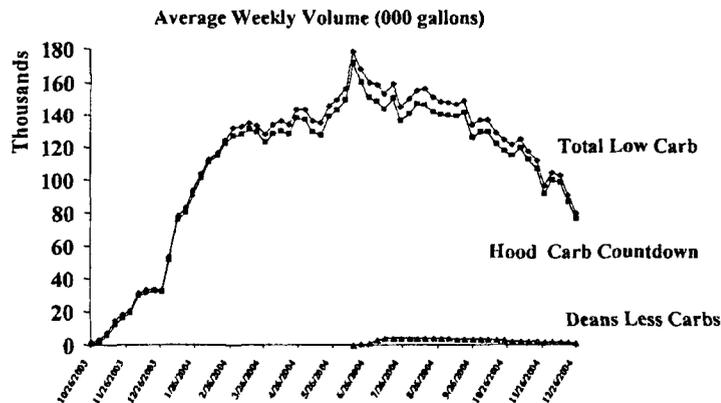
**DMG** DAIRY MANAGEMENT INC.

# Sales Recap

- At our meeting October 20<sup>th</sup>, we reviewed Hood Carb Countdown's sales history
  - We noted that low carb consumers drink less fluid milk than the general adult population (Source: NPD)
    - Lower carb adults 96 beverage milk eatings per year
    - Total adults 135 beverage milk eatings per year
  - We also noted that Hood introduced the 1<sup>st</sup> lower carb milk product in October, 2004 and was the main player with a share of 95% and distribution of 79% in food/drug/mass (without Wal Mart)
    - Trial of the product was fairly low, but repeat was high at 40%
    - Sales had grown quickly in the 1<sup>st</sup> half of 2004 until the combination of price increases and a weakening of low carb diet participation set in.

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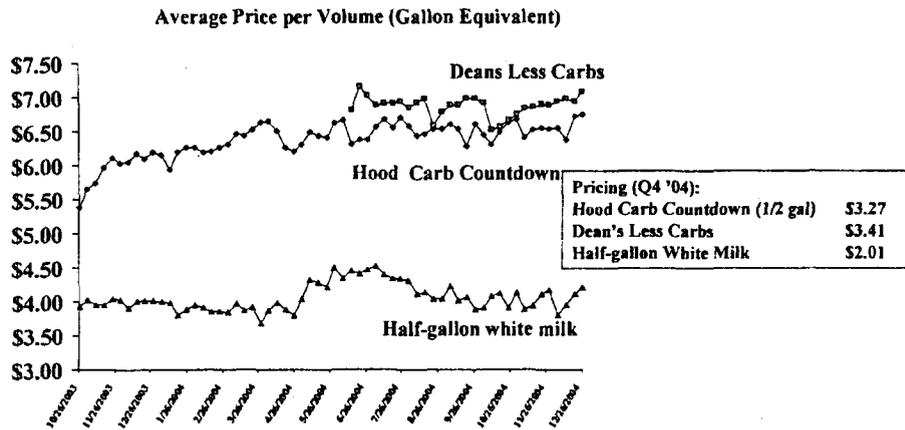
## Low Carb Milk Segment No Longer Growing



**DMG** DAIRY MANAGEMENT INC.

Source: IRI Scanner Food/Drug/Mass excluding Wal Mart

## Pricing of Low Carb Milk Remains Elevated



**DMI** DAIRY MANAGEMENT INC.

Source: IRI Scanner Food/Drug/Mass excluding Wal Mart

## New IRI Analysis

■ DMI commissioned IRI to analyze the source of Hood Carb Countdown's volume

■ Geography

- Total U.S. All retail outlets

■ Time Periods

- Post Launch = 52 Weeks ending October 17, 2004
- Pre-Launch = 52 Weeks ending October 19, 2003

■ Potential Sourcing Targets

- Whole White Milk
- Reduced Fat White Milk
- Low Fat White Milk
- Fat Free White Milk
- Flavored Milk
- Lactose Reduc / Free Milk
- AO Fluid Milk

Mutually exclusive segments

**DMI** DAIRY MANAGEMENT INC.

# IRI IntroSource Methodology

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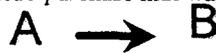
Hood Carb Countdown sales came from 4 potential sources:

**1. Category Churn**

Expected category sales

**2. Brand Shifting**

One brand in a buying household's purchase mix was replaced by a different brand.



**3. Category Expansion**

A buying household added the new brand to its existing purchase mix, increasing its total category volume.



**4. New / Infrequent Category Buyers**

A household that did not purchase the category in Period 1 became a category buyer, buying (at least) the new brand.



Increased Consumption

**DMG** DAIRY MANAGEMENT INC.

# IRI IntroSource Methodology

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## Methodology

The IntroSource matches households that tried the new product to households that did NOT try to get an *accurate expectation of trier behavior*.

**Bought Category in Period One and Period Two**

**New Product Trier Matched to New Product Non-Trier Household**

Based on historical volume purchasing

**Bought Category in Period Two Only (i.e. New Category Buyers)**

**New Product Trier Matched to New Product Non-Trier Household**

Based on demographics because no historical volume purchasing trends exist

All matches are performed within the same market such that the households have had the opportunity to be exposed to the same promotional/pricing conditions

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# IntroSource Methodology

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## Category Churn

The part of new category buyer volume which is normal and expected.

- Consumers can come in and out of some categories quite infrequently.
- In these cases, they are not just choosing between brands within a category, but also deciding whether to buy a category or not.

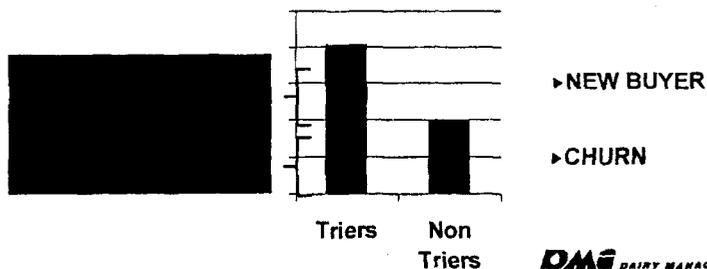
Provides a better measure of incremental category volume.

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# IntroSource Methodology

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- IntroSource accurately reports all the volume accounted for by new category buyers.
- The IntroSource Model acknowledges that some of this volume is to be expected.
- Therefore, IntroSource reports the expected New Buyer volume, as well as the incremental New Buyer volume.



# IntroSource Methodology

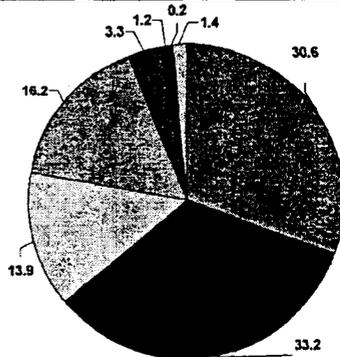
## Interaction Indices

- Interaction indices are a “fair share” measurement of the interaction between brands based on their category shares.
  - Interaction is considered a measure of substitutability.
  - An index of 120 or greater means the brands interact more than expected. An index of 80 or less means the brands interact less than expected.
  - Net Shifting Changes and Interaction Indices are independent measures. Interaction Indices relate to the total amount of volume that goes back and forth between brands, not the net change.

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**Fluid Milk Volume Declined 4.6% in Combined Food/Drug/Mass Stores (excl Wal Mart) Lactose Reduced / Free Milk and the New Low Carb segment However Grew in Sales**

**Volume Share of Fluid Milk (inc. Low Carb Milk) Category**



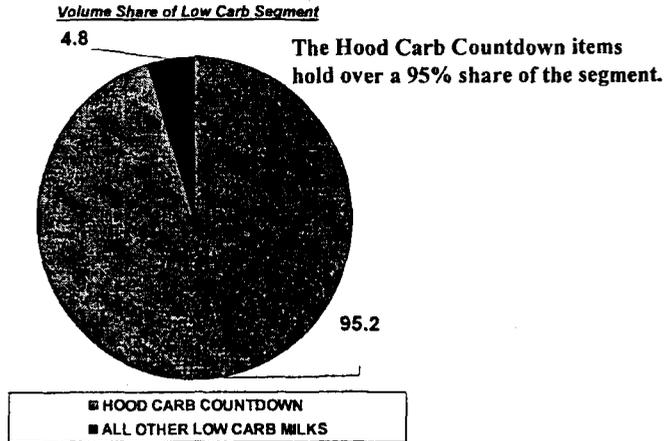
■ WHOLE WHITE	■ RED FAT WHITE
□ LOW FAT WHITE	■ FAT FREE WHITE
■ FLAVORED	■ LACTOSE REDUCED/FREE MILK
■ LOW CARB MILK	□ AO FLUID MILK

	Volume Sales	Volume Sales %Chg Year Ago
FLUID MILK CATEGORY	3,247,435,897	(4.6)
WHOLE WHITE	994,498,496	(6.5)
RED FAT WHITE	1,078,551,808	(3.9)
LOW FAT WHITE	450,434,860	(2.9)
FAT FREE WHITE	526,960,416	(5.3)
FLAVORED	107,468,344	(6.2)
LACTOSE REDUCED/FREE MILK	39,747,172	3.5
LOW CARB MILK	5,900,721	17,049.9
AO FLUID MILK	44,273,860	(4.6)

**DMi** DAIRY MANAGEMENT INC.

Source: Information Resources Inc. Scanner POS data, Total US - FDMx, 52 week ending October 17, 2004

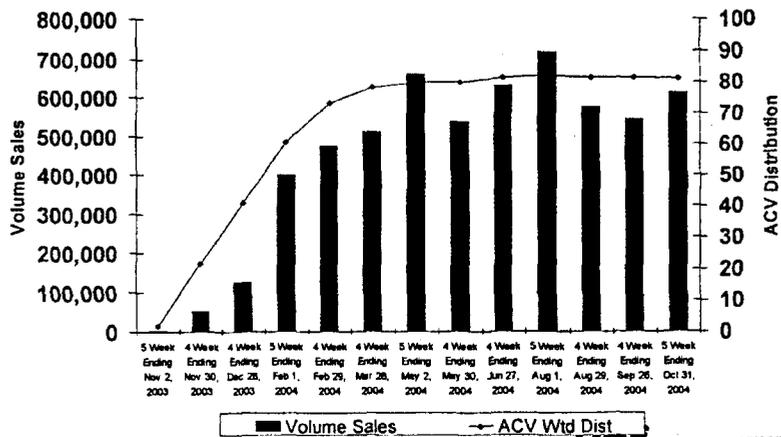
## Hood Reaped the Benefits of being First-to-Market with a Low Carbohydrate Milk



**DMG** DAIRY MANAGEMENT INC.

Source: Information Resources Inc. Scanner POS data, Total US - FDMx, 52 week ending October 17, 2004

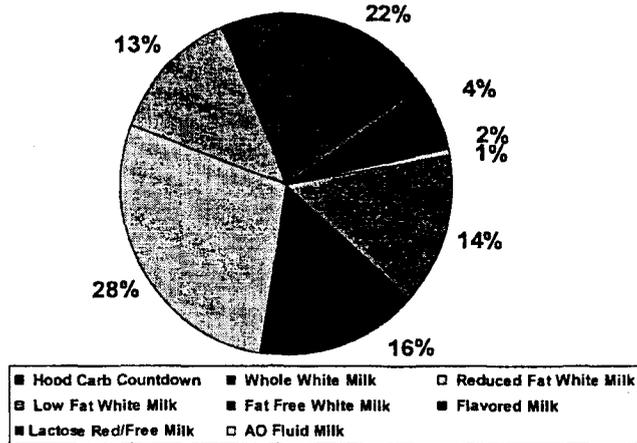
## Hood Carb Countdown's Distribution and Volume Rose Rapidly after Launch



**DMG** DAIRY MANAGEMENT INC.

Source: Information Resources Inc. Scanner POS data, Total US - FDMx

## Hood Carb Countdown Buyers Allocated 14% of their Category Purchases to the Brand

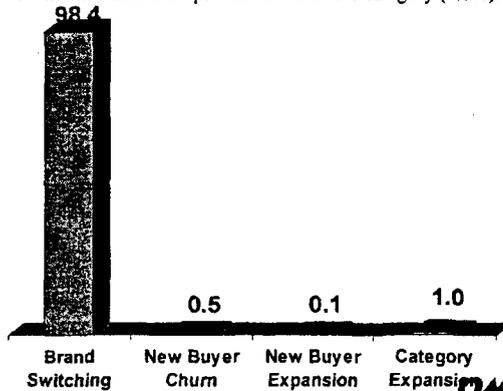


Source: Information Resources Inc. IntroSource, All Outlets, 52 weeks ending October 17, 2004

**DMI** DAIRY MANAGEMENT INC.

## Hood Carb Countdown Source of Volume

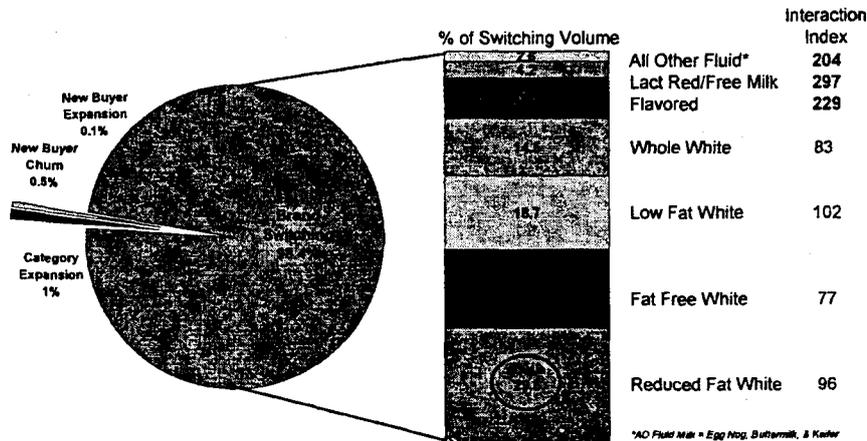
- Hood Carb Countdown gained 98% of its volume from brand switching.
- The remaining 2% of volume was due to new buyer churn (0.5%), which represents expected new buyers brought into the category by Hood Carb Countdown, unexpected new buyer expansion (0.1%), and consumers who increased their purchases within the category (1.0%).



Source: Information Resources Inc. IntroSource, All Outlets, 52 weeks ending October 17, 2004

**DMI** DAIRY MANAGEMENT INC.

**Hood Carb Countdown Sourced Most of its Volume from Reduced Fat and Fat Free White, but had a Higher than Expected Interaction with Lactose Red/Free, Flavored, and AO Fluid Milk.**



Source: Information Resources Inc. IntroSource; All Outlets; 52 weeks ending October 17, 2004



## Executive Summary

- Brand switching accounted for virtually all (98%) of Hood Carb Countdown's volume gains.
  - Consumers appear to be switching from lower fat milks to the Hood Carb Countdown items as over half of the Hood volume gains are coming from reduced, low, and fat free milk
- Hood Carb Countdown is highly substitutable with Lactose Reduced/Free Milk & Flavored Milk, based on very high interaction indices of more than 200.
- A small amount of volume sourced by this product (0.5%) came from expected new buyers, also known as new buyer churn or the part of new category buyer volume which is normal and expected.
- The remaining 1% of Hood Carb Countdown's volume gains came from two sources.
  - New buyers expansion represented just 0.1% of Hood Carb Countdown's volume gains. This percentage represents unexpected new buyer volume.
  - Category expansion accounted for 1% and represents the percentage of volume from households who bought the new product in addition to other items from the category; thus increasing the household's total category volume.



**Study Background / Objectives**

Hood's Carb Countdown Dairy Beverage was introduced to grocery store distribution in October 2003 and is the dominant brand (95% share) among a small but growing low carb milk segment. Carb Countdown is considered a niche product with nationwide distribution (80% ACV) but low penetration with just 1% of households purchasing the product.

DMI needs to gauge if Carb Countdown helps bring consumers into the Milk category, if it retains consumers in the milk category or if category usage would be relatively the same with or without the product offering. This study helps determine this by assessing consumer awareness, claimed trial, repeat purchasing, satisfaction and usage patterns of Hood's Carb Countdown.

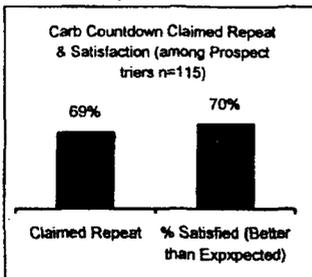
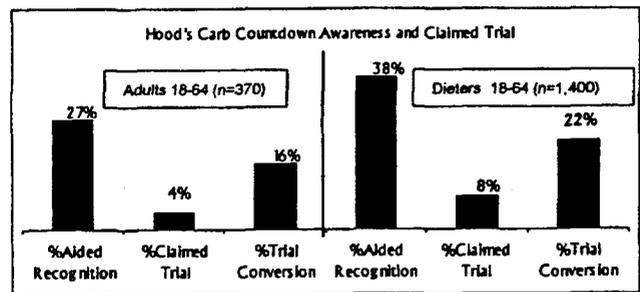


**Findings**

**Overall:** Considering Carb Countdown is a product filling a very specific need in the marketplace, awareness, claimed trial and repeat purchasing are quite positive. Among the target audience, Dieters, product performance is good and on par with where a product of this type would normally perform. Repeat buying and satisfaction are very high among dieters. Carb Countdown may have brought buyers into the Milk category as consumers claim to have bought it in addition to regular milk.

**Aided Recognition of Hood's Carb Countdown (with visual stimulus):**

Among Dieters (prospects), 38% claim they have seen or heard of Carb Countdown milk. Among adults 18-64 (national rep sample) awareness is 27%. (See chart right) Awareness for both groups is normal for a grocery product with very little or no television advertising. Dieters say they have seen it in the grocery store (29%). Besides television (10% ghost awareness), Dieters claim they mostly have seen or heard about Carb Countdown via couponing (8%) or Magazine ads (7%). Among those who claim they have been on a low carb diet within the past year, a very strong 45% are aware of Carb Countdown. Females and 18-34 year olds are more likely to be aware of the product.



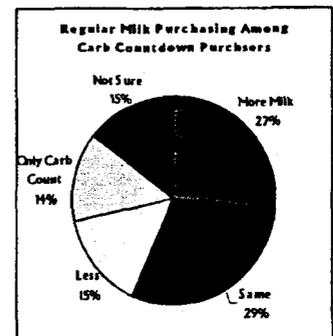
**Trial and Repeat:** Claimed trial after fourteen months among dieters (prospects) is 8% and among a representative sample it's 4%. Trial conversion (trial among awares) among dieters is 22% -- normal for this type of grocery product. Dieters 18-54 are more likely than dieters 55-64 to have ever bought Carb Countdown. Repeat buying among dieters is excellent with 69% claiming they have purchased the product more than once. Repeat purchasing is highest among those 35 or older, those claiming to be on a low carb diet and buyers who are not buying regular milk in addition to Carb Countdown (90% repeat buying). (See chart left)

**Product Satisfaction:** Dieters agree that Carb Countdown exceeds expectations with 70% saying that the product is much or somewhat better than expected. Satisfaction is highest

among females and low carb dieters.

**Variety Purchasing:** Nearly half of Carb Countdown buyers claim they have purchased White. Over 1/3<sup>rd</sup> has tried both varieties. More repeat buyers claim they buy both varieties. There are no age or gender differences for flavors purchased. Adults are the primary users of the product.

**Carb Countdown & Regular Milk Usage:** Among triers, 82% claim their household uses Carb Countdown as a glass of milk. Other uses include "in cereal" (65%), "in recipes" (42%) and "in coffee/tea" (27%). Those who do not buy regular milk in addition to Carb Countdown have more usage situations and the number one use is in cereal (87%). 73% of purchasers claim they buy regular milk in addition to Carb Countdown. The most frequent use of regular milk among Carb Countdown buyers is "In Cereal".



**Self-Segmentation:** 29% of Carb Countdown purchasers' claim they are buying the same amount of milk but switching between regular milk and Carb Countdown. 27% claim they are buying more milk now that they buy Carb Countdown. 14% claim they only buy Carb Countdown and are not regular milk purchasers. This group has been brought to the milk category / or kept in the milk category because of Carb Countdown. Just 15% (cannibalization) claim that they buy less regular milk due to the Carb Countdown offering (see chart right)

**About the Study**

Field dates: 1/4/05 - 1/11/2005 Sample Definition: 18-64; 50/50 Male Female General Pop & 18-64 past year dieters.  
Type of study: Online (Internet) Awareness Check  
Ending sample size: 370 Rep. Adults. 1,400 dieters/prospects (claimed to be on some type of eating regimen in past year)  
Survey description: Answered ~20 questions about grocery habits, awareness of Carb Countdown, trial, repeat, satisfaction, usage patterns of Carb countdown versus regular milk.





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BB2X9029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK  
JANUARY 2005

Page	Table	Title	Base	Total
1	1	Q.1 How Much Of The Grocery Shopping Do You Do For Your Household?	1400	1400
2	2	Q.2 How Many Times In The Past Month Have You Seen In Any Grocery Store?	1400	1400
5	3	Q.3 Which Areas Of The Grocery Store Have You Shopped In, In The Past Month?	1377	1377
6	4	Q.4 Which Have You Bought At The Grocery Store In The Past Month?	1377	1377
7	5	Q.5 Have You Seen Or Heard Of Hood Carb Countdown Milk?	1400	1400
8	6	Q.6 Have You Seen It In The Dairy Case At Grocery Stores Where You Shop?	1400	1400
9	7	Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?	1400	1400
11	8	Q.8 Have You Or Anyone In Your Household Ever Bought Hood Carb Countdown Milk?	1400	1400
12	9	Q.9 Has Your Household Bought It Only Once, Or More Than Once?	115	115
13	10	Q.10 About How Often Is Your Household Currently Buying Carb Countdown Milk?	115	115
14	11	Q.11 How Well Did Hood Carb Countdown Milk Meet Your Expectations?	115	115
15	12	Q.12 Which Variety Of Carb Countdown Milk Has Your Household Bought?	115	115
16	13	Q.13 Who Did You Buy Carb Countdown For, In Your Household?	95	95
17	14	Q.13 Who Did You Buy Carb Countdown For, In Your Household? (White, Chocolate)	61	61
18	15	Q.14 How Has Your Household Used Carb Countdown Milk?	115	115



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Page	Table	Title	Base
20	16	Q.15 Which Way Has Your Household Used It Most Often?	115
21	17	Q.16 Does Your Household Buy Regular Milk In Addition To Buying Carb Countdown Milk?	115
22	18	Q.17 How Does Your Household Use Regular Milk?	84
23	19	Q.18 Which Way Does Your Household Use Regular Milk Most Often?	84
24	20	Q.19 What Best Describes Your Household?	115
25	21	Q.20 Have You Been On Any Diet Or Eating Regimen In The Past Year?	1400
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36	30	Age And Presence Of Children	1400
38	31	Lifestage	1400
39	32	Education Of Panel Member	1400
40	33	Race	1400

Your tabcon job has finished.





Table 2  
Q.2 How Many Times In The Past Month Have You Been In Any Grocery Stores?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown			Buy Regular Milk in			Cur- Low Carb			Gender			Age				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		(N)	(O)	(P)	(Q)
370	1400	534	866	417	122	115	419	79	84	31	1327	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
12	17	3	14	2	1	1	2	2	1	15	8	15	2	3	6	8	
3.2B	1.2	0.6	3.6C	0.5	0.9	0.5	0.5	1.2	1.2	1.2	1.3	2.40	0.3	1.6	0.9	1.6	
358	1383	531	952	410	121	114	417	79	83	31	1212	592	601	782	190	693	500
96.8	98.8A	99.4D	98.4	99.5	99.2	99.1	99.5	100.0	98.8	100.0	98.8	98.7	97.6	99.7M	98.4	99.1	98.4
100	277	101	176	75	26	23	78	15	15	8	241	104	138	139	55	144	78
27.0B	19.8	18.9	20.3	18.2	21.3	20.0	18.6	19.0	17.9	25.8	19.8M	17.3	22.40	17.7	28.5Q	20.6R	15.4
16	48	17	31	12	5	3	14	3	2	1	41	14	22	26	13	25	10
4.3	3.4	3.2	3.6	2.9	4.1	2.6	3.3	3.8	2.4	3.2	3.3M	2.3	3.6	3.3	6.7QR	3.6	2.0
43	105	34	71	27	7	9	25	6	4	5	94	44	56	49	20	46	39
11.6B	7.5	6.4	8.2	6.6	5.7	7.8	6.0	7.6	4.8	16.1Q	7.7	7.3	9.10	6.3	10.4Q	6.6	7.7
41	124	50	74	36	14	11	39	6	9	2	106	46	60	64	22	73	29
11.1	8.9	9.4	8.5	8.7	11.5	9.6	9.3	7.6	10.7	6.5	8.6	7.7	9.7	8.2	11.4R	10.4R	5.7
136	499	190	309	142	48	41	149	31	28	13	436	206	310	289	65	252	182
36.8	35.6	35.6	35.7	34.5	39.3	35.7	35.6	39.2	33.3	41.9	35.5	34.3	34.1	35.9	33.7	35.1	35.8
69	182	68	114	50	18	17	51	15	7	10	159	77	70	112	29	93	60
18.6B	13.0	12.7	13.2	12.1	14.8	14.8	12.2	19.0Q	8.3	32.3J	13.0	12.8	11.4	14.3	15.0	13.3	11.8
27	147	55	92	42	13	13	42	9	10	3	129	45	68	79	17	80	50
7.3	10.5A	10.3	10.6	10.2	10.7	11.3	10.0	11.4	11.9	9.7	10.8M	7.5	11.0	10.1	8.8	11.4	9.6

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulas used. \* small base

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JANUARY 2005







Table 3  
Q.3 Which Areas Of The Grocery Store Have You Shopped In, In The Past Month?

Rep Only	Claimed Eating Regime In Past Year																	
	Hood's Carb Countdown							Buy Regular										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
346	529	848	409	120	113	416	78	83	30	1207	589	597	780	190	689	498	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
336	526	837	406	120	112	414	77	82	30	1195	583	586	777	189	683	491	100.0	100.0
97.1	99.0A	99.4	98.7	99.3	100.0	99.1	99.5	98.7	98.4	100.0	99.0	99.0	98.2	99.6N	99.5	99.1	98.6	98.6
316	509	780	398	111	109	400	74	81	28	1127	559	535	734	181	648	460	100.0	100.0
91.3	93.6	96.2D	92.0	97.3P	92.5	96.5	96.2	94.9	97.6	93.3	93.4	94.9L	89.6	96.7N	95.3	94.0	92.4	92.4
290	488	777	380	108	106	382	73	77	29	1114	532	522	743	168	635	462	100.0	100.0
83.8	91.9A	92.3	91.6	93.9	90.0	93.8	91.8	93.6	92.8	96.7	92.3M	90.3	87.4	95.3M	88.4	92.2	92.8P	92.8P
281	463	714	357	106	102	361	70	72	30	1032	527	489	689	155	589	433	100.0	100.0
81.2	85.5A	87.5D	84.2	87.3	88.3	90.3	86.8	89.7	86.7	100.0J	85.5	89.5L	81.9	88.2N	81.6	85.5	86.9P	86.9P
273	459	678	361	98	100	359	67	74	26	1001	485	454	583	168	583	386	100.0	100.0
78.9	82.6	86.3D	80.0	88.3P	82.7	88.5	86.3	85.9	89.2	86.7	82.9	82.3	78.0	87.6N	88.4N	84.6R	77.5	77.5
10	14	6.3	11	3	1	2	1	1	1	1	1	1	1	1	1	1	1	1
2.98	1.0	0.6	1.3	0.7	0.9	0.5	1.3	1.2	1.2	1.2	1.0	1.0	1.80	0.4	0.5	0.9	1.4	1.4
1170	4882	1922	2960	1499	423	418	1504	285	305	113	4286	2109	2011	2871	673	2461	1748	1748
338.2	354.5	383.3	349.1	366.5	352.5	369.9	361.5	365.4	387.5	376.7	355.1	358.1	336.9	368.1	344.2	357.2	351.0	351.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 4  
Q.4 Which Have You Bought At The Grocery Store In The Past Month?

Rep Only	Claimed Eating Regime In Past Year																																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)																	
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age		Total Aware		Not in Store		Buyer Repeat		Non-Repeat		Buyer Yes		No Buyer		Regimen Year		Male		Female						
Base: Past Month Grocery Shopper	100.0	1377	529	848	409	120	113	416	78*	83*	30*	1207	889	597	780	190	689	498	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Any (Net)	323	1323	517	806	402	115	112	405	77	83	29	1158	573	556	767	188	658	477	96.1	97.7	98.0	98.3	98.7	99.1	97.4	98.7	100.0	96.7	93.9	97.3	93.1	98.3	96.9	95.5	95.8
Milk	298	1222	482	740	376	106	104	378	72	82	22	1068	522	499	723	179	605	438	88.7	91.1	87.3	91.9	88.3	92.0	90.9	92.3	98.8	73.3	88.5	88.6	83.6	92.7	94.2	87.8	88.0
Chesse	279	1174	474	700	371	101	104	370	72	76	28	1029	530	466	708	165	593	416	85.1	89.5	82.5	91.2	84.2	92.0	88.9	92.3	91.6	93.3	85.3	90.0	87.1	90.8	86.8	86.1	83.5
Eggs	264	1123	456	667	360	96	103	353	70	77	26	985	500	446	677	154	559	410	81.6	86.2	78.7	88.0	80.0	91.2	84.9	89.7	92.8	86.7	81.6	84.9	74.7	86.8	81.1	81.1	82.3
None Of These	23	54	12	42	7	5	1	11	1	1	1	49	16	41	13	2	31	21	1.9	2.3	5.0	1.7	4.2	0.9	2.6	1.3	1.3	3.0	4.1	2.7	6.9	1.7	1.1	4.5	4.2
Sigma	864	3573	1424	2149	1116	308	312	1112	215	235	77	3131	1568	1452	2121	500	1788	1285	259.5	269.2	253.4	272.9	256.7	276.1	267.3	275.6	283.1	256.7	259.4	266.2	243.2	271.9	263.2	259.5	258.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlay formulas used. \* small base



Table 5  
Q.5 Have You Seen Or Heard Of Hood Carb Countdown Milk?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk In Addition to CC		Cur- rently on Diet Regimen		Low Carb Diet		Gender		Age						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
370	1400	534	866	412	122	115	419	79	84	31	476	272	190	344	98	302	134
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
98	534	-	412	122	115	419	79	84	31	476	272	190	344	98	302	134	
26.5	38.1	100.00	100.0	100.0	100.0	100.0	100.0	100.0	100.0	38.8	45.31	30.8	43.98	50.80	43.28	26.4	
272	866	-	866	-	-	-	-	-	-	-	731	328	426	440	55	397	374
73.58	61.9	-	100.0C	-	-	-	-	-	-	-	61.2M	54.7	69.20	56.1	49.2	56.8P	73.6PQ
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/S - C/D - X/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used \* small base



Table 6  
Q.6 Have You Seen It In The Dairy Case At Grocery Stores Where You Shop?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown			Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age					
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
69	412	-	412	-	115	297	79	84	31	365	222	150	262	78	239	95	
18.6	29.4A	77.2D	100.0B	-	100.0H	70.5	100.0	100.0	100.0	29.7	37.0I	34.4	33.4N	40.4B	34.2R	18.7	
11	44	-	44	-	44	-	44	-	-	43	19	17	27	6	19	19	
3.0	3.1	8.2D	-	36.1R	-	10.5GI	-	-	-	3.5	3.2	2.8	3.4	3.1	2.7	3.7	
18	78	-	78	-	78	-	78	-	-	68	31	23	55	14	44	20	
4.9	5.6	14.6D	-	63.9R	-	18.6GI	-	-	-	5.5	5.2	3.7	7.0N	7.3R	6.3R	3.9	
272	866	-	866	-	-	-	-	-	-	751	328	426	440	95	397	374	
73.5B	61.9	-	100.0C	-	-	-	-	-	-	61.2M	54.7	69.2O	56.1	49.2	56.8P	73.6FQ	
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 7  
Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?

Rep Only	(A)	Claimed Eating Regime In Past Year																
		Hood's Carb Countdown			Buy Regular Milk in Addition to CC			Cur- rently on Diet			Gender			Age				
		Not in Store	Buyer	Non-Repeat Buyer	Yes	No	Regimen	Year	Male	Female	Male	Female	18-34	35-54	55-64			
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370	1400	534	866	412	122	175	419	79*	84*	31*	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Any (Net)	77	362	362	94	92	270	64	67	25	320	193	120	242	69	203	90		
TV Ad	9.7	143	143	87	56	31	112	18	23	8	125	67	45	98	30	84	29	
Coupon	17	113	113	102	11	34	79	22	12	101	62	37	76	23	66	24		
Magazine Ad	6.2	98	98	71	27	25	73	19	16	9	86	60	25	73	17	50	31	
Newspaper Ad	8	61	61	51	10	18	43	12	11	7	56	35	25	36	8	36	17	
Friend/Relative	10	52	52	46	6	32	20	26	23	9	37	40	14	38	18	23	11	
Other	7	83	83	75	8	26	57	22	17	9	76	46	32	51	14	50	19	
Don't Know/ Not Sure	9	80	80	53	27	10	70	6	9	1	75	38	32	48	13	46	21	
None Of These	3.2	6.6A	17.2D	22.1F	0.8	11.3	18.9G	11.4	9.5	16.1	6.6	6.8	6.2	6.9	8.3R	7.6R	4.5	

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used - small base

THE NPD GROUP, INC.  
 BB2XQ929-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK  
 JANUARY 2005

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Table 7  
Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur- rently on Diet Past Regimen Year		Low Carb Diet Past Regimen Year		Gender		Age								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
370	1400	534	866	413	122	115	439	79	84	31	1227	500	516	784	193	699	508		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
272	866										751	328	426	440	95	397	374		
71.5B	61.9		100.0C								61.2M	54.7	69.0	52.1	49.2	56.8P	73.6Q		
394	1588	722	866	576	146	189	513	334	179	60	1388	717	674	914	234	803	549		
106.5	113.4	135.2	100.0	139.8	119.7	164.3	127.2	169.6	153.6	193.5	113.1	119.5	109.4	116.6	121.2	115.2	108.1		

Not Aware of Carb Countdown  
 Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulas used - small base



Table 8  
Q.8 Have You Or Anyone In Your Household Ever Bought Hood Carb Countdown Milk?

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet Past Year		Gender		Age							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
370	1400	534	866	412	122	115	419	79	84	31	97	93	48	67	18	67	30	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
16	115	115	115	115	115	115	115	79	84	31	97	93	48	67	18	67	30	508
4.3	27.97	27.97	27.97	27.97	27.97	27.97	27.97	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
82	419	419	419	419	419	419	419	-	-	-	379	179	142	277	80	235	104	508
22.2	29.9A	78.5D	72.1	100.0E	100.0E	100.0E	100.0E	-	-	-	30.9	29.8	23.1	35.3N	41.5Q	33.6R	20.5	508
272	866	866	866	866	866	866	866	-	-	-	751	328	426	440	93	397	374	508
73.5B	51.9	100.0C	100.0C	100.0C	100.0C	100.0C	100.0C	-	-	-	61.2M	54.7	59.2O	56.1	49.2	56.8P	73.6PQ	508
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/S - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base



Table 9  
Q.9 Has Your Household Bought It Only Once, Or More Than Once?

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular		Cur- rently Carb		Low Carb		Gender		Age						
	(S)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
16**	115	115	115	115	79	84	31	31	97	93	18	67	18	67	18	67	30*
100.0**	100.0	100.0	** 100	** 100	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0	** 100.0
4	36	36	-	36	-	33	3	3	32	25	18	18	10	22	4		
25.0	31.3	31.3	-	31.3	-	33.3	3.7	33.0	26.9	37.5	26.3	58.6	32.8	13.3			
12	79	79	-	79	-	79	51	28	65	68	30	49	8	45	26		
75.0	68.7	68.7	-	68.7	-	100.06	60.7	90.33	67.0	73.11	62.5	73.1	44.4	67.2	86.7Q		
15	115	115	-	115	-	79	84	31	97	93	48	67	18	67	30		
100.0	100.0	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 10  
Q.10 About How Often Is Your Household Currently Buying Carb Countdown Milk?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
16.0	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
12.5	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1	26.1
1	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
6.3	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4
1	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
6.3	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7
3	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
18.8	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3
11	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72
68.8	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6	62.6
5	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
31.3	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7
6	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
37.5	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0
13.4	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0	17.0
16	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing



Table 11  
Q.11 How Well Did Hood Carb Countdown Milk Meet Your Expectations?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Carb Diet		Gender		Age								
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
16**	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0**	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
9	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
56.3	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6	69.6
6	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
37.5	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1	39.1
3	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
18.8	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4	30.4
6	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
37.5	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7
1	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
6.3	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8	14.8
1	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
6.3	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7
-	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
-	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1
3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9
Mean	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
Sigma	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level): A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used: \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 12  
Q.12 Which Variety Of Carb Countdown Milk Has Your Household Bought?

Rep Only	Claimed Eating Regime In Past Year																	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
18.5	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
37.5	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0	47.0
3	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
18.8	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4
7	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41
43.8	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7	35.7
15	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/E - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 13  
Q.13 Who Did You Buy Carb Countdown For, In Your Household?  
White

Claimed Eating Regime In Past Year

Rep Only (A)	Total Avere Aware Store Buyer (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R)	Saw in Store (S) (T) (U) (V) (W) (X) (Y) (Z)	Hood's Carb Countdown (AA) (AB) (AC) (AD) (AE) (AF) (AG) (AH) (AI) (AJ) (AK) (AL) (AM) (AN) (AO) (AP) (AQ) (AR) (AS) (AT) (AU) (AV) (AW) (AX) (AY) (AZ)	Buy Regular Milk in Addition to CC (BA) (BB) (BC) (BD) (BE) (BF) (BG) (BH) (BI) (BJ) (BK) (BL) (BM) (BN) (BO) (BP) (BQ) (BR) (BS) (BT) (BU) (BV) (BW) (BX) (BY) (BZ)	Cur-rently on Diet (CA) (CB) (CC) (CD) (CE) (CF) (CG) (CH) (CI) (CJ) (CK) (CL) (CM) (CN) (CO) (CP) (CQ) (CR) (CS) (CT) (CU) (CV) (CW) (CX) (CY) (CZ)	Low Carb Diet (DA) (DB) (DC) (DD) (DE) (DF) (DG) (DH) (DI) (DJ) (DK) (DL) (DM) (DN) (DO) (DP) (DQ) (DR) (DS) (DT) (DU) (DV) (DW) (DX) (DY) (DZ)	Gender (EA) (EB) (EC) (ED) (EE) (EF) (EG) (EH) (EI) (EJ) (EK) (EL) (EM) (EN) (EO) (EP) (EQ) (ER) (ES) (ET) (EU) (EV) (EW) (EX) (EY) (EZ)	Age (FA) (FB) (FC) (FD) (FE) (FF) (FG) (FH) (FI) (FJ) (FK) (FL) (FM) (FN) (FO) (FP) (FQ) (FR) (FS) (FT) (FU) (FV) (FW) (FX) (FY) (FZ)					
									Non-Repeat Buyer (GA) (GB) (GC) (GD) (GE) (GF) (GG) (GH) (GI) (GJ) (GK) (GL) (GM) (GN) (GO) (GP) (GQ) (GR) (GS) (GT) (GU) (GV) (GW) (GX) (GY) (GZ)	Yes (HA) (HB) (HC) (HD) (HE) (HF) (HG) (HH) (HI) (HJ) (HK) (HL) (HM) (HN) (HO) (HP) (HQ) (HR) (HS) (HT) (HU) (HV) (HW) (HX) (HY) (HZ)	No (IA) (IB) (IC) (ID) (IE) (IF) (IG) (IH) (II) (IJ) (IK) (IL) (IM) (IN) (IO) (IP) (IQ) (IR) (IS) (IT) (IU) (IV) (IW) (IX) (IY) (IZ)		
13**	95*	95*	95*	69*	67*	28**	81*	80*	38*	57*	13**	54*	28**
100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**	100.0**
4	27	27	28.4	23	15	12	24	25	11	16	6	14	7
30.8	28.4	28.4	28.4	33.3G	22.4	42.9	29.6	31.3	28.9	28.1	46.2	25.9	25.0
13	95	95	95	69	67	28	81	80	38	57	13	54	28
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
4	27	27	28.4	23	15	12	24	25	11	16	6	14	7
30.8	28.4	28.4	28.4	33.3G	22.4	42.9	29.6	31.3	28.9	28.1	46.2	25.9	25.0
8	68	68	68	46	32	16	57	55	27	41	7	40	21
61.5	71.6	71.6	71.6	66.7	77.6	57.1	70.4	68.8	41.2	51.9	31.8	44.3	25.0
5	54	54	54	36	43	11	43	43	15	39	6	30	18
38.5	56.8	56.8	56.8	52.2	64.2	39.3	53.1	53.8	39.5	68.4N	46.2	55.6	64.3
4	31	31	31	21	20	11	25	27	20	11	1	22	8
30.8	32.6	32.6	32.6	33.3	29.9	39.3	50.9	33.8	52.6G	19.3	7.7	40.7	28.8
-	3	3	3	2	3	-	3	2	-	3	-	2	1
-	3.2	3.2	3.2	2.9	4.5	-	3.7	2.5	-	5.3	-	3.7	3.6
1	1	1	1	1	1	1	1	1	1	1	1	1	1
7.7	1.1	1.1	1.1	1.4	1.5	1.1	1.2	1.3	1.3	1.8	1.9	1.9	1.9
1	1	1	1	1	1	1	1	1	1	1	1	1	1
7.7	1.1	1.1	1.1	1.4	1.5	1.1	1.2	1.3	1.3	1.8	1.9	1.9	1.9
14	116	116	116	85	82	31	98	98	48	70	13	69	34
107.7	122.1	122.1	122.1	122.2	122.4	121.4	118.5	122.5	121.1	122.8	100.0	127.9	121.4

Base: Bought White Carb Countdown 13\*\* 95\* 95\* 95\* 69\* 67\* 28\*\* 81\* 80\* 38\* 57\* 13\*\* 54\* 28\*\*

Proportions/Mean: Columns Tested (10% risk level) - R/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 14  
Q.13 Who Did You Buy Carb Countdown For, In Your Household?  
Chocolate

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Gender		Age								
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
10.0	61*	61*	61*	61*	49*	43*	18**	48*	52*	27**	34*	7**	39*	15**	100.0**	100.0**	100.0**
10.0	61	61	61	61	49	43	18	48	52	27	34	7	39	15	100.0	100.0	100.0
40.0	22	22	22	22	20	17	5	18	18	12	10	2	13	7	36.1	36.1	36.1
50.0	38	38	38	38	29	25	13	30	33	14	24	5	25	8	62.3	62.3	62.3
50.0	24	24	24	24	22	15	9	18	21	3	21	2	17	5	39.3	39.3	39.3
10.0	22	22	22	22	14	15	7	20	20	14	8	4	14	4	36.1	36.1	36.1
10.0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1.6	1.6	1.6
10.0	3	3	3	3	3	3	3	3	3	2	1	1	3	3	4.9	4.9	4.9
11.0	72	72	72	72	57	50	22	58	63	31	41	8	47	17	118.0	118.0	118.0

Base: Bought Chocolate Carb Countdown  
 Any (Net)  
 Everyone  
 Adults (Net)  
 Adult Female  
 Adult Male  
 Other Adult  
 Children (Net)  
 Teenage Child  
 Younger Child  
 Sigma

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overrid formulas used: \* small base; \*\* very small base (under 30) ineligible for sig testing

THE NPD GROUP, INC.  
 BB2XQ029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK  
 JANUARY 2005



Table 15  
Q.14 How Has Your Household Used Carb Countdown Milk?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown					Buy Regular Milk in Addition to CC											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	Total Aware	Not Aware	Saw in Store	Not in Store	Buyer	Non-Buyer	Repeat	Buyer	Yes	No	Regimen	Year	Male	Female	Age		
100.0	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
12	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94
75.0	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7	81.7
9	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
56.3	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2
4	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48
25.0	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7	41.7
1	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
6.3	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9

Proportions/Mean: Columns Tested (10% risk level) A/B C/D E/F G/H/I J/K L/M N/O P/Q/R  
Overlap formulas used. \* small base; \*\* very small base (under 50) ineligible for sig testing

THE NPD GROUP, INC.  
BB2X9029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK  
JANUARY 2005

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Table 15  
Q.14 How Has Your Household Used Carb Countdown Milk?

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur- rently on Diet		Low Carb Diet		Gender		Age	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
16**	115	115	115	115	79	84	31	47	93	48	67	189
100.0**	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
26	255	255	255	255	200	168	87	215	222	98	157	39
162.5	231.7	231.7	231.7	231.7	253.2	200.0	280.6	221.6	238.7	204.2	234.3	216.7
	255	255	255	255	200	168	87	215	222	98	157	39
	231.7	231.7	231.7	231.7	253.2	200.0	280.6	221.6	238.7	204.2	234.3	216.7

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





Table 17  
Q.16 Does Your Household Buy Regular Milk In Addition To Buying Carb Countdown Milk?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
16	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
12	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84
75.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0
4	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
25.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0
16	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





Table 19  
Q.18 Which May Does Your Household Use Regular Milk Most Often?

		Claimed Mating Regime In Past Year											
		Hood's Carb Countdown			Buy Regular Milk In Addition to CC			Currently on Diet			Low Carb Diet		
		Not in Store	Saw in Store	Didn't See in Store	Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Female	Age
Rep Only	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
12.0	84.0	38.0	38.0	38.0	21.0	38.0	32.0	28.0	16.0	22.0	8.0	25.0	5.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
In Cereal	4	38	38	38	21	38	32	28	16	22	8	25	5
	33.3	45.2	45.2	45.2	41.2	45.2	45.7	45.2	45.7	41.9	57.1	48.1	27.8
As A Beverage (A Glass Of Milk)	5	34	34	34	21	34	29	28	16	18	3	23	8
	50.0	40.5	40.5	40.5	41.2	40.5	41.4	45.2	45.7	36.7	21.4	44.2	44.4
In Recipes That Call For Milk	2	10	10	10	7	10	8	5	3	7	2	3	5
	16.7	11.9	11.9	11.9	13.7	11.9	11.4	8.1	8.6	14.3	5.8	27.8	8
In Coffee/Tea	-	2.4	2.4	2.4	3.9	2.4	1.4	1.6	-	4.1	7.1	1.9	-
	12	84	84	84	51	84	70	62	35	49	14	52	18
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 20  
Q.19 What Best Describes Your Household?

		Claimed Eating Regime In Past Year															
Rep Only	(A)	Hood's Carb Countdown				Buy Regular Milk in Addition to CC				Cur-rently Carb on Diet				Gender		Age	
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
16**	100.0	115	115	115	115	79	84	31	97	93	49	67	18	57	30	100.0	100.0
6	31	31	31	31	20	31	28	21	10	21	4	20	7	37.5	27.0	27.0	27.0
5	34	34	34	34	24	28	24	25	15	19	6	17	11	29.6	29.6	29.6	29.6
2	17	17	17	17	16	12	5	16	17	10	7	2	11	14.8	14.8	14.8	14.8
2	16	16	16	16	15	15	16	14	16	3	13	2	8	13.9	13.9	13.9	13.9
1	17	17	17	17	4	13	4	15	14	10	7	4	11	14.8	14.8	14.8	14.8
6.3	14.8	14.8	14.8	14.8	5.1	15.5	12.9	15.5	15.1	20.8	10.4	22.2	16.4	6.7	6.7	6.7	6.7
16	115	115	115	115	79	84	31	97	93	49	67	18	57	30	100.0	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Base: Bought Carb Countdown  
 Buying More Milk In Total Now That We Are Buying Carb Countdown In Addition To Regular Milk  
 Buying The Same Amount Of Milk, Just Switching Between Regular Milk And Carb Countdown  
 Buying Less Milk, Now That We Are Buying Carb Countdown And Buying Less Regular Milk  
 Buying Only Carb Countdown, Since We Hadn't Been Buying Any Regular Milk Previously  
 Don't Know/ Not Sure  
 Sigma

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 21  
Q.20 Have You Been On Any Diet Or Eating Regimen In The Past Year?

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur- rently on Diet Past Regimen Year		Low Carb Diet Past Regimen Year		Gender		Age							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
145	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	100.0
39.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
225																		
60.8B																		
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/S - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulas used. \* small base



Table 22  
Q.21 Are You Currently On Any Diet Or Eating Regimen?

Rep Only	Claimed Eating Regime In Past Year																
	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
124	1227	476	751	365	111	97	379	65	70	27	1227	506	554	673	157	616	454
33.5	97.6	89.1	86.7	88.5	91.0	84.3	90.5	82.3	83.3	87.1	100.0	84.3	89.9	90.8	81.3	88.1	85.4
246	173	58	115	47	11	18	40	14	14	4	94	62	111	36	83	54	
66.5B	12.4	10.9	13.3	11.4	9.0	15.7H	9.5	17.7H	16.7	12.9	15.7L	10.1	14.2N	18.7Q	11.9	10.6	
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 23  
Q.22 What Type Of Diet Or Eating Regimen Have You Been On In The Past Year?

Rep Only	Claimed Eating Regime In Past Year																	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
145	1400	534	866	412	122	115	419	79	94	31	1227	600	616	784	193	639	508	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
141	1379	528	851	407	121	114	414	78	83	31	1214	600	603	776	190	687	502	100.0
97.2	98.5	98.9	98.3	98.8	99.2	99.1	98.8	98.7	98.8	100.0	98.9	100.0	97.9	99.0	98.4	98.3	98.8	100.0
56	600	272	328	222	50	93	179	68	62	31	506	600	274	325	79	285	236	100.0
38.6	42.9	50.9	37.9	53.9	41.0	80.9	42.7	86.1	73.8	100.0	41.2	100.0	44.5	41.6	40.9	40.8	46.5	100.0
27	461	175	286	125	46	25	150	13	23	2	425	196	202	259	51	206	204	100.0
18.6	32.9	32.8	33.0	31.3	37.7	21.7	31.8	16.5	27.4	6.5	34.6	32.7	32.8	39.0	26.4	29.5	40.2	100.0
54	647	233	414	174	59	31	202	20	27	4	571	184	237	410	107	332	208	100.0
37.2	46.2	43.6	47.8	42.2	48.4	27.0	48.2	25.3	32.1	12.9	46.5	30.7	38.5	52.3	55.4	47.5	40.9	100.0
35	275	92	193	61	21	10	72	7	8	2	257	54	123	152	37	142	96	100.0
24.1	19.6	15.4	22.3	14.9	17.2	8.7	17.2	9.9	9.5	6.5	20.9	9.0	20.0	18.4	19.2	20.3	18.9	100.0
4	21	6	15	5	1	1	5	1	1	1	13	1	13	8	3	12	6	100.0
2.8	1.5	1.1	1.7	1.2	0.8	0.9	1.2	1.3	1.2	1.2	1.1	1.1	2.1	1.0	1.6	1.7	1.2	100.0
176	2004	768	1236	591	177	160	608	409	131	39	1772	1034	849	1155	277	977	750	100.0
121.4	143.1	143.6	142.7	143.4	145.1	135.1	145.1	138.0	144.0	125.9	144.4	172.3	137.8	147.3	143.5	139.8	147.6	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used \* small base

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JANUARY 2005

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Table 24  
Age

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Gender		Age								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)							
370	1400	534	866	412	122	115	419	79	84	31	1327	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
120	193	98	78	20	18	80	8	14	4	157	79	43	150	193	-	-	-
32.4B	13.8	18.4D	11.0	18.9	18.4	13.7E	13.1E	10.1	16.7	13.9	12.6	13.2	7.0	19.1	100.0QR	-	-
63	19	1.7	1.2	4	3	1	6	1	1	1.3	5	1	18	19	-	-	-
17.0B	1.4	1.3	1.4	1.0	2.5	0.9	1.4	1.3	-	3.2	1.1	0.8	0.2	2.3N	9.8QR	-	-
57	174	91	83	74	17	74	7	14	3	144	74	42	132	174	-	-	-
15.4	12.4	17.0D	9.6	18.0	13.9	14.0E	17.7E	8.9	16.7	9.7	11.7	12.3	6.8	16.8N	90.2QR	-	-
169	699	302	397	239	63	67	235	45	52	15	616	285	300	399	-	699	-
45.7	49.9	56.6D	45.8	58.0	51.6	58.3	56.1	57.0	61.9	48.4	50.2	47.5	48.7	50.9	-	100.0PR	-
76	327	154	173	121	33	33	121	25	25	8	290	132	123	204	-	327	-
20.5	23.4	28.0D	20.0	29.4	27.0	28.7	28.9	31.6	29.8	25.8	23.6	22.0	20.0	26.0N	-	46.8PR	-
93	372	148	224	118	30	34	114	20	27	7	326	153	177	195	-	372	-
25.1	26.6	27.7	25.9	28.6	24.6	29.6	27.2	25.3	33.1	22.6	26.6	25.3	28.7	24.9	-	53.2PR	-
81	508	134	174	95	39	30	104	26	18	12	454	336	273	235	-	508	-
21.8	36.3A	25.1	43.2C	23.1	32.0N	26.1	24.8	32.9G	31.4	38.7J	37.0	39.3	44.3O	30.0	-	100.0PQ	-
41.3	47.4A	44.9	49.0C	44.5	46.0	45.5	44.7	47.0G	44.8	47.5	47.7	48.0	50.0O	45.4	28.2	44.3P	59.0PQ
370	1400	534	866	412	122	115	419	79	84	31	1327	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

THE NPD GROUP, INC.  
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JANUARY 2005

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Table 25  
Gender

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown										Buy Regular		Cur-rently on Diet		Low Carb Past Year		Age	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)		(Q)
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
189	616	190	426	150	40	48	142	30	35	13	554	274	616	-	43	300	273	
51.1B	44.0	35.6	49.2	36.4	32.0	41.7	33.9	38.0	41.7	41.9	45.2	45.7	100.00		22.3	42.9P	53.7PQ	
181	784	344	440	262	82	67	277	49	49	18	673	326	784	150	399	235		
48.9	56.0A	64.4D	50.8	63.6	67.2	58.3	66.1	62.0	58.5	58.1	54.8	54.3	-	100.0N	77.7Q	57.1R	46.3	
																		R
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
 Overlap formulae used \* small base



Table 26  
Household Income

Claimed Eating Regime In Past Year

Rep Only	(A)	Hood's Carb Countdown				Buy Regular				Cur- Low				Gender				Age			
		Not in Store	Saw in Store	Buyer	Non-Buyer	Buyer	Non-Buyer	Yes	No	Regimen	Year	Male	Female	18-34	35-54	55-64	65+				
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
370	1400	534	866	112	122	115	419	79*	84*	11*	127	500	515	784	193	699	508				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
47	290	99	191	71	28	16	83	10	11	5	257	95	118	172	56	139	95				
12.7	20.7A	18.5	22.1	17.2	13.0	11.9	19.8	12.7	13.1	16.1	30.9M	13.6	19.2	21.9	19.0	19.9	18.7				
99	316	114	202	84	30	22	92	12	17	5	280	134	124	192	50	160	106				
26.8B	22.6	21.3	23.3	20.4	24.6	19.1	22.0	15.2	20.2	16.1	22.8	22.3	20.1	24.5M	25.9	22.9	20.9				
58	171	58	113	37	21	15	43	7	12	3	149	74	70	101	26	83	62				
15.7E	12.2	10.9	13.0	9.0	17.2M	13.0X	10.3	8.9	14.3	9.7	12.1	12.5	11.4	12.9	13.5	11.9	12.2				
41	145	56	89	47	9	7	49	5	5	2	131	60	54	91	24	77	44				
11.1	10.4	10.5	10.3	11.4	7.4	6.1	11.7G	6.3	6.0	6.5	10.7	10.0	8.8	11.6N	12.4	11.0	8.7				
117	402	162	240	134	28	33	179	24	26	7	338	177	170	232	54	194	154				
31.6	28.7	30.3	37.7	32.5F	21.0	28.7	30.8	30.4	31.0	22.6	27.5	29.5	27.6	29.6	28.0	27.8	30.3				
75	214	85	129	74	11	23	62	18	17	6	182	99	88	126	30	106	78				
20.3B	15.3	15.9	14.9	18.0F	9.0	20.0	14.8	22.8H	20.2	19.4	14.8	16.5	14.3	16.1	15.5	15.2	15.4				
42	186	77	111	60	17	10	87	6	9	1	156	78	82	106	24	88	76				
11.4	13.4	14.4	12.8	14.6	13.9	9.7	16.0OJ	16.0	10.7	3.2	12.7	13.0	13.3	13.5	12.4	12.6	15.0				
107	392	159	233	123	36	44	115	33	30	14	352	194	204	188	33	206	153				
28.9	28.0	29.8	26.9	29.9	29.5	38.3K	27.4	41.8H	35.7	45.2	28.7	32.3L	33.1O	24.0	17.1	29.5P	30.1P				
370	1400	534	866	112	122	115	419	79*	84*	11*	127	500	515	784	193	699	508				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

THE NPD GROUP, INC.  
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Table 26  
Household Income

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur-rently on Diet		Gender		Age		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
370	1400	534	866	412	123	415	419	79*	84*	31	1227	600	516	784	193	699	508		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Mean 71.4 70.5 72.3 69.4 72.6 71.3 78.2H 70.5 80.2H 77.0 81.2 71.1 75.3L 76.30 65.7 57.6 71.4P 73.8P

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 27  
Census Region

Claimed Eating Regime In Past Year

Rep Only	(A)	Hood's Carb Countdown		Buy Regular Milk in		Cur- Low		Gender		Age								
		Not in Store	Saw in Store	Didn't See in Store	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer						
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Total Awares	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
Base: Total Respondents	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total US (Net)	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
North East (Net)	60	303	140	163	108	32	25	115	16	9	282	123	133	170	32	162	109	
New England	16	91	41	50	36	5	7	34	6	3	4	85	36	53	38	9	48	34
Middle Atlantic	44	212	99	113	72	27	18	81	10	13	5	197	87	80	132	23	114	75
Central (Net)	101	330	117	213	86	31	27	90	19	19	8	282	137	144	186	55	155	120
East North Central	71	231	75	156	57	18	15	60	9	13	2	203	90	112	119	41	99	91
West North Central	30	99	42	57	29	13	12	30	10	6	6	79	47	32	67	14	56	29
South (Net)	116	491	180	311	146	34	38	142	29	29	9	422	223	205	286	66	247	178
South Atlantic	60	264	100	164	80	20	23	77	21	16	7	229	123	124	140	29	145	90

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

THE NPD GROUP, INC.  
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Table 27  
Census Region

Claimed Eating Regime In Past Year

Rep Only	(A)	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet		Gender		Age							
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)					
370	100.0	514	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
15	77	26	51	22	4	4	22	1	4	-	66	31	27	50	13	37	27
4.1	5.5	4.9	5.9	5.3	3.3	3.5	5.3	1.1	4.8	-	5.4	5.2	4.4	6.4	6.7	5.3	5.3
41	150	54	96	44	10	11	43	7	9	2	127	99	54	96	24	95	61
11.1	10.7	10.1	11.1	10.7	8.2	9.6	10.3	8.9	10.7	6.5	10.4	11.5	8.8	12.2N	12.4	9.3	12.0
93	276	97	179	72	25	25	72	15	20	5	241	117	134	142	40	135	101
25.18	19.7	18.2	20.7	17.5	20.5	21.7	17.2	19.0	23.8	16.1	19.6	19.5	21.80	18.1	20.7	19.3	19.9
30	105	34	71	23	5	11	33	6	10	1	81	66	49	56	20	51	34
8.1	7.5	6.4	8.2	7.0	4.1	9.6	5.5	7.6	11.9	3.2	7.4	7.7	8.0	7.1	10.4	7.3	6.7
63	171	63	108	43	20	14	49	9	10	4	150	71	85	86	20	84	67
17.08	12.2	11.6	12.5	10.4	16.4	12.2	11.7	11.4	11.9	12.9	12.2	11.8	13.8	11.0	10.4	12.0	13.2
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used - small base



Table 28  
Market Size

Claimed Eating Regime in Past Year

Rep Only	(A)	Hood's Carb Countdown		Buy Regular Milk in Addition to CC		Cur-rently on Diet	Low Carb Diet Past	Gender	Age								
		Saw in Store	Didn't See in Store	Yes	No												
370	100.0	534	866	412	122	115	419	799	84	31	1327	500	616	784	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
50,000-249,999	36	50	75	40	10	12	38	8	9	3	115	62	63	62	19	72	34
250,000-499,999	9.7	9.4	8.7	9.7	8.2	10.4	9.1	10.1	10.7	9.7	9.4	10.3	10.2	7.9	9.8	10.3R	6.7
500,000-999,999	36	132	99	73	42	14	15	44	9	10	5	116	57	97	65	18	66
1,000,000-2,499,999	27.8	9.4	11.0	8.4	10.9	11.5	13.0	10.5	11.4	11.9	16.1	9.5	9.5	10.9	8.3	9.4	9.4
2,500,000 And Over	88	150	57	93	46	11	10	47	5	10	126	56	72	78	28	71	51
Non MSA	15.4	10.7	10.7	10.7	11.2	9.0	8.7	11.2	6.3	11.9K	10.3	9.3	11.7	9.9	14.5Q	10.2	10.0
sigma	370	381	153	228	112	41	31	122	20	21	10	342	168	173	208	61	176
100.0	100.0	27.2	28.7	26.3	27.2	33.6	27.0	23.1	25.3	25.0	32.3	27.9	28.0	28.1	26.5	31.6Q	25.2
		344	138	208	112	24	27	109	20	20	7	298	144	142	202	36	189
		24.6	25.5	24.0	27.2P	19.7	23.5	28.0	25.3	23.8	23.6	24.3	24.0	23.1	25.8	18.7	27.0P
		268	79	189	57	22	20	59	17	14	6	230	113	99	169	31	125
		19.1A	14.8	21.8C	13.8	18.0	17.4	14.1	21.5Q	16.7	19.4	18.7	18.8	16.1	21.6N	16.1	17.9
		1400	534	866	412	122	115	419	799	84	31	1327	500	616	784	193	699
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used: small base



Table 29  
Household Size

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur-rently on Diet		Low Carb Diet		Gender		Age		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
370	1400	534	866	412	122	115	419	73*	84	31*	1227	600	616	784	193	599	508	100.0	100.0	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
212	839	303	536	228	65	66	237	48	38	28	733	351	378	461	114	346	379	59.9	56.7	61.9C	57.8
57.3	59.9	56.7	61.9C	57.8	53.3	57.4	56.6	50.8	45.2	90.3J	59.7	58.5	61.4	58.8	59.10	49.5	74.6PQ	249	83	166	60
67	17.8	15.5	19.2C	14.6	18.9	13.9	16.0	16.5	8.3	29.0J	17.8	18.7	17.9	17.7	19.7	17.7	17.1	17.8	15.5	19.2C	14.6
18.1	590	220	370	178	42	50	170	35	31	19	514	239	268	322	76	222	292	45.1	41.2	42.7	43.2P
145	45.1	41.2	42.7	43.2P	34.4	43.5	40.6	44.3	36.9	61.3J	41.9	39.8	43.5	41.1	39.40	31.8	57.5PQ	110	62	191	271
39.2	33.0	35.8D	31.3	34.5	40.2	31.3	37.0	27.8	39.3K	9.7	33.3	34.7	31.5	34.2	34.2R	39.8R	23.2	29.7	288	123	165
110	288	123	165	88	35	20	103	12	18	2	251	121	115	173	43	164	81	20.6	23.0D	19.1	21.4
29.7	20.6	23.0D	19.1	21.4	28.7E	17.4	24.6I	15.2	21.4K	6.5	20.5	20.2	18.7	22.1	23.3R	23.5R	15.9	174	68	106	84
43	12.4	12.7	12.2	13.1	11.5	13.9	13.4	12.7	17.9K	3.2	12.8	14.5	12.8	12.1	11.9R	16.3K	7.3	48	99	40	59
11.6	7.1	7.5	6.8	7.6	6.6	11.3H	6.4	11.4	15.5K	7.0	6.8	7.1	7.0	6.7R	10.7R	2.2	13.0B	7.1	7.5	6.8	7.6
48	1400	534	866	412	122	115	419	73*	84	31*	1227	600	616	784	193	599	508	2.5	2.6D	2.5	2.6
13.0B	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	2.5	2.6D	2.5	2.6
370	2.5	2.6D	2.5	2.6	2.6	2.7	2.6	2.7	3.1K	1.8	2.5	2.6	2.5	2.5	2.5R	2.8PR	2.2	2.7B	2.5	2.6	2.7
100.0	2.5	2.6D	2.5	2.6	2.6	2.7	2.6	2.7	3.1K	1.8	2.5	2.6	2.5	2.5	2.5R	2.8PR	2.2	2.7B	2.5	2.6	2.7

Proportions/Mean: Columns Tested (10% Risk Level) - M/E - C/D - B/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulas used. \* small base

THE NPD GROUP, INC.  
BB2X0929-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK  
JANUARY 2005

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Table 30  
Age And Presence Of Children

Claimed Mating Regime In Past Year

	Hood's Carb Countdown										Buy Regular Milk in Addition to CC				Cur-rently on Diet		Low Carb Past		Gender		Age	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Rep Only	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508				
Base: Total Respondents	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
13-17 Only	27	94	37	57	28	9	7	30	3	7	-	81	37	40	54	4	73	17				
	7.3	6.7	6.9	6.6	6.8	7.4	6.1	7.2	3.8	8.3	-	6.6	6.2	6.5	6.9	1.1	10.3	3.3				
Households Without Children (Under 18)	261	1042	379	663	289	90	79	300	58	50	29	919	453	486	556	117	451	474				
	70.5	74.4	71.0	76.6C	70.1	73.8	68.7	71.6	73.4	59.5	93.5U	74.9	75.3	78.90	70.9	60.6	64.5	93.3PQ				
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508				
Base: Total Respondents	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 31  
Lifestage

Claimed Eating Regime In Past Year

Rep Only	(A)	Hood's Carb Countdown				Buy Regular Milk in Addition to CC				Cur-rently on Diet				Gender		Age		
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		(P)	(Q)
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
53	76	39	37	32	7	8	31	2	8	-	62	28	15	61	76	-	-	-
14.3B	5.4	7.3D	4.3	7.8	5.7	7.0	7.4	3.5	9.5K	-	5.1	4.7	2.4	7.8N	19.4OR	-	-	-
67	117	59	58	46	13	10	49	6	6	4	95	51	28	89	117	-	-	-
18.1B	8.4	11.0D	6.7	11.2	10.7	8.7	11.7	7.6	7.1	12.9	7.7	8.5	4.5	11.4N	60.6OR	-	-	-
51	248	107	141	84	23	27	80	18	25	2	215	103	95	153	248	-	-	-
13.8	17.7A	20.0D	16.3	20.4	18.9	23.5	19.1	22.8	29.6K	6.5	17.5	17.2	15.4	19.5N	35.5PR	-	-	-
118	451	195	256	155	40	40	155	27	27	13	401	181	205	245	451	-	-	-
31.9	32.2	36.5D	29.6	37.6	32.8	34.8	37.0	34.2	32.1	41.9	32.7	30.3	33.3	31.4	64.5PR	-	-	-
81	508	134	374	95	39	30	104	26	18	12	454	236	273	235	508	-	-	-
21.9	36.3A	25.1	43.2C	23.1	32.0E	26.1	24.8	32.9G	21.4	38.7J	37.0	39.1	44.3O	30.0	100.0PQ	-	-	-
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulas used. \* small base



Table 32  
Education Of Panel Member

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet		Low Carb Past Year		Gender		Age		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
370	1400	534	866	412	122	115	429	79	84	31	1227	800	516	784	193	699	508	100.0	100.0	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
207	697	257	440	195	62	54	203	36	39	15	605	285	273	424	94	345	258	100.0	100.0	100.0	100.0
55.93	49.6	48.1	50.8	47.3	50.8	47.0	48.4	45.6	46.4	48.4	49.3	47.9	44.3	54.1	48.7	49.4	50.8	100.0	100.0	100.0	100.0
65	294	205	189	76	29	19	86	9	15	4	258	108	97	197	36	141	117	100.0	100.0	100.0	100.0
17.6	21.0	19.7	21.8	18.4	23.8	16.5	20.5	11.4	17.9	12.9	21.0	18.0	15.7	25.1	18.7	20.2	23.0	100.0	100.0	100.0	100.0
142	403	152	251	119	33	35	117	27	24	11	347	177	176	277	58	204	141	100.0	100.0	100.0	100.0
38.48	28.8	28.5	29.0	28.9	27.0	30.4	27.9	31.2	28.6	35.5	28.3	29.5	28.6	29.0	30.1	29.2	27.8	100.0	100.0	100.0	100.0
163	703	277	426	217	60	61	216	43	46	16	622	315	343	360	99	354	250	100.0	100.0	100.0	100.0
44.1	50.2	51.9	49.2	52.7	49.2	53.0	51.6	54.4	53.6	51.6	50.7	52.5	55.7	45.9	51.3	50.6	49.2	100.0	100.0	100.0	100.0
109	441	187	254	145	42	40	147	27	31	9	385	188	201	210	69	237	135	100.0	100.0	100.0	100.0
29.5	31.5	30.0	29.3	35.2	34.4	34.8	35.1	34.2	36.9	29.0	31.4	31.3	31.6	30.8	31.8	28.9	26.6	100.0	100.0	100.0	100.0
54	262	90	172	72	18	21	69	16	14	7	237	127	142	110	30	117	115	100.0	100.0	100.0	100.0
14.6	18.7	16.9	19.9	17.5	14.8	18.3	16.5	20.3	16.7	22.6	19.3	21.2	23.1	15.3	15.5	16.7	22.6	100.0	100.0	100.0	100.0
370	1400	534	866	412	122	115	419	79	84	31	1227	800	616	784	193	699	508	100.0	100.0	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R  
Overlap formulae used. \* small base



Table 33  
Race

Claimed Eating Regime in Past Year

Rep Only	(A)	Hood's Carb Countdown		Buy Regular Milk in Addition to CC	Cur- rently on Diet	Low Carb Diet Past Year	Gender	Age										
		Saw in Store	Didn't See in Store															
370	100.0	1400	534	866	412	122	115	419	79	184	31*	1227	600	616	184	193	699	508
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
308	1291	492	799	380	112	109	383	74	79	30	1131	555	564	727	171	639	481	
81.2	92.2A	92.1	92.3	92.2	91.6	94.8	91.4	93.7	94.0	96.9	92.2	92.5	91.6	92.7	88.6	91.4	94.7	90.0
27	24	9	15	7	2	1	8	1	1	1	21	7	11	13	4	12	8	
7.3B	1.7	1.7	1.7	1.7	1.6	0.9	1.9	1.3	1.2	-	1.7	1.2	1.8	1.7	2.1	1.7	1.6	
10	17	7	10	5	2	1	6	-	1	-	12	7	10	7	7	10	-	
2.7B	1.2	1.3	1.2	1.2	1.2	0.9	1.4	-	1.7	-	1.0	1.2	1.6	0.9	3.6	1.7	-	
4	13	2	11	2	-	-	2	-	-	-	11	5	7	6	-	7	6	
1.1	0.9	0.4	1.3C	0.5	-	-	0.5	-	-	-	0.9	0.8	1.1	0.8	-	1.0	1.2	
16	42	18	24	15	3	4	14	4	3	1	39	19	18	24	9	25	8	
4.3	3.0	3.4	2.8	3.6	2.5	3.5	3.3	5.1	3.6	3.2	3.2	3.2	2.9	3.1	4.7R	3.6R	1.6	
27	71	32	39	28	4	5	27	3	4	-	66	25	28	43	16	38	17	
7.3B	5.1	6.0	4.5	6.8	3.3	4.3	6.4	3.8	4.8	3.2	5.4M	4.2	4.5	5.5	8.3R	5.4R	3.3	
5	13	6	7	3	3	-	6	-	-	-	13	7	6	7	2	6	5	
1.4	0.9	1.1	0.8	0.7	2.5	-	1.4	-	-	-	1.1	1.2	1.0	0.9	1.0	0.9	1.0	
370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	184	193	699	508	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Meanings: Columns Tested (10% risk level), A/B C/D E/F G/H/I J/K - L/M N/O - P/Q/R  
Overlap formulas used - small base