



Dairy Market News Branch

**Agricultural
Marketing
Service**

National Retail Report - Dairy

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

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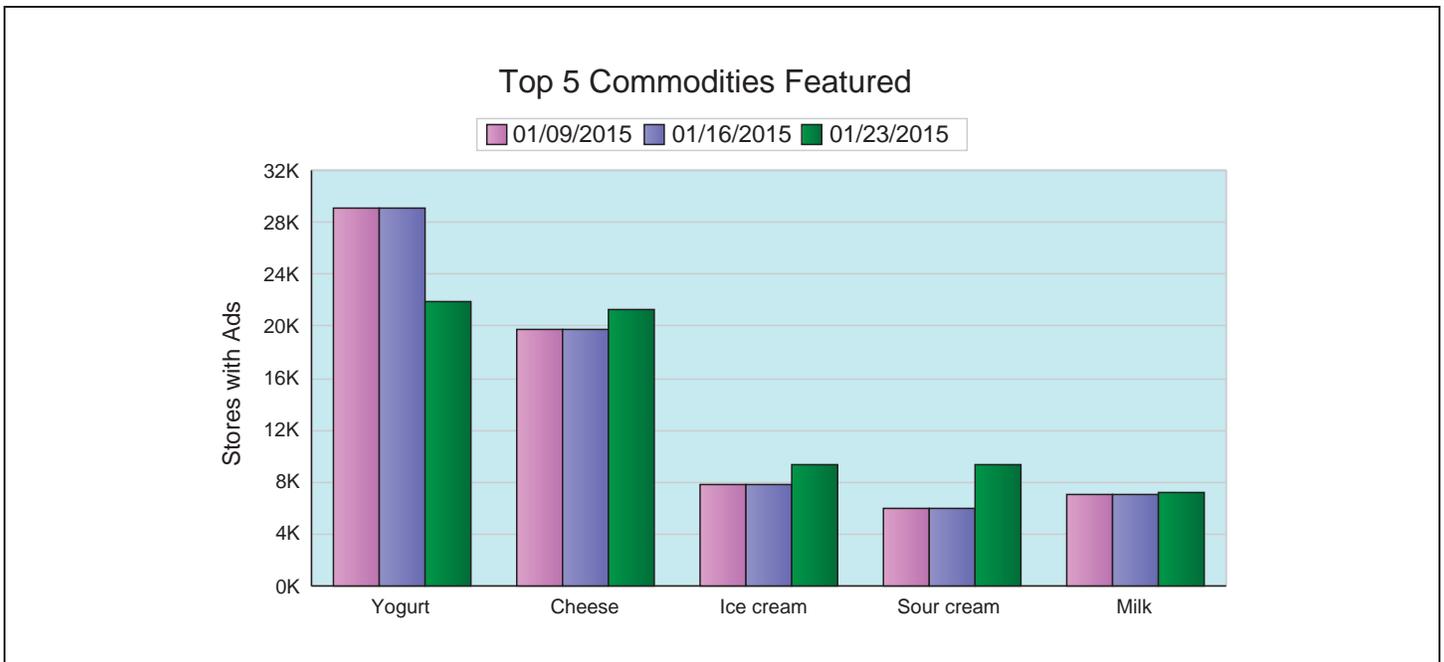
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/23/2015 to 01/29/2015

Ad volume for 8 oz. cream cheese more than doubled this week, with a U.S. advertised price of \$1.73, down 24 cents from last week but up 17 cents from one year ago. Sour cream in 16 ounce containers also experienced a significant increase in ad numbers this week, with an average price of \$1.65, down 8 cents from last week and down 5 cents from one year ago. Ad numbers and the price for 1# butter are up, with the \$3.52 average price 52 cents higher than last week and 67 cents higher than one year ago.

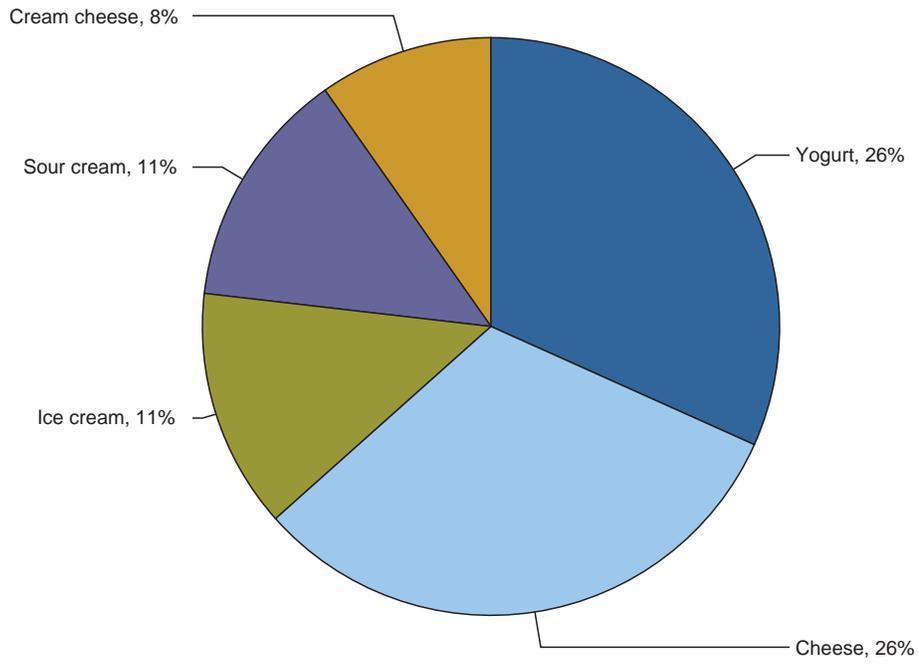
The U.S average price for 8 ounce blocks, \$2.34, is 1 cent higher than one week ago and 14 cents higher than a year ago, while 8 ounce shredded cheese at \$2.56 is up 2 cents from the prior week and up 25 cents from the prior year. Ad volumes for 8 oz. blocks and 8 oz. shredded cheese are up from last week and one year ago.

Greek 4-6 ounce yogurt ad volume leads the yogurt category with nearly triple the ads of all other surveyed sizes and types of yogurt. The average price of 4-6 ounce Greek yogurt, 98 cents, is up 2 cents from last week and up 1 cent from one year ago. Ads for 4-6 ounce yogurt have an average price of 49 cents, up 2 cents from last week but down 3 cents from one year ago.

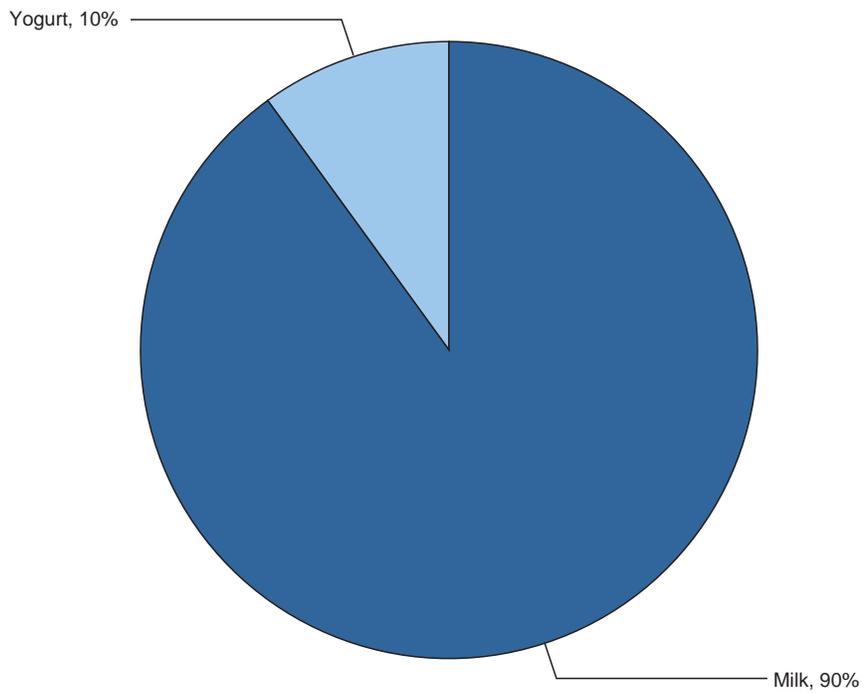
The organic versus conventional half gallon price spread is \$2.39, up \$1.20 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.03, down from \$2.37, and the average for organic half gallon milk, \$4.42, up from \$3.56.



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 #	2391	3.52	1710	3.00	2467	2.85
Cheese	Natural Varieties	8 oz block	8028	2.34	6270	2.33	6029	2.20
Cheese	Natural Varieties	1 # block	809	4.81	1862	4.25	1415	3.88
Cheese	Natural Varieties	2 # block	258	6.97	1412	7.88	592	6.29
Cheese	Natural Varieties	8 oz shred	10997	2.56	8340	2.54	8132	2.31
Cheese	Natural Varieties	1 # shred	1181	3.61	1591	4.28	2110	3.82
Cottage cheese		16 oz	5253	1.82	4491	2.25	2987	2.24
Cream cheese		8 oz	6380	1.73	3103	1.97	5799	1.56
Flavored milk	All fat tests	half gallon	365	2.55	105	3.79	343	2.55
Flavored milk	All fat tests	gallon			310	3.88	559	3.85
Ice cream		48-64oz	9404	3.19	7649	3.11	11983	3.27
Milk	All fat tests	half gallon	1567	2.03	2093	2.37	581	1.97
Milk	All fat tests	gallon	4138	3.04	1193	2.92	3665	3.01
Sour cream		16 oz	9351	1.65	5910	1.73	5143	1.70
Yogurt	Greek	4-6 oz	15904	.98	16906	.96	11838	.97
Yogurt	Greek	32 oz	1386	3.91	1347	4.19	329	4.49
Yogurt	Yogurt	4-6 oz	4225	.49	8504	.47	6870	.52
Yogurt	Yogurt	32 oz	261	2.80	450	2.70	1561	2.37

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 #	2.48-3.99	1044	3.40	2.50-3.00	334	2.82	2.50	122	2.50
Cheese	Natural Varieties	8 oz block	1.79-3.00	2290	2.42	1.66-2.99	1451	2.20	1.98-2.50	1470	2.11
Cheese	Natural Varieties	1 # block	4.98	137	4.98	3.98-4.99	279	4.28			
Cheese	Natural Varieties	2 # block	8.99	84	8.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2247	2.42	1.66-2.99	1331	2.30	1.98-2.50	2012	2.37
Cheese	Natural Varieties	1 # shred	3.29	255	3.29	3.29	227	3.29	3.49	370	3.49
Cottage cheese		16 oz	1.99-2.50	1058	2.09	1.25-2.49	1424	1.93	1.50-2.00	1143	1.59
Cream cheese		8 oz	1.50-2.00	1208	1.59	1.00-2.29	1415	1.52	1.79-2.00	878	1.88
Flavored milk	All fat tests	half gallon							2.39-2.99	253	2.69
Ice cream		48-64oz	1.99-3.99	3544	2.84	2.49-4.99	1069	3.82	2.49-4.00	2504	3.17
Milk	All fat tests	half gallon	1.99-2.50	531	2.37				1.25-2.50	488	1.77
Milk	All fat tests	gallon	2.88	100	2.88	2.59-3.00	1449	2.97	2.50-2.99	484	2.83
Sour cream		16 oz	1.00-2.00	2384	1.60	1.25-1.79	1225	1.60	1.00-2.00	1877	1.46
Yogurt	Greek	4-6 oz	0.88-1.00	2587	.99	0.79-1.00	2676	.95	0.79-1.00	4555	.98
Yogurt	Greek	32 oz	3.89-3.99	514	3.94	3.89	227	3.89	3.99-4.39	320	4.12
Yogurt	Yogurt	4-6 oz	0.45-0.60	1436	.51	0.40-0.60	1050	.49	0.40-0.60	928	.48

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	Yogurt	32 oz	2.69	60	2.69	2.49	64	2.49			

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 #	1.79-2.69	148	2.24	3.29-4.99	682	4.56	2.99	61	2.99
Cheese	Natural Varieties	8 oz block	1.79-2.99	1096	2.37	1.99-2.50	1192	2.36	2.50-3.49	529	2.83
Cheese	Natural Varieties	1 # block	6.69	99	6.69	3.99-4.99	294	4.60			
Cheese	Natural Varieties	2 # block							5.99	174	5.99
Cheese	Natural Varieties	8 oz shred	1.99-2.99	2023	2.53	2.00-3.99	2505	2.87	2.50-3.49	879	2.89
Cheese	Natural Varieties	1 # shred	3.29	151	3.29	4.99	178	4.99			
Cottage cheese		16 oz	1.25-2.00	591	1.49	1.25-1.99	797	1.71	1.50-2.50	240	2.23
Cream cheese		8 oz	1.49-2.50	1088	1.76	1.49-2.49	1209	1.94	1.50-1.99	582	1.85
Flavored milk	All fat tests	half gallon	2.49	51	2.49				2.00	61	2.00
Ice cream		48-64oz	2.99-4.79	772	3.73	2.88-3.50	1160	3.29	3.49-3.50	355	3.50
Milk	All fat tests	half gallon	1.78-2.99	247	2.15				0.99-2.00	301	1.77
Milk	All fat tests	gallon	1.99-3.39	636	2.63	1.99-5.29	1180	3.27	3.79	289	3.79
Sour cream		16 oz	1.25-1.99	1265	1.64	1.25-2.49	2063	1.87	1.50-1.99	537	1.80
Yogurt	Greek	4-6 oz	0.67-1.25	1989	.94	0.79-1.00	2986	.98	0.79-1.50	1111	1.03
Yogurt	Greek	32 oz	3.89	151	3.89				3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.50	261	.50	0.40-0.50	315	.44	0.50	235	.50
Yogurt	Yogurt	32 oz				2.99	137	2.99			

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
Cheese	Natural Varieties	8 oz block			84	3.99		
Cheese	Natural Varieties	2 # block			107	7.99		
Cheese	Natural Varieties	8 oz shred			84	3.99	63	3.99
Ice cream		48-64oz			137	5.99		
Milk	All fat tests	half gallon	1128	4.42	1029	3.56	3734	3.41
Milk	All fat tests	8 oz UHT	342	1.11	2677	1.00	671	.91
Yogurt	Greek	4-6 oz	168	1.25	1639	1.02	707	1.14
Yogurt	Greek	32 oz			189	4.99		
Yogurt	Yogurt	4-6 oz			114	1.00	801	.67

Wtd Avg - Simple weighted average



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
Milk	All fat tests	8 oz UHT	1.25	147	1.25	1.00	195	1.00			
Yogurt	Greek	4-6 oz	1.25	62	1.25				1.25	106	1.25

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
Milk	All fat tests	half gallon	3.99-4.89	235	4.43	3.99-4.39	604	4.19	4.89	289	4.89

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