NOW, this 5th day of March 2014, the Commonwealth of Pennsylvania, Milk Marketing Board, issues this official general order pursuant to the authority conferred by the Milk Marketing Law, 31 P.S. §§ 700j-101 – 700j-1204. This order will become effective at 12:01 a.m. on April 1, 2014.

SECTION A
INCORPORATION

The attached Findings of Fact, Conclusions of Law, and Attachments are incorporated herein by reference as though fully set forth in this order.

SECTION B
SCOPE

(a) The costs adopted by the Board in this order shall replace the costs in the appropriate cost centers embodied in Official General Order A-954 (CRO 3) and will be incorporated into the wholesale and retail prices of Class I and II price-controlled packaged products sold in Milk Marketing Area No. 5, as defined in Section B of Official General Order A-954. Wholesale and retail prices will be adjusted as well by the increase in labor, insurance, and utility costs that the Board adopts in this order.

(b) The rate of return to dealers is 3.5%.

(c) The rate of return to retailers is 2.7%.
SECTION C
EFFECTIVENESS OF OFFICIAL GENERAL ORDER A-954

All parts of Official General Order A-954 not inconsistent with Section B (relating to scope) continue in effect.

PENNSYLVANIA MILK MARKETING BOARD

_____________________________________________
Luke F. Brubaker, Chairman

_____________________________________________
Richard Kriebel, Member

_____________________________________________
Lynda J. Bowman, Consumer Member

Date: March 5, 2014

IF YOU REQUIRE THIS INFORMATION IN AN ALTERNATE FORMAT, PLEASE CALL 717-787-4194 OR 1-800-654-5984 (PA RELAY SERVICE FOR TDD USERS).
I. FINDINGS OF FACT

1. On February 11, 2014, the Pennsylvania Milk Marketing Board (“Board”) convened a cost replacement hearing for Milk Marketing Area No. 5.

2. Notice of the hearing was published at 43 Pennsylvania Bulletin 7199 dated December 7, 2013. It was also mailed to those who have requested mailed notice of Board hearings via Board Bulletin No. 1501, dated November 22, 2013. The hearing notice enumerated the scope of evidence that the Board would receive.

3. The dealer cross-section used by both Board Staff and the Area 5 Milk Dealers (Dealers), the only parties to present dealer cost information, consisted of Dean Foods Company – Sharpsville, Dean Foods Company – Erie, Schneider Dairy, Inc., Turner Dairy Farms, United Dairy, Inc., and United/Fike Dairy.

4. Clifford Ackman, appearing on behalf of Board Staff as an expert in milk statistics, testified that the dealer cross section was representative of the dealers doing business in Area 5. Mr. Ackman based his opinion on the amounts and types of milk sold by the cross section dealers, the types of customers served by the cross section dealers, and the delivery techniques employed by the cross section dealers. Carl Herbein, appearing on behalf of the Area 5 milk dealers as an expert in cost accounting and milk cost accounting, testified that the dealer cross section processed, packaged, and delivered a majority of the fluid milk products in Area 5 and delivered to a range of customers in Area 5 which included supermarkets, convenience stores, schools, institutions, and small retail outlets. Mr. Herbein opined that the cross-section was representative of the dealers selling in Area 5. Based on the factors outlined by Mr. Ackman and Mr. Herbein, the Board finds that the dealer cross section used by both Board Staff and Dealers is representative of dealers doing business in Area 5.

5. Gary Gojsovich testified on behalf of Board Staff as an expert in milk cost accounting and regulation. Both Mr. Gojsovich and Mr. Herbein testified that the cross-section dealers incurred a cost of $0.2688 per point for processing, packaging, and delivering milk in 2012. Based on this uncontradicted testimony, the Board finds that the cross section dealers incurred a cost of $0.2688 per point for processing, packaging, and delivery, and further finds that $0.2688 is the processing, packaging, and delivery cost that should be used in this order.

6. Mr. Gojsovich and Mr. Herbein testified to the following 2013 ingredient costs based on year 2012 pounds: Standard Milk - $0.0000/lb; Reduced Fat Milk - $0.0001/lb; Low Fat Milk - $0.0002/lb; Non-Fat Milk - $0.0007/lb; Flavored Milk - $0.0509/lb; Flavored Reduced Fat Milk - $0.0338/lb; Flavored Non-Fat Milk - $0.0340/lb; Buttermilk - $0.0253/lb; Egg Nog - $0.1304/lb. The Board finds that these ingredient costs should be used in this order.
7. Mr. Gojsovich and Mr. Herbein presented concurring evidence regarding the cost update for labor, insurance, and utility costs of $0.0039 per point between the second quarters of 2012 and 2013. The Board finds that $0.0039 per point should be used in this order.

8. Official General Order A-939 established area-specific adjustments to minimum wholesale and retail prices to account for monthly changes in diesel fuel costs. Mr. Gojsovich and Mr. Herbein recommended that the adjustment continue. The Board finds that the adjustment should continue, based on the methodology presented by Mr. Gojsovich in Staff Surrebuttal Exhibit 8 and attached to this order as Attachment 1.

9. Official General Order A-937 established area-specific adjustments to minimum wholesale and retail prices to account for monthly changes in heating fuel costs. Mr. Gojsovich and Mr. Herbein recommended that the adjustment continue. The Board finds that the adjustment should continue, based on the methodology presented by Mr. Gojsovich in Staff Surrebuttal Exhibit 9 and attached to this order as Attachment 2.

10. Mr. Gojsovich and Mr. Herbein presented concurring evidence regarding the cost of shrinkage and sales of bulk products of $0.0008 per pound. Based on the uncontradicted and concurring testimony, the Board finds that the cost of shrinkage and sales of bulk products to be used in this order should be $0.0008 per pound.

11. Based on the concurring container costs evidence presented by Mr. Gojsovich and Mr. Herbein, the Board finds that the following 2013 base container costs should be adopted for this order: Gallon - $0.1656; Half Gallon (combined) - $0.1319; Quart (combined) - $0.1039; Pint (combined) - $0.0998; Half Pint (paper) - $0.0281; Half Pint (plastic) - $0.0597; 12 Ounce - $0.0463; 10 Ounce - $0.0543; 4 Ounce - $0.0272; Bulk Per Quart (Dispenser) - $0.0742. Both Mr. Gojsovich and Mr. Herbein testified that container costs should continue to be updated monthly; the Board agrees and finds that container costs should continue to be updated monthly. The Board also finds that the container shrinkage factors should continue to be utilized to calculate container costs.

Mr. Gojsovich and Mr. Herbein testified that a blended (or combined) container cost be used for products sold in containers that are available in both paper and plastic, except for half pint containers. They both also recommended that minimum resale prices for products sold in half pint containers should be calculated using the paper container cost for products sold in paper containers and by applying a plastic add-on for products sold in rigid plastic containers. The Board finds that the blended container concept should continue to be used, except for half pint containers. The Board finds that minimum resale prices for products sold in paper half pint containers should be calculated using the paper container cost and that minimum resale prices for products sold in rigid plastic containers should be calculated by applying a plastic add-on to the paper container cost. The Board further finds that the base plastic add-on is $0.0316 and that the add-on should be adjusted monthly based on the monthly container cost surveys.

12. No party presented evidence regarding Class II products. Mr. Herbein recommended that the Board continue using the existing methodology to price Class II products. Since there was no proposal by any party to change Class II pricing, the Board finds that the
current Class II pricing methodology shall continue until a Class II hearing is called and the results memorialized in an Official General Order.

13. Mr. Herbein recommended that the dealer rate of return remain at 3.5%. No evidence to the contrary was presented. The Board finds that the dealer rate of return should remain at 3.5%.

14. Thomas J. Price testified on behalf of the Pennsylvania Food Merchants Association as an expert in retail store accounting and dairy in-store handling costs. Mr. Price recommended that the retail rate of return remain unchanged and that the Board continue to utilize the monthly CPI adjustment to minimum retail prices. The Board finds that the retail rate of return should remain at 2.7% and that the monthly CPI adjustment should remain in place.
II. CONCLUSIONS OF LAW

1. The cost replacement hearing for Milk Marketing Area No. 5 was held pursuant to authority granted to the Board in section 801 of the Milk Marketing Law (Law), 31 P.S. § 700j-801.

2. The hearing was held following adequate notice, and all interested persons were given a reasonable opportunity to be heard.

3. The cross-section used to establish dealer costs met the requirement of representativeness of section 801 of the Law.

4. In establishing the attached order, the Board has considered the entire record and has concluded that the adoption of this order is supported by a preponderance of the evidence and is reasonable and appropriate under section 801 of the Law, subject to any revisions or amendments the Board may make in the manner set forth in the Law.

PENNSYLVANIA MILK MARKETING BOARD

__________________________________________
Luke F. Brubaker, Chairman

__________________________________________
Richard Kriebel, Member

__________________________________________
Lynda J. Bowman, Consumer Member

Date: March 5, 2014

IF YOU REQUIRE THIS INFORMATION IN AN ALTERNATE FORMAT, PLEASE CALL (717) 787-4194 OR 1-800-654-5984 (PA RELAY SERVICE FOR TDD USERS).
### Diesel Fuel Costs Adjustment

**Update of Diesel Fuel Costs from Year 2012 to NOVEMBER 2013**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Weighted Diesel Fuel Costs - YEAR 2012</td>
<td>$ 4,837,463</td>
</tr>
<tr>
<td>2. Average On-Highway Diesel Price per Gallon - YEAR 2012 <em>(1)</em></td>
<td>$ 4.100</td>
</tr>
<tr>
<td>3. On-Highway Diesel Price per Gallon - NOVEMBER 2013 <em>(1)</em></td>
<td>$ 3.913</td>
</tr>
<tr>
<td>4. Percent Change In Diesel Fuel Price per Gallon</td>
<td>-4.56%</td>
</tr>
<tr>
<td>5. Presumed Diesel Fuel Costs - NOVEMBER 2013 <em>(Line 1 X Line 4) + Line 1</em></td>
<td>$ 4,616,875</td>
</tr>
<tr>
<td>6. Change in Diesel Fuel Costs from YEAR 2012 to NOVEMBER 2013 <em>(Line 5 - Line 1)</em></td>
<td>$ (220,588)</td>
</tr>
<tr>
<td>7. Weighted Delivery Points - YEAR 2012</td>
<td>265,471,300</td>
</tr>
<tr>
<td>8. Change in Diesel Fuel Costs per Delivery Point <em>(Line 6 ÷ Line 7)</em></td>
<td>$ (0.0008)</td>
</tr>
</tbody>
</table>

---

Footnote:

1. Weighted Heating Fuel Costs - YEAR 2012 $369,085
2. Pennsylvania Average Natural Gas Price - Industrial - YEAR 2012 $8.75
3. Pennsylvania Average Natural Gas Price - Industrial - SEPTEMBER 2013 $8.84
4. Percent Change In Natural Gas Price \( \frac{(\text{Line 3} - \text{Line 2})}{\text{Line 2}} \) 1.03%
5. Presumed Heating Fuel Costs - SEPTEMBER 2013 \( (\text{Line 1} \times \text{Line 4}) + \text{Line 1} \) $372,887
6. Change in Heating Fuel Costs from YEAR 2012 to SEPTEMBER 2013 \( \text{Line 5} - \text{Line 1} \) $3,802
7. Weighted Standardization & Pasteurization (S&P) Points - YEAR 2012 239,914,812
8. Change in Heating Fuel Costs per S&P Point \( \text{Line 6} \div \text{Line 7} \) $

Footnote:
1. Source: Pennsylvania Natural Gas Industrial Price per Energy Information Administration website. web address = http://tonto.eia.doe.gov/dnav/ng/hist/n3035pa3m.htm
# PENNSYLVANIA MILK MARKETING BOARD
## MILK MARKETING AREA 5
### MILK COSTS BEFORE PACKAGING
#### JANUARY 2014 MILK COSTS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Product Pounds</th>
<th>Skim Pounds</th>
<th>Percentage</th>
<th>Butterfat Pounds</th>
<th>Skim Value</th>
<th>Butterfat Value</th>
<th>Total Value</th>
<th>Cost per Pound</th>
<th>Ingredient Cost</th>
<th>Bulk Sale (Profit)/Loss</th>
<th>Total Cost per Pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Milk</td>
<td>80,810,649</td>
<td>2,637,604</td>
<td>3.2639%</td>
<td>78,173,045</td>
<td>$4,816,529</td>
<td>$16,033,292</td>
<td>$20,849,821</td>
<td>$0.2580</td>
<td>-</td>
<td>$0.0008</td>
<td>$0.2588</td>
</tr>
<tr>
<td>Reduced Fat (2%) Milk</td>
<td>156,629,029</td>
<td>3,039,120</td>
<td>1.9403%</td>
<td>153,589,909</td>
<td>$5,549,737</td>
<td>$31,501,290</td>
<td>$37,051,027</td>
<td>$0.2366</td>
<td>$0.0001</td>
<td>$0.0008</td>
<td>$0.2375</td>
</tr>
<tr>
<td>Low Fat (1%) Milk</td>
<td>49,989,096</td>
<td>481,900</td>
<td>0.9640%</td>
<td>49,507,196</td>
<td>$679,998</td>
<td>$10,153,926</td>
<td>$11,033,924</td>
<td>$0.2207</td>
<td>$0.0002</td>
<td>$0.0008</td>
<td>$0.2217</td>
</tr>
<tr>
<td>Non Fat (Skim) Milk</td>
<td>62,067,508</td>
<td>59,646</td>
<td>0.0961%</td>
<td>62,007,862</td>
<td>$108,920</td>
<td>$12,717,812</td>
<td>$12,826,732</td>
<td>$0.2067</td>
<td>$0.0007</td>
<td>$0.0008</td>
<td>$0.2082</td>
</tr>
<tr>
<td>Flavored Milk</td>
<td>11,029,980</td>
<td>370,458</td>
<td>3.3586%</td>
<td>10,659,522</td>
<td>$676,493</td>
<td>$2,186,268</td>
<td>$2,862,761</td>
<td>$0.2595</td>
<td>$0.0509</td>
<td>$0.0008</td>
<td>$0.3112</td>
</tr>
<tr>
<td>Flavored Reduced Fat Milk</td>
<td>6,649,753</td>
<td>68,062</td>
<td>1.0235%</td>
<td>6,581,691</td>
<td>$124,288</td>
<td>$1,349,905</td>
<td>$1,474,193</td>
<td>$0.2217</td>
<td>$0.0338</td>
<td>$0.0008</td>
<td>$0.2563</td>
</tr>
<tr>
<td>Flavored NONFAT Milk</td>
<td>11,193,441</td>
<td>17,785</td>
<td>0.1589%</td>
<td>11,175,656</td>
<td>$32,477</td>
<td>$2,292,127</td>
<td>$2,324,604</td>
<td>$0.2077</td>
<td>$0.0340</td>
<td>$0.0008</td>
<td>$0.2425</td>
</tr>
<tr>
<td>Buttermilk</td>
<td>3,950,662</td>
<td>84,966</td>
<td>2.1507%</td>
<td>3,865,696</td>
<td>$155,156</td>
<td>$792,854</td>
<td>$948,010</td>
<td>$0.2400</td>
<td>$0.0253</td>
<td>$0.0008</td>
<td>$0.2661</td>
</tr>
<tr>
<td>Egg Nog</td>
<td>1,210,718</td>
<td>82,186</td>
<td>6.7882%</td>
<td>1,128,532</td>
<td>$150,080</td>
<td>$231,462</td>
<td>$381,542</td>
<td>$0.3151</td>
<td>$0.1304</td>
<td>$0.0008</td>
<td>$0.4463</td>
</tr>
</tbody>
</table>

**Class I**

| Skim Rate | $20.51 |
| Butterfat Rate | $1.8261 |
# PENNSYLVANIA MILK MARKETING BOARD
## MILK MARKETING AREA 5
### WHOLESALE PRICE BUILDUP
#### JANUARY 2014 MILK PRICES

<table>
<thead>
<tr>
<th>Container Size</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallon</td>
<td>2.2257</td>
<td>0.1746</td>
<td>0.0220</td>
<td>(0.1067)</td>
<td>1.0752</td>
<td>3.3908</td>
<td>0.1230</td>
<td>5.3138</td>
<td>(0.4664)</td>
<td>0.8536</td>
<td>3.9010</td>
</tr>
<tr>
<td>1/2 Gallon</td>
<td>1.1128</td>
<td>0.1369</td>
<td>0.0110</td>
<td>(0.0419)</td>
<td>0.5376</td>
<td>1.7564</td>
<td>0.0637</td>
<td>1.8201</td>
<td>(0.2332)</td>
<td>0.4268</td>
<td>2.0137</td>
</tr>
<tr>
<td>Quart</td>
<td>0.5564</td>
<td>0.1086</td>
<td>0.0055</td>
<td>0.0330</td>
<td>0.2688</td>
<td>0.9723</td>
<td>0.0353</td>
<td>1.0076</td>
<td>(0.1166)</td>
<td>0.2134</td>
<td>1.1044</td>
</tr>
<tr>
<td>Pint</td>
<td>0.2762</td>
<td>0.1111</td>
<td>0.0028</td>
<td>0.0755</td>
<td>0.1344</td>
<td>0.5920</td>
<td>0.0215</td>
<td>0.6135</td>
<td>(0.0583)</td>
<td>0.1067</td>
<td>0.6619</td>
</tr>
<tr>
<td>10 Ounce</td>
<td>0.1739</td>
<td>0.0543</td>
<td>0.0017</td>
<td>0.0103</td>
<td>0.0840</td>
<td>0.3242</td>
<td>0.0118</td>
<td>0.3360</td>
<td>(0.0398)</td>
<td>0.0711</td>
<td>0.3682</td>
</tr>
<tr>
<td>1/2 Pint</td>
<td>0.1391</td>
<td>0.0289</td>
<td>0.0014</td>
<td>0.0367</td>
<td>0.0672</td>
<td>0.2733</td>
<td>0.0099</td>
<td>0.2832</td>
<td>(0.0292)</td>
<td>0.0534</td>
<td>0.3074</td>
</tr>
<tr>
<td>4 Ounce</td>
<td>0.0696</td>
<td>0.0276</td>
<td>0.0007</td>
<td>0.0373</td>
<td>0.0336</td>
<td>0.1688</td>
<td>0.0061</td>
<td>0.1749</td>
<td>(0.0146)</td>
<td>0.0267</td>
<td>0.1870</td>
</tr>
<tr>
<td>Bulk per Quart</td>
<td>0.5564</td>
<td>0.0752</td>
<td>0.0055</td>
<td>0.1058</td>
<td>0.2688</td>
<td>1.0117</td>
<td>0.0367</td>
<td>1.0484</td>
<td>(0.1166)</td>
<td>0.2134</td>
<td>1.1452</td>
</tr>
<tr>
<td>Gallon</td>
<td>2.0473</td>
<td>0.1746</td>
<td>0.0220</td>
<td>(0.1067)</td>
<td>1.0752</td>
<td>3.2124</td>
<td>0.1165</td>
<td>3.3289</td>
<td>(0.4664)</td>
<td>0.8536</td>
<td>3.7161</td>
</tr>
<tr>
<td>1/2 Gallon</td>
<td>1.0236</td>
<td>0.1369</td>
<td>0.0110</td>
<td>(0.0419)</td>
<td>0.5376</td>
<td>1.6675</td>
<td>0.0605</td>
<td>1.7277</td>
<td>(0.2332)</td>
<td>0.4268</td>
<td>1.9213</td>
</tr>
<tr>
<td>Quart</td>
<td>0.5118</td>
<td>0.1086</td>
<td>0.0055</td>
<td>0.0330</td>
<td>0.2688</td>
<td>0.9277</td>
<td>0.0336</td>
<td>0.9613</td>
<td>(0.1166)</td>
<td>0.2134</td>
<td>1.0581</td>
</tr>
<tr>
<td>Pint</td>
<td>0.2559</td>
<td>0.1011</td>
<td>0.0028</td>
<td>0.0755</td>
<td>0.1344</td>
<td>0.5897</td>
<td>0.0207</td>
<td>0.5904</td>
<td>(0.0583)</td>
<td>0.1067</td>
<td>0.6388</td>
</tr>
<tr>
<td>12 Ounce</td>
<td>0.1919</td>
<td>0.0463</td>
<td>0.0021</td>
<td>0.0124</td>
<td>0.1008</td>
<td>0.5353</td>
<td>0.0128</td>
<td>0.5363</td>
<td>(0.0437)</td>
<td>0.0800</td>
<td>0.4026</td>
</tr>
<tr>
<td>10 Ounce</td>
<td>0.1595</td>
<td>0.0543</td>
<td>0.0017</td>
<td>0.0103</td>
<td>0.0840</td>
<td>0.3102</td>
<td>0.0113</td>
<td>0.3215</td>
<td>(0.0389)</td>
<td>0.0711</td>
<td>0.3537</td>
</tr>
<tr>
<td>4 Ounce</td>
<td>0.0640</td>
<td>0.0276</td>
<td>0.0007</td>
<td>0.0373</td>
<td>0.0336</td>
<td>0.1632</td>
<td>0.0059</td>
<td>0.1691</td>
<td>(0.0146)</td>
<td>0.0267</td>
<td>0.1812</td>
</tr>
<tr>
<td>Bulk per Quart</td>
<td>0.5118</td>
<td>0.0752</td>
<td>0.0055</td>
<td>0.1058</td>
<td>0.2688</td>
<td>0.9671</td>
<td>0.0351</td>
<td>1.0022</td>
<td>(0.1166)</td>
<td>0.2134</td>
<td>1.0990</td>
</tr>
</tbody>
</table>

---

Footnote:
1. per O.G.O. A-972, also includes an adjustment for the 'Discount Effect' in the amount of $0.0024 per quart equivalent.
## PENNSYLVANIA MILK MARKETING BOARD
### MILK MARKETING AREA 5
### WHOLESALE PRICE BUILDUP
### JANUARY 2014 MILK PRICES

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallon</td>
<td>$2.4896</td>
<td>$0.1746</td>
<td>$0.0220</td>
<td>$0.1067</td>
<td>$1.0752</td>
<td>$3.6547</td>
<td>$0.1326</td>
<td>$3.7873</td>
</tr>
<tr>
<td>1/2 Gallon</td>
<td>$1.2448</td>
<td>$0.1369</td>
<td>$0.0110</td>
<td>$0.0419</td>
<td>$0.5376</td>
<td>$1.8884</td>
<td>$0.0685</td>
<td>$1.9569</td>
</tr>
<tr>
<td>Quart</td>
<td>$0.6224</td>
<td>$0.1086</td>
<td>$0.0055</td>
<td>$0.0330</td>
<td>$0.2688</td>
<td>$1.0383</td>
<td>$0.0377</td>
<td>$1.0760</td>
</tr>
<tr>
<td>Pint</td>
<td>$0.3112</td>
<td>$0.1011</td>
<td>$0.0028</td>
<td>$0.0755</td>
<td>$0.1344</td>
<td>$0.6250</td>
<td>$0.0227</td>
<td>$0.6477</td>
</tr>
<tr>
<td>12 Ounce</td>
<td>$0.2334</td>
<td>$0.0463</td>
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### FLAVORED MILK

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### BUTTERMILK

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<td>$0.2688</td>
<td>$1.0287</td>
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<td>$1.0860</td>
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</table>

**Footnote:**
1. per O.G.O. A-972, also includes an adjustment for the ‘Discount Effect’ in the amount of $0.0024 per quart equivalent.
## Wholesale Price Buildup
### January 2014 Milk Prices

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Milk Cost</th>
<th>Container Cost</th>
<th>Cost Update &amp; Energy Add-On Adjustments</th>
<th>Container Efficiency Adjustment</th>
<th>Processing Cost</th>
<th>Average Profit</th>
<th>Price with 3.5% Profit</th>
<th>Less: Average High Cost Delivery</th>
<th>Plus: Proposed Wholesale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallon</td>
<td>$ 3.5704</td>
<td>$ 0.1746</td>
<td>$ 0.0220</td>
<td>($ 0.1067)</td>
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<td>$ 0.1718</td>
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<td>($ 0.4664)</td>
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<td>$ 0.0881</td>
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<td>$ 0.2688</td>
<td>$ 0.0475</td>
<td>$ 1.3580</td>
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<td>$ 0.0755</td>
<td>$ 0.1344</td>
<td>$ 0.0276</td>
<td>$ 0.7877</td>
<td>($ 0.0583)</td>
<td>$ 0.1067</td>
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<td>$ 0.0463</td>
<td>$ 0.0021</td>
<td>$ 0.0124</td>
<td>$ 0.1008</td>
<td>$ 0.0180</td>
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<td>($ 0.0437)</td>
<td>$ 0.0800</td>
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<td>$ 0.0017</td>
<td>$ 0.0103</td>
<td>$ 0.0840</td>
<td>$ 0.0156</td>
<td>$ 0.4448</td>
<td>($ 0.0389)</td>
<td>$ 0.0711</td>
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<tr>
<td>1/2 Pint</td>
<td>$ 0.2232</td>
<td>$ 0.0289</td>
<td>$ 0.0014</td>
<td>$ 0.0367</td>
<td>$ 0.0672</td>
<td>$ 0.0130</td>
<td>$ 0.3704</td>
<td>($ 0.0292)</td>
<td>$ 0.0534</td>
</tr>
<tr>
<td>4 Ounce</td>
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<td>$ 0.0007</td>
<td>$ 0.0373</td>
<td>$ 0.0336</td>
<td>$ 0.0076</td>
<td>$ 0.2184</td>
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<tr>
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<td>$ 0.1058</td>
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<td>$ 0.0489</td>
<td>$ 1.3479</td>
<td>($ 0.1166)</td>
<td>$ 0.2134</td>
</tr>
</tbody>
</table>

**EGG NOG**

- Gallon $ 0.8926 $ 0.0752 $ 0.0055 $ 0.1058 $ 0.2688 $ 1.3479 $ 0.0489 $ 1.3968 $ (0.1166) $ 0.2134 $ 1.4938
- 1/2 Gallon $ 0.4463 $ 0.1011 $ 0.0028 $ 0.0755 $ 0.1344 $ 0.7601 $ 0.0276 $ 0.7877 $ (0.0583) $ 0.1067 $ 0.8361
- Quart $ 0.2232 $ 0.0289 $ 0.0014 $ 0.0367 $ 0.0672 $ 0.3574 $ 0.0130 $ 0.3704 $ (0.0292) $ 0.0534 $ 0.3946
- Pint $ 0.1116 $ 0.0276 $ 0.0007 $ 0.0373 $ 0.0336 $ 0.2108 $ 0.0076 $ 0.2184 $ (0.0146) $ 0.0267 $ 0.2305
- 12 Ounce $ 0.3347 $ 0.0463 $ 0.0021 $ 0.0124 $ 0.1008 $ 0.4963 $ 0.0180 $ 0.5143 $ (0.0437) $ 0.0800 $ 0.5506
- 10 Ounce $ 0.2789 $ 0.0543 $ 0.0017 $ 0.0103 $ 0.0840 $ 0.4292 $ 0.0156 $ 0.4448 $ (0.0389) $ 0.0711 $ 0.4770
- 1/2 Pint $ 0.2232 $ 0.0289 $ 0.0014 $ 0.0367 $ 0.0672 $ 0.3574 $ 0.0130 $ 0.3704 $ (0.0292) $ 0.0534 $ 0.3946
- 4 Ounce $ 0.1116 $ 0.0276 $ 0.0007 $ 0.0373 $ 0.0336 $ 0.2108 $ 0.0076 $ 0.2184 $ (0.0146) $ 0.0267 $ 0.2305
- Bulk per Quart $ 0.8926 $ 0.0752 $ 0.0055 $ 0.1058 $ 0.2688 $ 1.3479 $ 0.0489 $ 1.3968 $ (0.1166) $ 0.2134 $ 1.4938

**Footnote:**
1. per O.G.O. A-972, also includes an adjustment for the 'Discount Effect' in the amount of $0.0024 per quart equivalent.
# PENNSYLVANIA MILK MARKETING BOARD
## MILK MARKETING AREA 5
### RETAIL PRICE BUILDUP
#### JANUARY 2014 PRICES

<table>
<thead>
<tr>
<th>Container Size</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallon</td>
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<td>$0.1870</td>
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### PENNSYLVANIA MILK MARKETING BOARD

#### MILK MARKETING AREA 5

#### RETAIL PRICE BUILDUP

**JANUARY 2014 PRICES**

<table>
<thead>
<tr>
<th>Container Size</th>
<th>A - Proposed Wholesale Price</th>
<th>B - Discount</th>
<th>C - In-Store Handling</th>
<th>D - Proposed Retail Price</th>
<th>E - Profit</th>
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<td>$0.70</td>
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<td>$0.4456</td>
<td>$0.0535</td>
<td>$0.0525</td>
<td>$0.0123</td>
<td>$0.46</td>
</tr>
<tr>
<td>10 Ounce</td>
<td>$0.3895</td>
<td>$0.0467</td>
<td>$0.0438</td>
<td>$0.0107</td>
<td>$0.40</td>
</tr>
<tr>
<td>1/2 Pint</td>
<td>$0.3245</td>
<td>$0.0389</td>
<td>$0.0350</td>
<td>$0.0089</td>
<td>$0.33</td>
</tr>
<tr>
<td>4 Ounce</td>
<td>$0.1955</td>
<td>$0.0235</td>
<td>$0.0175</td>
<td>$0.0053</td>
<td>$0.21</td>
</tr>
<tr>
<td>Bulk per Quart</td>
<td>$1.2136</td>
<td>$0.1456</td>
<td>$0.1401</td>
<td>$0.0355</td>
<td>$1.24</td>
</tr>
</tbody>
</table>

| Gallon         | $3.7193                     | $0.4463      | $0.5604               | $0.1064                   | $3.94     |
| 1/2 Gallon     | $1.9229                     | $0.2307      | $0.2802               | $0.0547                   | $2.03     |
| Quart          | $1.0590                     | $0.1271      | $0.1401               | $0.0297                   | $1.10     |
| Pint           | $0.6392                     | $0.0767      | $0.0701               | $0.0176                   | $0.65     |
| 12 Ounce       | $0.4029                     | $0.0483      | $0.0525               | $0.0113                   | $0.42     |
| 10 Ounce       | $0.3540                     | $0.0425      | $0.0438               | $0.0099                   | $0.37     |
| 1/2 Pint       | $0.2961                     | $0.0355      | $0.0350               | $0.0082                   | $0.30     |
| 4 Ounce        | $0.1813                     | $0.0218      | $0.0175               | $0.0049                   | $0.19     |
| Bulk per Quart | $1.0998                     | $0.1320      | $0.1401               | $0.0307                   | $1.14     |

| Gallon         | $3.6049                     | $0.4326      | $0.5604               | $0.1036                   | $3.84     |
| 1/2 Gallon     | $1.8657                     | $0.2239      | $0.2802               | $0.0533                   | $1.98     |
| Quart          | $1.0304                     | $0.1236      | $0.1401               | $0.0291                   | $1.08     |
| Pint           | $0.6249                     | $0.0750      | $0.0701               | $0.0172                   | $0.84     |
| 12 Ounce       | $0.3923                     | $0.0471      | $0.0525               | $0.0110                   | $0.41     |
| 10 Ounce       | $0.3451                     | $0.0414      | $0.0438               | $0.0096                   | $0.38     |
| 1/2 Pint       | $0.2890                     | $0.0347      | $0.0350               | $0.0080                   | $0.30     |
| 4 Ounce        | $0.1777                     | $0.0213      | $0.0175               | $0.0048                   | $0.19     |
| Bulk per Quart | $1.0712                     | $0.1285      | $0.1401               | $0.0300                   | $1.11     |

| Gallon         | $3.9716                     | $0.4766      | $0.5604               | $0.1125                   | $4.17     |
| 1/2 Gallon     | $2.0490                     | $0.2459      | $0.2802               | $0.0578                   | $2.14     |
| Quart          | $1.1220                     | $0.1346      | $0.1401               | $0.0313                   | $1.16     |
| Pint           | $0.6707                     | $0.0805      | $0.0701               | $0.0183                   | $0.68     |
| 12 Ounce       | $0.4266                     | $0.0512      | $0.0525               | $0.0119                   | $0.44     |
| 10 Ounce       | $0.3737                     | $0.0448      | $0.0438               | $0.0103                   | $0.38     |
| 1/2 Pint       | $0.3119                     | $0.0374      | $0.0350               | $0.0086                   | $0.32     |
| 4 Ounce        | $0.1892                     | $0.0227      | $0.0175               | $0.0051                   | $0.19     |
| Bulk per Quart | $1.1628                     | $0.1396      | $0.1401               | $0.0323                   | $1.20     |

For EGG NOG and BUTTERMILK, the prices and discounts are similar to the milk varieties, focusing on the same container sizes and price buildup.