

C. ICE CREAM AND FROZEN DAIRY PRODUCTION SUMMARY

Total production of ice cream and related frozen dairy desserts fell for the fourth consecutive year in 2010, with a total of 1.481 billion gallons being produced. This was nearly 1.9% less than in 2009, and 8.8% below the record of 1.624 billion gallons set in 1998.

Production of both regular fat and lowfat/nonfat ice creams was lower in 2010, with regular ice cream down 0.6% to 912.4 million gallons, the lowest level since 1996. Lowfat/nonfat ice cream production fell nearly 4.9% to 396.2 million gallons, the lowest level since 2006. Frozen yogurt production, which has seen a declining trend since 1995, reversed this trend in 2010 to increase by over 8% to 49.7 million gallons.