TABLE NO. 1.—MAP GUIDE FOR THE SOUTHEAST MARKETING AREA

No.	Plant name	Location	Zone
1	Foremost Dairy, Inc	Shreveport, LA	8
2	Borden, Inc	Monroe, LA	8
3	Borden, Inc	Lafayette, LA	12
4	Borden, Inc	Baton Rouge, LA	12
5	Dairy Fresh of LA	Baker, LA	12
6	Kleinpeter Farms Dairy	Baton Rouge, LA	12
7	Mid-America Dairymen, Inc	Kentwood, LA	11
8	Mid-America Dairymen, Inc	Franklinton, LA	11
9	Superbrand Dairy Products	Hammond, LA	11
10	Barbe's Dairy	Westwego, LA	12
11	Schepps-Foremost	New Orleans, LA	12
			5
12	Avent's Dairy, Inc	Oxford, MS	
13	Barber Pure Milk Company	Tupelo, MS	5
14	Brookshire Dairy Products	Columbus, MS	7
15	LuVel Dairy Products, Inc	Kosciusko, MS	7
16	Flav-O-Rich	Canton, MS	8
17	Borden, Inc	Jackson, MS	9
18	Dairy Fresh Corporation	Hattiesburg, MS	10
19	Shoals Cheese	Florence, AL	5
20	Dasi Products, Inc	Decatur, AL	5
21	Meadow Gold Dairies, Inc	Huntsville, AL	5
22	Barber Pure Milk Company	Oxford, AL	7
23	Baker and Sons Dairy	Birmingham, AL	7
24	Barber Pure Milk Company	Birmingham, AL	7
25	Barber Ice Cream	Birmingham, AL	7
26	Flav-O-Rich Ice Cream	Sylacauga, AL	7
27	Dairy Fresh Ice Cream	Greensboro, AL	8
28	McClendon Cheese	Uniontown, AL	7
29	Superbrand Dairy Products	Montgomery, AL	9
30	Barber Pure Milk Company	Montgomery, AL	9
31	Dairy Fresh Corporation	Cowarts, AL	10
32	Barber Pure Milk Company	Mobile, AL	12
33	Dairy Fresh Corporation	Prichard, AL	12
34	Southern Ice Cream	Marrietta, GA	7
35	Kraft General Foods		7
36		Atlanta, GA	7
	Peeler Jersey Farms	1	7
37	New Atlanta Dairies, Inc	Atlanta, GA	
38	Publix Supermarkets, Inc	Atlanta, GA	7
39	Borden, Inc	Macon, GA	8
40	Kinnett Dairies, Inc	Columbus, GA	8
41	Kinnett Ice Cream	Columbus, GA	8
42	Hershey Chocolate, USA	Savannah, GA	10
43	Fleming Companies, Inc	Nashville, TN	1
44	Purity Dairies, Inc	Nashville, TN	1
45	Cumberland Creamery, Inc	Antioch, TN	1
46	Heritage Farms Dairy	Murfreesboro, TN	2
47	Mid-America Dairymen, Inc	Lewisburg, TN	2
48	Turner Dairies	Covington, TN	3
49	Forest Hill Dairy	Memphis, TN	4
50	Harbin Mix	Memphis, TN	4
51	Borden, Inc	Little Rock, AR	4
52	Coleman Dairy	Little Rock, AR	4
53	Gold Star Dairy, Inc	Little Rock, AR	4
54	Humphrey's Dairy	Hot Springs, AR	7
UT		Tiot Opinigo, Alt	4

The marketing area proposed herein is a combination of several of the proposals presented at the hearing. A group of four cooperative associations, comprised of Dairymen, Inc., Gulf Dairy Association, Inc., ² Southern Milk Sales, Inc., and Carolina Virginia Milk Producers Association, Inc., proposed

the merger of the marketing areas of Orders 7, 93, 94, 96, together with the former Nashville, Tennessee (Order 98), marketing area,³ and the four unregulated Tennessee counties of Franklin, Lincoln, Moore, and Van Buren. In this decision, these

cooperatives will be referred to as the "cooperative coalition," and their proposal will be referred to as Proposal No. 1. At the time of the hearing, these groups represented approximately 54 percent of the producers and 55 percent of the milk pooled under Orders 7, 93, 94, and 96.

Malone & Hyde Dairy (aka Fleming Dairy), Nashville, Tennessee, proposed expanding the area proposed by the cooperative coalition by including the one remaining unregulated county in

² Effective March 1, 1994, September 1, 1994, and February 1, 1995, respectively, Gulf Dairy Association, Dairymen, Inc., and Southern Milk Sales became part of Mid-America Dairymen, Inc. (Mid-Am).

³ Official notice is taken of the termination of the former Memphis, Tennessee (Part 1097), and Nashville, Tennessee (Part 1098) Federal milk marketing orders effective July 31, 1993. The marketing areas of these former orders may be found in §§ 1097.2 and 1098.2 of 7 CFR, revised as of January 1, 1992 and 1993, respectively.