



## 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/dybretail.pdf>

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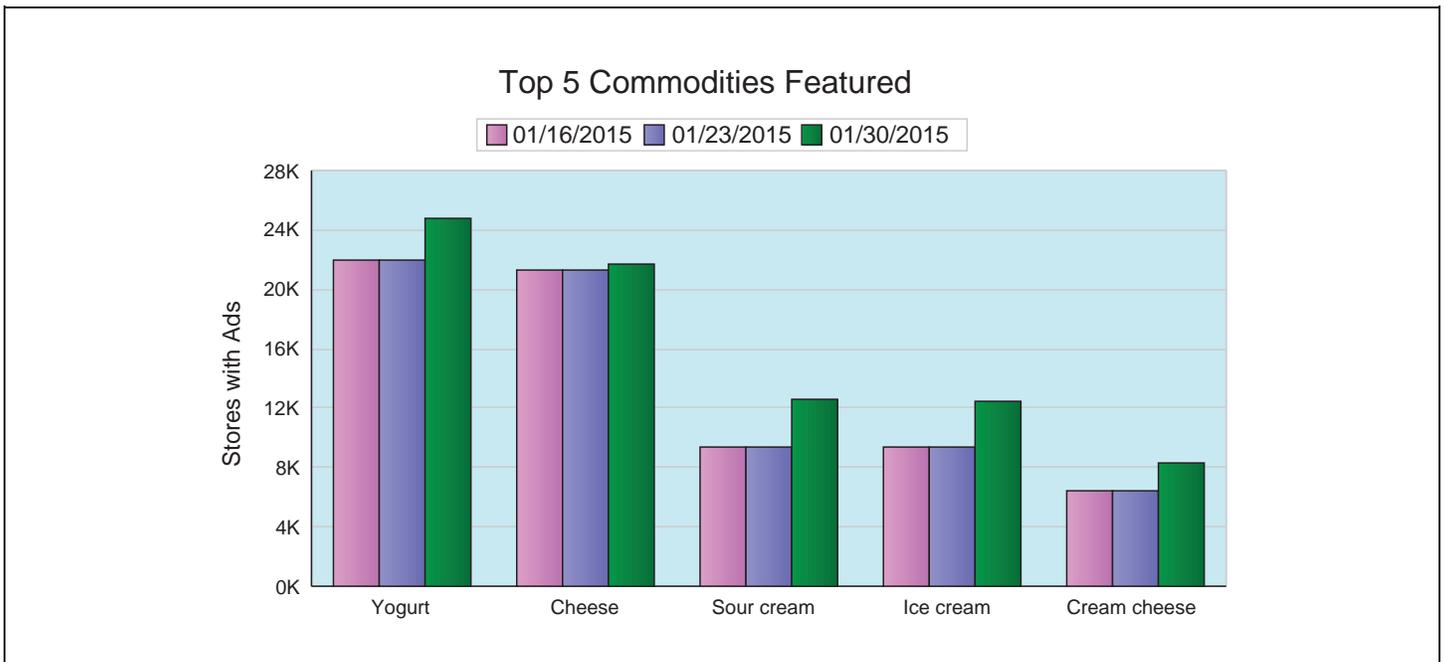
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/30/2015 to 02/05/2015

Ad volume for 48-64 oz. ice cream increased substantially compared to last week, with a U.S. advertised average price of \$3.22, up 3 cents from last week, but 5 cents lower than one year ago. Ad volume for 8 oz. cream cheese expanded atop last week's significant increase, with a U.S. advertised price of \$1.76, up 3 cents from last week and 20 cents higher than one year ago. Sour cream in 16 ounce containers also experienced increases in ad numbers this week, with an average price of \$1.79, up 14 cents from last week and 9 cents higher from one year ago. Ad numbers for 1# butter increased, with the \$3.32 average price 20 cents lower than last week, but 47 cents higher than one year ago.

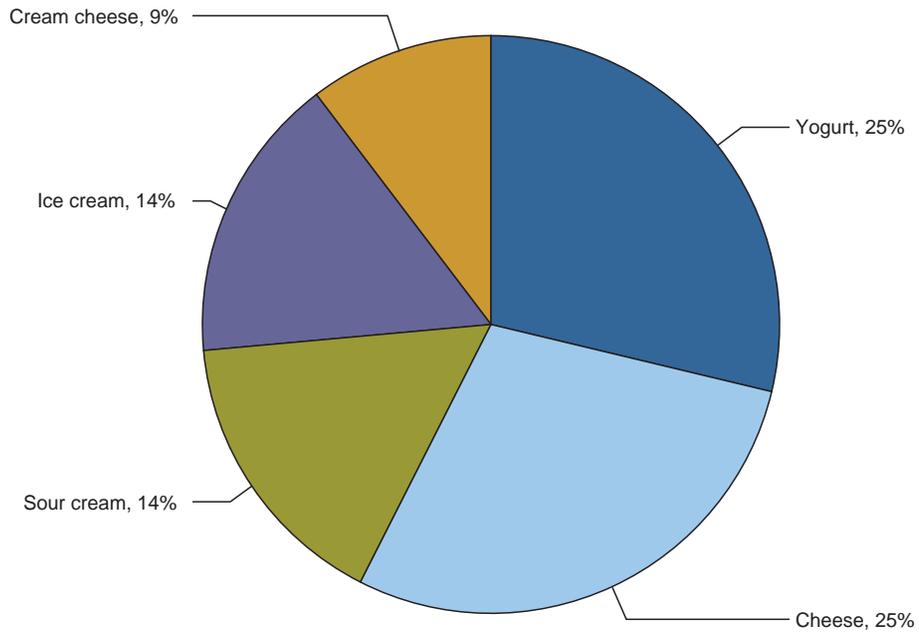
The U.S. average price for 8 ounce blocks, \$2.51, is 17 cents higher than one week ago and 31 cents higher than a year ago, while 8 ounce shredded cheese at \$2.57 is up 1 cent from the prior week and up 26 cents from the prior year. Ad volumes for 8 oz. blocks declined, while 8 oz. shredded cheese was up from last week. Compared to a year ago, ad volumes for both varieties were above year ago levels.

Greek 4-6 ounce yogurt ad volume increased and continues to outdistance the ad volumes of all other surveyed sizes and types of yogurt. The average price of 4-6 ounce Greek yogurt, 99 cents, is up 1 cent from last week and up 2 cents from one year ago. Ads for 4-6 ounce yogurt have an average price of 52 cents, up 3 cents from last week and unchanged from one year ago.

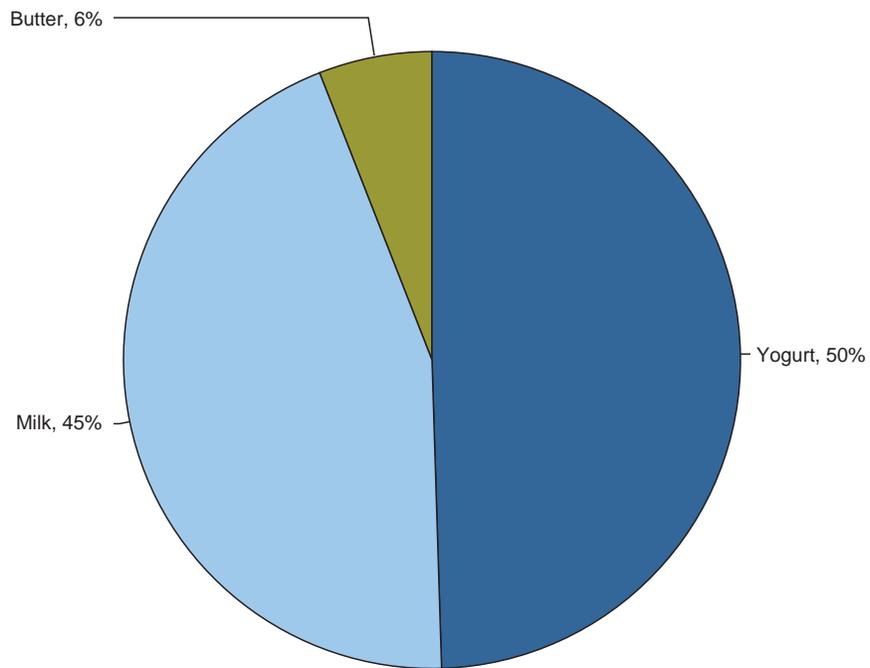
The organic versus conventional half gallon price spread is \$1.81, down \$0.58 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.18, up from \$2.03, and the average for organic half gallon milk, \$3.99, down from \$4.42.



### 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 #	3673	3.32	2391	3.52	2467	2.85
Cheese	Natural Varieties	8 oz block	6157	2.51	8028	2.34	6029	2.20
Cheese	Natural Varieties	1 # block	1020	3.89	809	4.81	1415	3.88
Cheese	Natural Varieties	2 # block	861	6.40	258	6.97	592	6.29
Cheese	Natural Varieties	8 oz shred	11806	2.57	10997	2.56	8132	2.31
Cheese	Natural Varieties	1 # shred	1874	4.08	1181	3.61	2110	3.82
Cottage cheese		16 oz	3212	1.96	5253	1.82	2987	2.24
Cream cheese		8 oz	8148	1.76	6380	1.73	5799	1.56
Egg nog		quart					71	2.99
Egg nog		half gallon					71	4.79
Flavored milk	All fat tests	half gallon	544	2.56	365	2.55	343	2.55
Flavored milk	All fat tests	gallon	238	3.25			559	3.85
Ice cream		48-64oz	12491	3.22	9404	3.19	11983	3.27
Milk	All fat tests	half gallon	824	2.18	1567	2.03	581	1.97
Milk	All fat tests	gallon	1484	3.40	4138	3.04	3665	3.01
Sour cream		16 oz	12505	1.78	9351	1.65	5143	1.70
Yogurt	Greek	4-6 oz	16418	.99	15904	.98	11838	.97
Yogurt	Greek	32 oz	1450	3.79	1386	3.91	329	4.49
Yogurt	Yogurt	4-6 oz	3956	.52	4225	.49	6870	.52
Yogurt	Yogurt	32 oz	582	2.35	261	2.80	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 #	2.50-3.99	1333	3.28	2.99	735	2.99	2.79-3.50	619	3.14
Cheese	Natural Varieties	8 oz block	1.99-3.00	1802	2.62	1.67-2.99	363	2.63	1.66-2.99	1621	2.31
Cheese	Natural Varieties	1 # block	3.49-3.99	695	3.89	4.99	84	4.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.49	2171	2.66	1.67-2.99	829	2.37	1.66-2.99	3967	2.49
Cheese	Natural Varieties	1 # shred	3.99	156	3.99	4.49	502	4.49	3.49-3.70	958	3.62
Cottage cheese		16 oz	1.89-2.79	1081	2.17	1.25-2.29	796	1.83	1.50-2.00	783	1.62
Cream cheese		8 oz	1.29-2.69	1928	1.92	1.00-2.39	1182	1.62	1.49-2.49	1422	1.85
Flavored milk	All fat tests	half gallon							1.25-2.50	370	2.03
Flavored milk	All fat tests	gallon							2.50-3.99	238	3.25
Ice cream		48-64oz	2.00-4.99	3578	3.05	2.50-5.49	3384	3.26	2.79-3.69	1953	3.18
Milk	All fat tests	half gallon				1.25	120	1.25	1.25-3.50	415	2.23
Milk	All fat tests	gallon				2.50-2.99	488	2.73	2.50	246	2.50
Sour cream		16 oz	1.29-2.19	3111	1.68	1.00-2.19	2475	1.89	1.29-2.79	2732	1.82
Yogurt	Greek	4-6 oz	0.88-1.20	3282	1.01	0.79-1.00	3712	.99	0.79-1.00	4022	.98

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	3.79-3.99	209	3.93				3.89-3.99	707	3.91
Yogurt	Yogurt	4-6 oz	0.45-0.75	2143	.53	0.50-0.60	781	.51	0.39-0.40	163	.39
Yogurt	Yogurt	32 oz	1.89-2.79	521	2.41	1.89	61	1.89			

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 #	2.99-3.99	275	3.79	3.49-3.50	422	3.49	3.99	289	3.99
Cheese	Natural Varieties	8 oz block	1.99-3.00	1490	2.52	1.99-2.50	476	2.38	1.99-3.49	405	2.88
Cheese	Natural Varieties	1 # block				3.49	241	3.49			
Cheese	Natural Varieties	2 # block				5.99-6.99	384	6.76	5.99-6.99	477	6.12
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1879	2.42	1.99-3.49	2042	2.76	1.99-3.49	918	2.75
Cheese	Natural Varieties	1 # shred	4.49	55	4.49	5.79	137	5.79	3.99	66	3.99
Cottage cheese		16 oz	2.00-2.50	217	2.37	1.99	230	1.99	2.39	105	2.39
Cream cheese		8 oz	1.00-1.99	1761	1.58	1.00-2.50	1301	1.66	1.49-2.49	554	2.05
Flavored milk	All fat tests	half gallon							3.49-3.79	174	3.67
Ice cream		48-64oz	2.50-5.00	1152	3.87	2.50-3.99	1370	3.13	2.50-3.99	1054	3.19
Milk	All fat tests	half gallon							2.49	289	2.49
Milk	All fat tests	gallon	3.39	133	3.39	2.50-5.00	617	4.29			
Sour cream		16 oz	1.00-2.50	1578	1.64	1.00-2.00	1955	1.84	1.50-2.00	654	1.94
Yogurt	Greek	4-6 oz	0.88-1.00	1579	.98	1.00	2317	1.00	0.99-1.00	1506	1.00
Yogurt	Greek	32 oz	3.50	239	3.50				2.50-5.79	295	3.64
Yogurt	Yogurt	4-6 oz	0.50	178	.50	0.40-1.00	630	.53	0.50	61	.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 #	274	3.99			169	4.99
Cheese	Natural Varieties	8 oz shred					63	3.99
Milk	All fat tests	half gallon	137	3.99	1128	4.42	3734	3.41
Milk	All fat tests	gallon					1697	5.80
Milk	All fat tests	8 oz UHT	1946	1.00	342	1.11	671	.91
Yogurt	Greek	4-6 oz	1279	1.21	168	1.25	707	1.14
Yogurt	Greek	32 oz	153	6.17				
Yogurt	Yogurt	4-6 oz					801	.67

Wtd Avg - Simple weighted average



Yogurt	Yogurt	32 oz	884	3.92			235	3.79
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### 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
Yogurt	Greek	4-6 oz	1.20-1.25	196	1.23	1.20	1083	1.20			
Yogurt	Greek	32 oz	5.49	84	5.49						

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 #				3.98-3.99	274	3.99			
Milk	All fat tests	half gallon				3.99	137	3.99			
Milk	All fat tests	8 oz UHT	1.00	470	1.00	1.00	898	1.00	1.00	578	1.00
Yogurt	Greek	32 oz							6.99	69	6.99
Yogurt	Yogurt	32 oz	3.69-3.79	235	3.74	3.99	360	3.99	3.99	289	3.99

### 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