

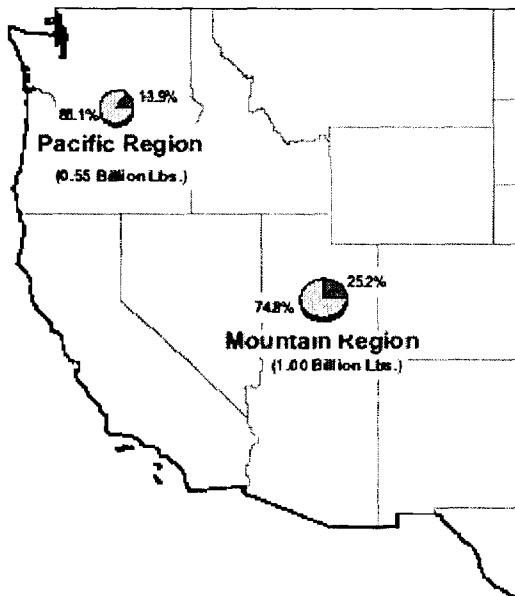
# MARKET STRUCTURE OF THE UNITED STATES DAIRY INDUSTRY



-- FIGURE 13 --

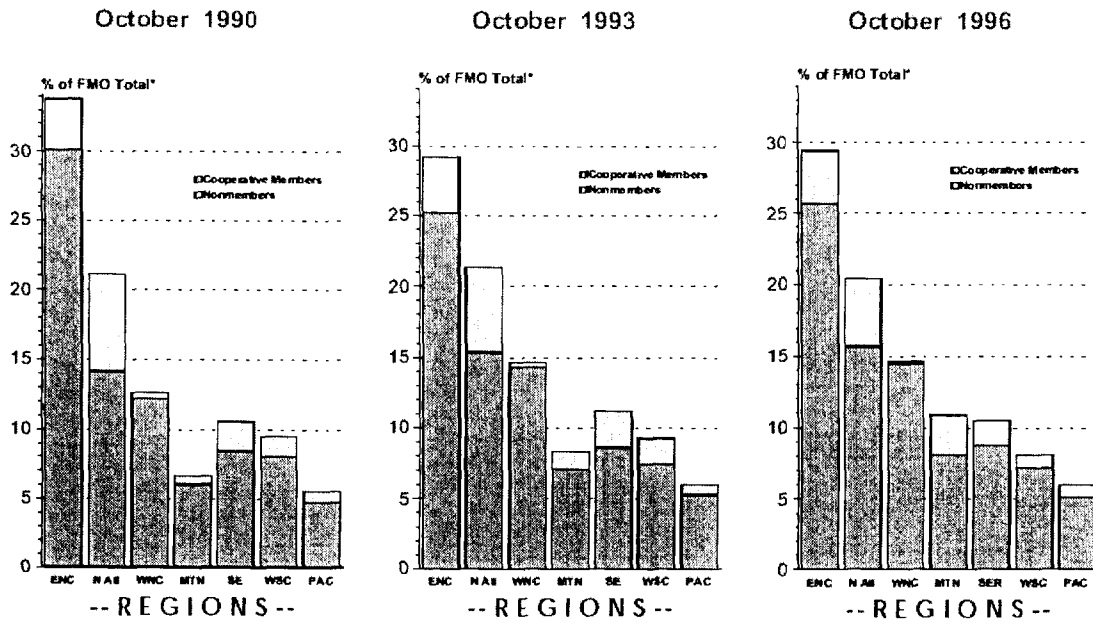
## Total FMO Producer Marketings\* By Region

October 1996



-- FIGURE 19 --

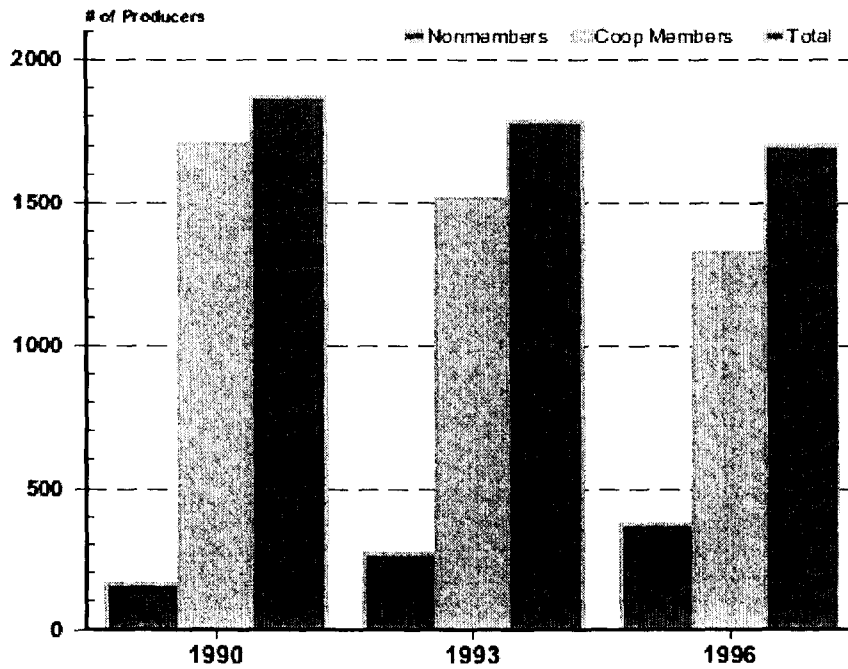
**FMO Marketings\* : Market Share By Region And Producer Affiliation**



-- FIGURE 48 --

# Number of Producers

Mountain Region\*



----- October Data -----

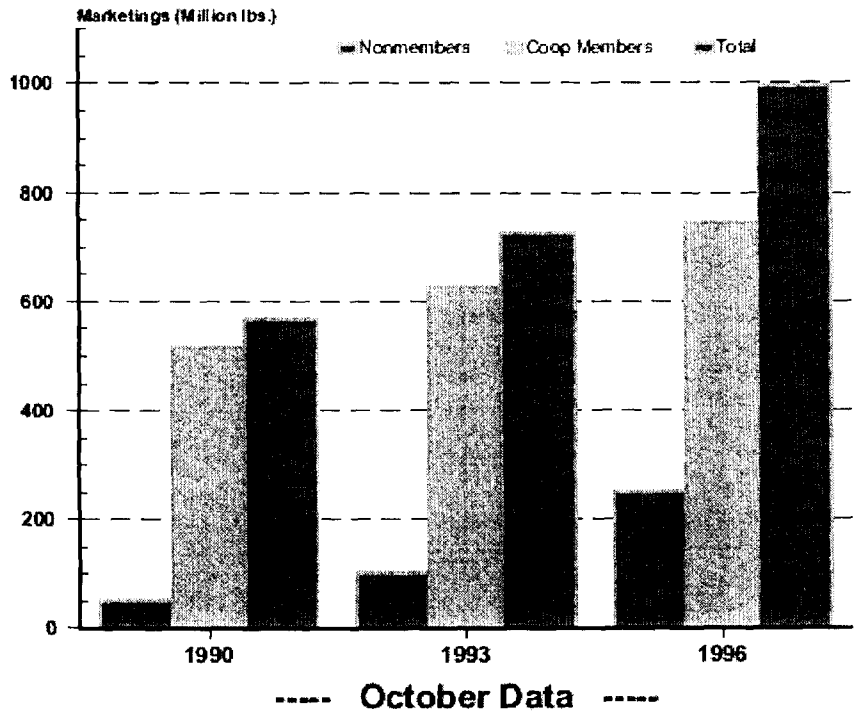
\* Includes Central Arizona (FMO #131), Western Colorado (FMO #134), Southwestern Idaho-Eastern Oregon (FMO #135), Eastern Colorado (FMO #137), New Mexico-West Texas (FMO #138), and Great Basin (FMO #139).

	--- Number of Producers ---			'93 vs '90	'96 vs '93	'96 vs '90
	1990	1993	1996			
<b>Nonmembers</b>	162	269	374	+66.0%	-39.0%	+130.9%
<b>Coop Members</b>	1,706	1,515	1,327	-11.2%	-12.4%	-22.2%
<b>TOTAL</b>	1,868	1,784	1,701	-4.5%	-4.7%	-8.9%

-- FIGURE 49 --

# Producer Marketings

**Mountain Region\***



\* Includes Central Arizona (FMO #131), Western Colorado (FMO #134), Southwestern Idaho-Eastern Oregon (FMO #135), Eastern Colorado (FMO #137), New Mexico-West Texas (FMO #138), and Great Basin (FMO #139)

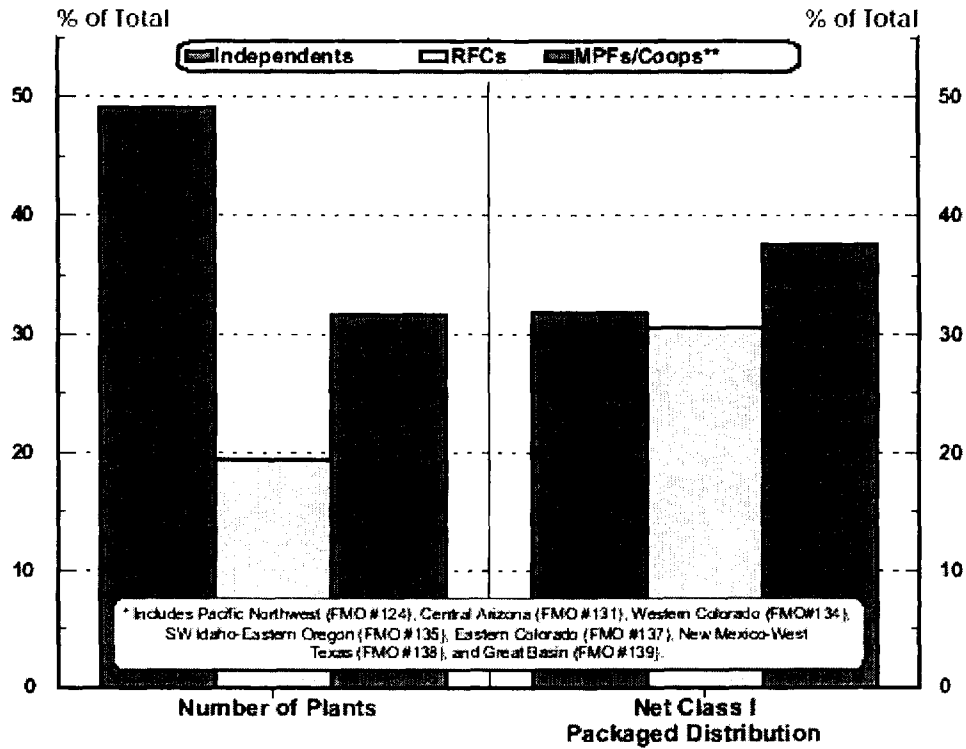
	--- Million Pounds ---			'93 vs '90	'96 vs '93	'96 vs '90
	1990	1993	1996			
<b>Nonmembers</b>	52.9	102.0	251.1	+92.9%	+146.3%	+375.1%
<b>Coop Members</b>	515.9	626.0	746.4	+21.3%	+19.2%	+44.7%
<b>TOTAL</b>	568.7	727.9	997.5	+28.0%	+37.0%	+75.4%

-- FIGURE 121 --

Market Share By Ownership Category

Mountain/Pacific Region\*

October 1996



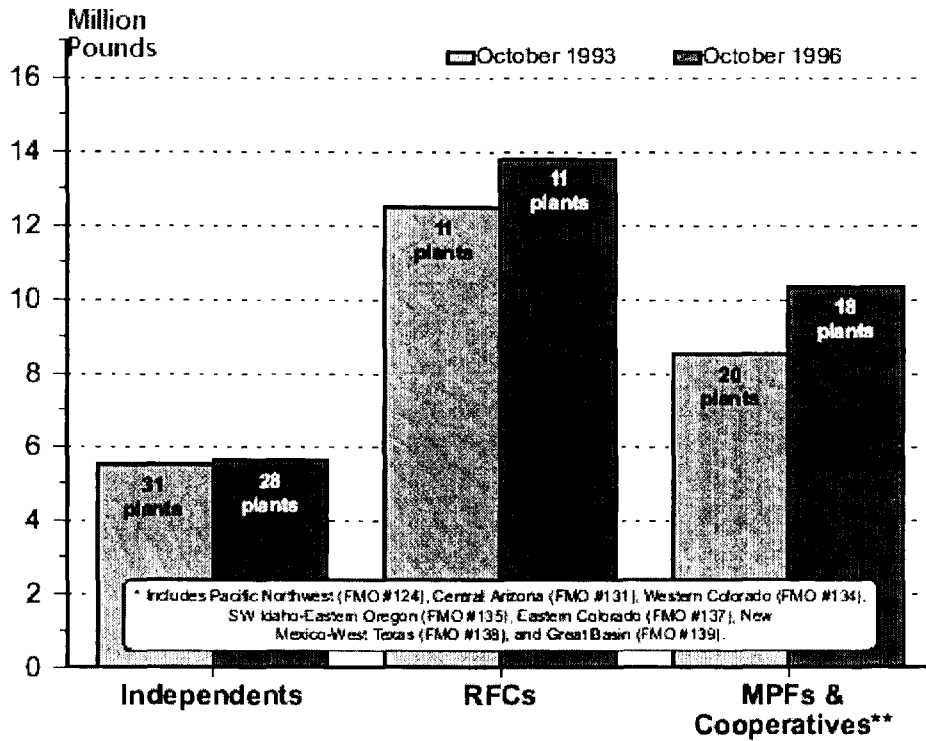
Plant Type	Number of Plants		Net Class I Packaged Distribution Million Pounds	
	October '93 Plants - Percent	October '96 Plants - Percent	October '93 Pounds - Percent	October '96 Pounds - Percent
Independents	31 50.0	28 49.1	170.5 35.6	158.1 31.8
Cooperatives (Coops)	-- Restricted --	-- Restricted --	-- Restricted --	-- Restricted --
Retail Food Chains (RFCs)	11 17.7	11 19.3	137.4 28.7	152.0 30.6
MPFs & Cooperatives**	20 32.3	18 31.6	170.9 35.7	186.3 37.5
<b>ALL PLANTS</b>	<b>62 100.0</b>	<b>57 100.0</b>	<b>478.8 100.0</b>	<b>496.4 100.0</b>

\*\* The 1993 data includes 7 Cooperative and 13 Multiple Plant Firm plants. The 1996 data includes 6 Cooperative and 12 Multiple Plant Firm plants.

-- FIGURE 123 --

## Average Plant Size By Ownership Category

Mountain/Pacific Region\*



## Net Packaged Class I Distribution\*\*

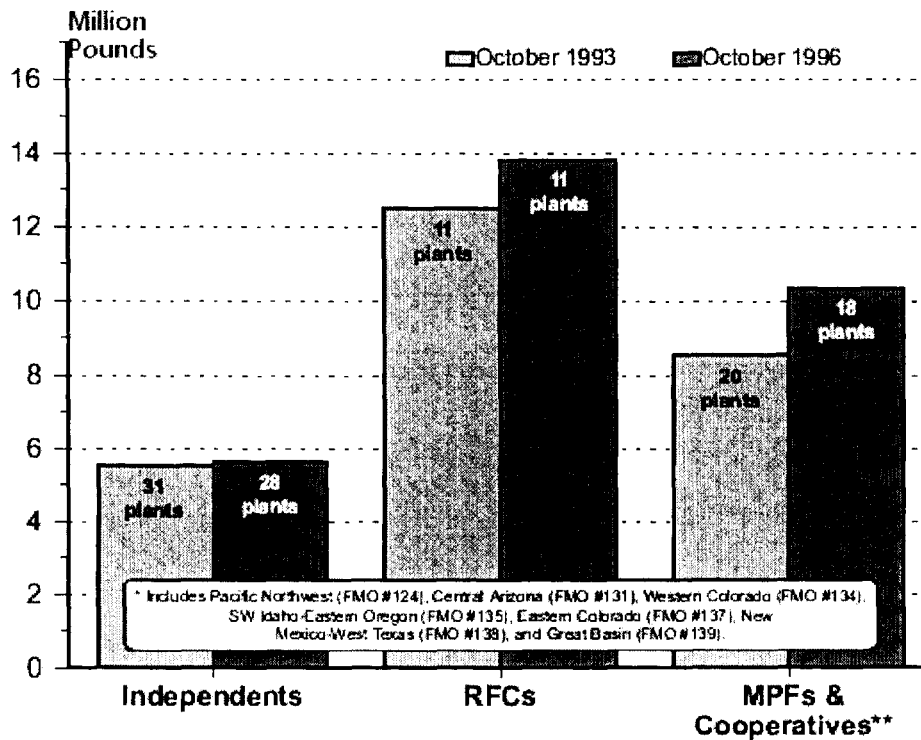
Plant Type	October '93	October '96	Lb. Change	% Change
Independents	5,501,266	5,645,660	+144,394	+2.62
Cooperatives (Coops)	Restricted	Restricted	Restricted	Restricted
Retail Food Chains (RFCs)	12,489,398	13,818,535	+1,329,137	+10.64
MPFs & Cooperatives**	8,542,921	10,349,119	+1,806,198	+21.14
<b>ALL PLANTS</b>	<b>7,722,275</b>	<b>8,708,184</b>	<b>+985,909</b>	<b>+12.77</b>

\*\* The 1993 data includes 7 Cooperative and 13 Multiple Plant Firm plants. The 1996 data includes 6 Cooperative and 12 Multiple Plant Firm plants. The Cooperative plant category includes 2 ownership categories.

-- FIGURE 123 --

## Average Plant Size By Ownership Category

Mountain/Pacific Region\*



## Net Packaged Class I Distribution\*\*

Plant Type	October '93	October '96	Lb. Change	% Change
Independents	5,501,266	5,645,660	+144,394	+2.62
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\*\* The 1993 data includes 7 Cooperative and 13 Multiple Plant Firm plants. The 1996 data includes 6 Cooperative and 12 Multiple Plant Firm plants. The Cooperative plant category includes 2 ownership categories.