



Dairy Market News Branch

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National Retail Report - Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/16 to Jan 22

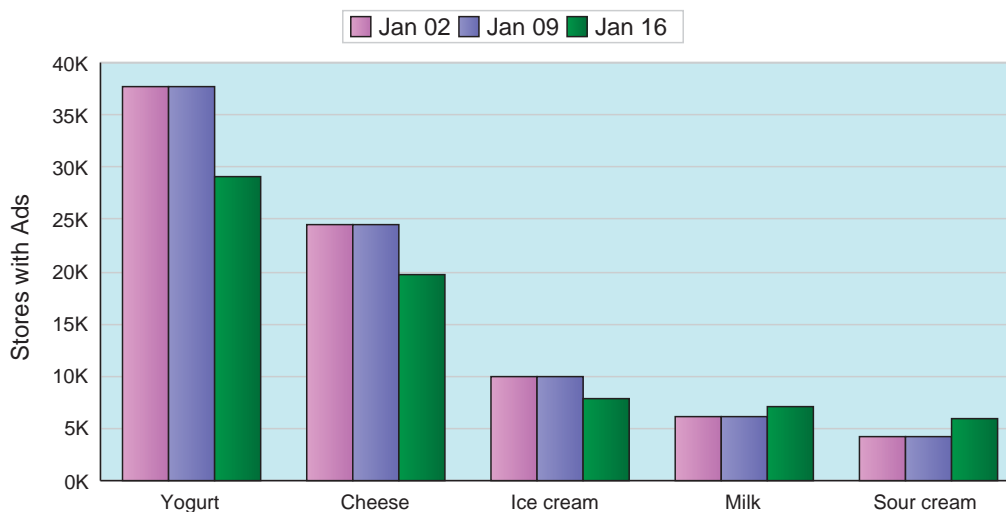
Ad volume for 1# butter has declined this week, with a U.S average advertised price of \$3.00, down from last week, by 35 cents. Other products heavily advertised during holiday weeks have lower ad numbers. The average price for 16 ounce cottage cheese, \$2.25, is down 10 cents from last week while the price of 8 ounce cream cheese, \$1.97, is up 14 cents.

Greek 4-6 ounce yogurt ad volume leads the yogurt category with nearly double the ads of 4-6 ounce yogurt. The average price of 4-6 ounce Greek yogurt, 96 cents, is up 1 cent from last week but down 2 cents from one year ago. Ads for 4-6 ounce yogurt have an average price of 47 cents, even with last week but down 2 cents from one year ago.

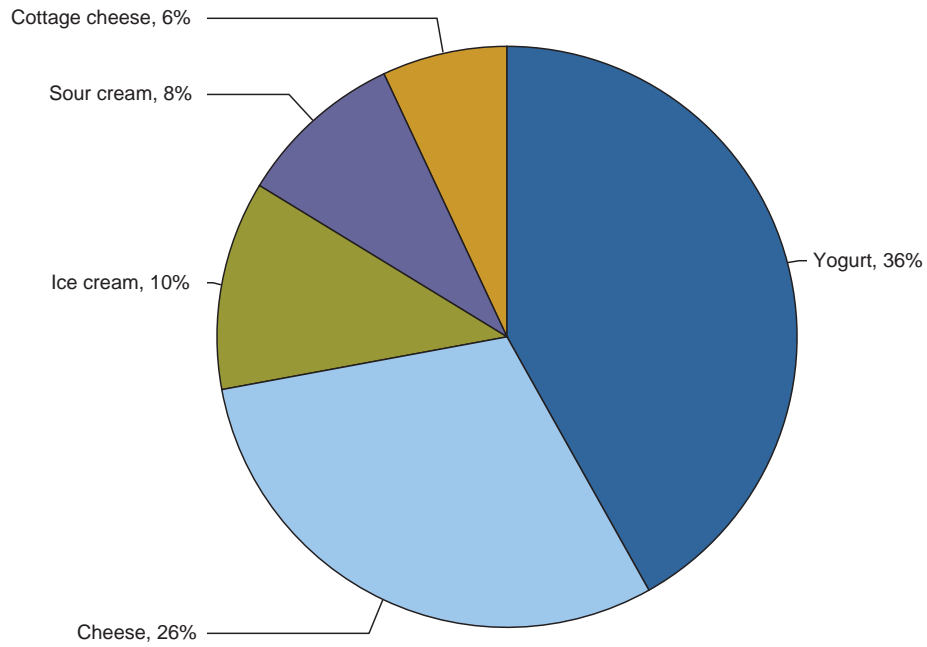
The U.S average price for 8 ounce blocks, \$2.33, is 3 cents lower than one week ago but 4 cents higher than a year ago, while 8 ounce shredded cheese at \$2.54 is down 5 cents from the prior week but up 15 cents from the prior year. Block cheese ad volume is down from last week but volume for 8 ounce shredded cheese is up.

The organic versus conventional half gallon price spread is \$1.19, down 43 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.37, up from \$2.03, and the average for organic half gallon milk, \$3.56, down from \$3.65.

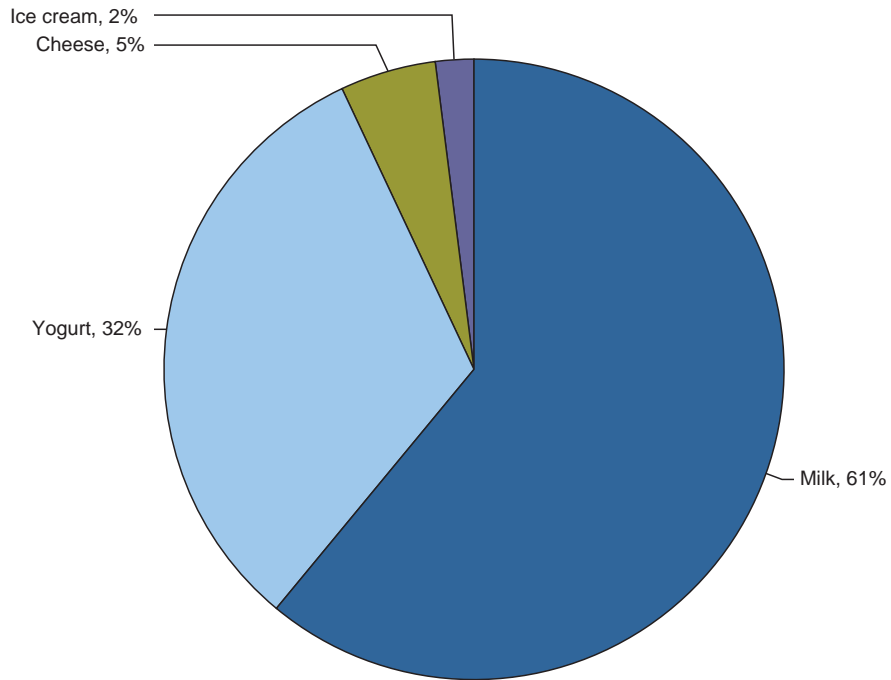
Top 5 Commodities Featured



Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads





NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	1710	3.00	2594	3.35	2542	2.88
Cheese	Natural Varieties	8 oz block	6270	2.33	8616	2.36	9123	2.29
Cheese	Natural Varieties	1 # block	1862	4.25	2363	3.95	1092	4.07
Cheese	Natural Varieties	2 # block	1412	7.88	1133	7.28	1325	6.11
Cheese	Natural Varieties	8 oz shred	8340	2.54	8115	2.59	8591	2.39
Cheese	Natural Varieties	1 # shred	1591	4.28	2004	3.89	1403	3.46
Cottage cheese		16 oz	4491	2.25	4906	2.35	4001	1.90
Cream cheese		8 oz	3103	1.97	5834	1.83	2533	1.58
Egg nog		quart					160	3.27
Egg nog		half gallon			114	3.49	71	4.79
Flavored milk	All fat tests	half gallon	105	3.79	1411	2.72	882	2.93
Flavored milk	All fat tests	gallon	310	3.88	330	3.18	71	3.65
Ice cream		48-64oz	7649	3.11	9965	3.11	11720	3.17
Milk	All fat tests	half gallon	2093	2.37	833	2.03	252	1.65
Milk	All fat tests	gallon	1193	2.92	2216	2.55	2010	3.07
Sour cream		16 oz	5910	1.73	4223	1.81	6558	1.57
Yogurt	Greek	4-6 oz	16906	.96	20667	.95	16799	.98
Yogurt	Greek	32 oz	1347	4.19	1554	5.01	2100	3.37
Yogurt	Yogurt	4-6 oz	8504	.47	13806	.47	9906	.49
Yogurt	Yogurt	32 oz	450	2.70	511	2.40	1149	2.73

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.00-4.99	1067	3.18	2.50	64	2.50	2.29-2.88	510	2.68
Cheese	Natural Varieties	8 oz block	1.99-3.29	2224	2.37	1.99-2.50	1116	2.24	1.98-2.50	827	2.20
Cheese	Natural Varieties	1 # block	3.99-4.99	394	4.71	3.99-4.99	1086	4.07	2.99-4.99	319	4.33
Cheese	Natural Varieties	2 # block				7.48	195	7.48			
Cheese	Natural Varieties	8 oz shred	1.99-4.59	2318	2.64	1.60-3.00	1644	2.33	1.98-3.99	770	2.58
Cheese	Natural Varieties	1 # shred	3.99	110	3.99	3.99	1002	3.99	2.99-4.99	319	4.33
Cottage cheese		16 oz	1.50-2.69	2332	2.18	1.25-2.69	1371	2.47	2.00-2.29	222	2.14
Cream cheese		8 oz	1.50-2.89	1271	2.07	1.50-2.50	566	2.39	1.00-2.33	709	1.62
Flavored milk	All fat tests	gallon							3.49	69	3.49
Ice cream		48-64oz	2.50-3.99	2929	3.00	2.50-5.00	1500	2.74	2.50-3.99	971	3.14
Milk	All fat tests	half gallon	2.79-2.99	280	2.95	1.00-1.99	173	1.30	1.00-2.99	824	2.15
Milk	All fat tests	gallon	3.49	137	3.49	2.59-2.98	285	2.86	1.99-4.98	363	2.68
Sour cream		16 oz	1.29-2.00	1422	1.72	1.25-2.00	1219	1.85	1.50-2.00	560	1.84
Yogurt	Greek	4-6 oz	0.75-1.00	2646	.95	1.00	2945	1.00	0.75-1.00	5299	.93

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Greek	32 oz	3.99-4.99	573	4.27	4.48	195	4.48	3.99	213	3.99
Yogurt	Yogurt	4-6 oz	0.44-0.60	2238	.52	0.40-0.60	2913	.49	0.39-0.60	2301	.44
Yogurt	Yogurt	32 oz	2.50-3.99	207	2.93						

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #							2.99	69	2.99
Cheese	Natural Varieties	8 oz block	1.88-2.99	1352	2.35	1.99-2.50	517	2.30	2.49-3.49	234	2.94
Cheese	Natural Varieties	1 # block				3.99	63	3.99			
Cheese	Natural Varieties	2 # block	8.99	235	8.99	5.99-8.99	527	8.04	5.99-7.49	455	7.29
Cheese	Natural Varieties	8 oz shred	1.98-3.00	1522	2.39	1.99-3.00	1497	2.62	1.99-3.49	589	2.86
Cheese	Natural Varieties	1 # shred	6.99	99	6.99				4.99	61	4.99
Cottage cheese		16 oz				1.99	334	1.99	1.50-2.50	232	2.17
Cream cheese		8 oz	1.19-2.50	425	1.77	1.99	63	1.99	1.39	69	1.39
Flavored milk	All fat tests	half gallon							3.79	105	3.79
Flavored milk	All fat tests	gallon				3.99	241	3.99			
Ice cream		48-64oz	2.50-5.00	1025	3.56	3.33-3.50	671	3.47	2.49-3.50	553	3.37
Milk	All fat tests	half gallon	2.19-2.59	281	2.40	2.99	246	2.99	2.49	289	2.49
Milk	All fat tests	gallon				2.99	408	2.99			
Sour cream		16 oz	1.25-2.00	1017	1.58	1.25-1.95	1171	1.77	1.50-1.67	521	1.59
Yogurt	Greek	4-6 oz	0.88-1.00	1809	.96	0.88-1.00	3026	.99	1.00	1181	1.00
Yogurt	Greek	32 oz				4.99	200	4.99	2.50-3.50	166	2.87
Yogurt	Yogurt	4-6 oz	0.40-0.50	484	.41	0.40-0.50	463	.43	0.50	105	.50
Yogurt	Yogurt	32 oz							2.00-3.99	243	2.50

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #			442	5.14		
Cheese	Natural Varieties	8 oz block	84	3.99	1098	3.99		
Cheese	Natural Varieties	2 # block	107	7.99				
Cheese	Natural Varieties	8 oz shred	84	3.99	1098	3.93		
Cream cheese		8 oz			221	3.29		
Ice cream		48-64oz	137	5.99				
Milk	All fat tests	half gallon	1029	3.56	2530	3.65	3648	3.45

Wtd Avg - Simple weighted average



Milk	All fat tests	gallon					543	5.08
Milk	All fat tests	8 oz UHT	2677	1.00	450	.96	165	1.00
Yogurt	Greek	4-6 oz	1639	1.02	906	1.02	1783	1.16
Yogurt	Greek	32 oz	189	4.99				
Yogurt	Yogurt	4-6 oz	114	1.00	218	.72	143	.50
Yogurt	Yogurt	32 oz			137	2.99	769	2.96

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cheese	Natural Varieties	8 oz block	3.99	84	3.99						
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Milk	All fat tests	half gallon	3.99-4.99	168	4.49	3.29-3.49	210	3.40	3.29-3.69	405	3.47
Milk	All fat tests	8 oz UHT	1.00	147	1.00	1.00	195	1.00	1.00	200	1.00
Yogurt	Greek	4-6 oz	1.25	147	1.25				1.00	348	1.00

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cheese	Natural Varieties	2 # block				7.99	107	7.99			
Ice cream		48-64oz				5.99	137	5.99			
Milk	All fat tests	half gallon	2.99	141	2.99				3.49	105	3.49
Milk	All fat tests	8 oz UHT	1.00	349	1.00	1.00	1208	1.00	1.00	578	1.00
Yogurt	Greek	4-6 oz	1.00	114	1.00	1.00	741	1.00	1.00	289	1.00
Yogurt	Greek	32 oz	4.99	72	4.99	4.99	117	4.99			
Yogurt	Yogurt	4-6 oz	1.00	114	1.00						

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
NATIONAL	Continental United States