

**Total milk sales\***

\* Collected by Dairy Australia from Australian milk processors includes both supermarket and non-supermarket sales

Brand or Generic Label	Month	2007/08	2008/09	2009/10	2010/11	2011/12	2010/11	2011/12	2010/11	2011/12	2010/11	2011/12
BRAND	July	125,423,969	122,882,592	125,333,469	123,372,866	119,938,732	-2%	-3%				
	August	123,697,137	122,589,017	121,000,588	126,278,734	113,960,208	4%	-10%				
	September	118,315,729	114,110,644	121,176,570	122,869,586		1%					
	October	122,803,587	121,301,361	122,317,410	128,132,829		5%					
	November	119,018,823	116,806,399	120,707,722	122,853,778		2%					
	December	116,183,857	113,185,982	116,444,178	117,585,846		1%					
	January	117,637,174	117,404,076	119,251,991	122,463,194		3%					
	February	114,149,179	107,171,700	110,105,779	110,626,646		3% 0%					
	March	120,850,119	123,966,386	127,200,452	122,440,078		3% -4%					
	April	117,950,790	117,921,820	120,621,237	116,631,551		2% -3%					
	May	124,718,248	123,037,283	123,872,676	125,675,861		1% 1%					
	June	116,997,773	115,694,854	119,599,424	120,848,243		3% 1%					
		1,437,745,784	1,416,072,114	1,447,631,496	1,459,779,213				851,051,167		830,121,320	
Private Label	Month	2007/08	2008/09	2009/10	2010/11	2011/12						
	July	62,334,111	69,723,458	72,752,284	71,149,294	77,003,326	-2%	-2.4%				
	August	63,270,313	69,876,074	69,085,820	71,320,065	72,501,992	3%	2%				
	September	59,972,007	65,090,971	67,324,361	68,072,220		1%					
	October	61,554,879	68,860,209	69,977,070	68,827,357		-2%					
	November	59,887,062	65,935,068	66,356,457	66,383,326		0%					
	December	60,505,277	66,062,018	66,753,454	67,514,026		1%					
	January	60,988,120	67,275,418	68,331,975	68,939,997		1%					
	February	60,270,315	63,430,437	62,970,424	68,793,027		-1% 9%					
	March	64,974,846	70,114,948	71,264,101	76,909,361		2% 8%					
	April	63,418,794	67,140,539	67,089,247	74,754,821		0% 11%					
	May	67,568,469	70,535,178	70,785,747	77,630,105		0% 10%					
	June	65,772,767	69,044,784	68,665,694	76,115,294		-1% 11%					
		750,516,959	813,089,101	821,356,635	856,408,994				483,244,572		523,708,026	
Total milk sales	Month	2007/08	2008/09	2009/10	2010/11	2011/12						
	July	187,757,480	192,606,050	198,085,753	194,522,160	196,942,058	0.2%	8.4%				
	August	186,967,450	192,465,092	190,086,408	197,598,799	186,462,200	4%	-6%				
	September	178,287,736	179,201,614	188,500,931	190,941,806		1%					
	October	184,358,466	190,161,570	192,294,480	196,960,187		2%					
	November	178,905,885	182,741,467	187,064,179	189,237,104		1%					
	December	176,689,134	179,248,000	183,197,632	185,099,872		1%					
	January	178,625,294	184,679,494	187,583,966	191,403,191		2%					
	February	174,419,493	170,602,136	173,076,203	179,419,674		1% 4%					
	March	185,824,965	194,081,334	198,464,553	199,349,439		2% 0%					
	April	181,369,584	185,062,358	187,710,484	191,386,373		1% 2%					
	May	192,286,717	193,572,460	194,658,423	203,305,965		1% 4%					
	June	182,770,540	184,739,638	188,265,119	196,963,638		2% 5%					
	Annual change	2,189,262,744	2,229,161,215	2,268,988,131	2,316,188,207		1.4%	1.5%	1,334,295,739		1,353,829,346	1.5%

Difference in average month on month changes is negligible for the Feb-August period prior to and following the implementation of milk

Change in total milk sales volume for the Feb-August period prior to and post implementation of milk price discounting lower than annual growth in previous years.

Australia Dairy Farmers  
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