



## 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 02/06/2015 to 02/12/2015

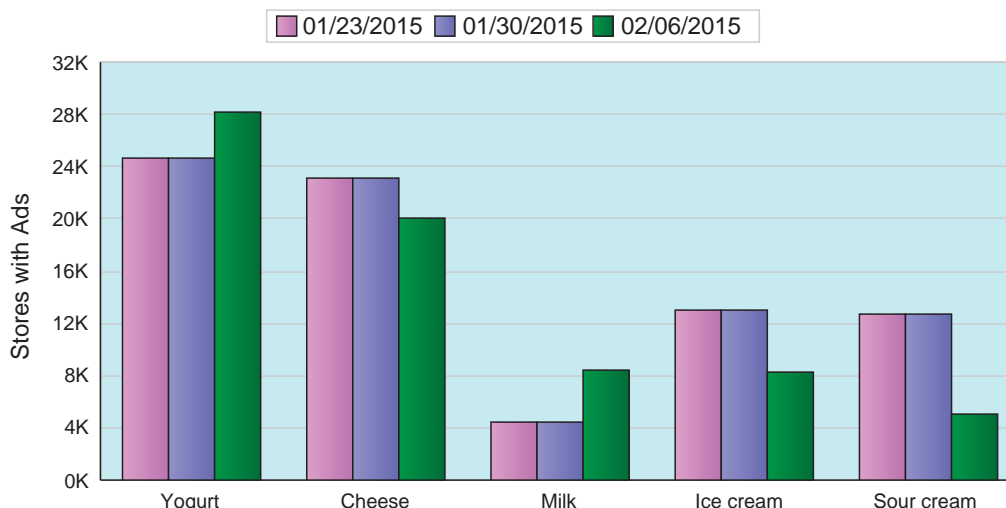
Ad volume for butter, cottage cheese, cream cheese and ice cream each declined this week. The national average advertised price for 1# butter, \$3.03, is down 29 cents from the prior week but up 6 cents from one year ago. Cottage cheese in 16 ounce containers has an average price of \$2.32, up 36 cents from one week ago and up 34 cents from one year ago. Cream cheese 8 oz. has an average price of \$1.83, up 7 cents from one week ago and up 39 cents from one year ago. Ice cream in 48-64 oz. containers has an average price of \$3.01, down 23 cents from one week ago and down 8 cents from one year ago.

Greek 4-6 ounce yogurt ad volume is greater than the combined ad volume for all other categories and sizes of yogurt. The average price of 4-6 ounce Greek yogurt, 98 cents, is down 1 cent from last week and even with one year ago. Ads for 4-6 ounce yogurt have an average price of 50 cents, down 2 cents from last week and one year ago.

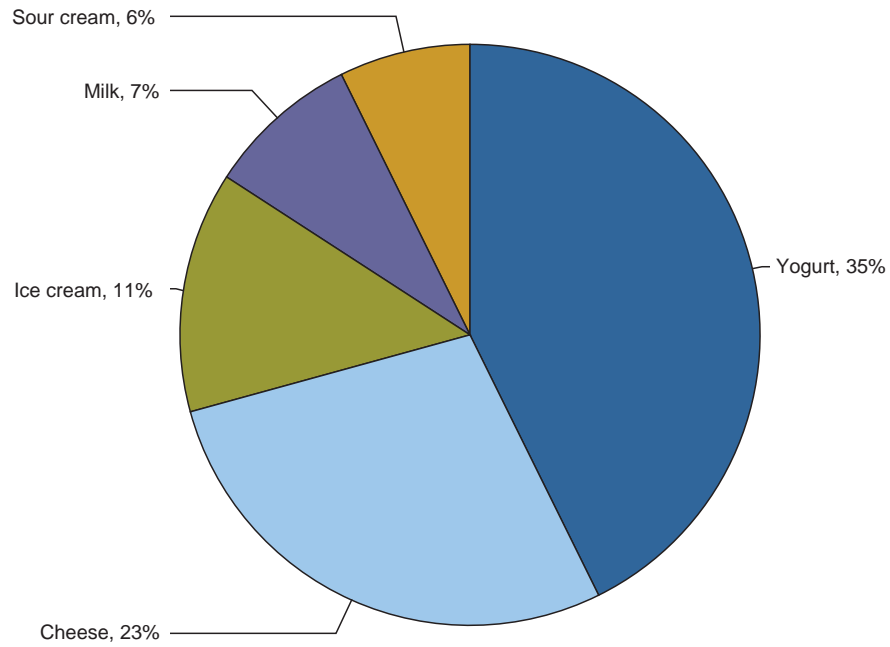
The U.S. average price for 8 ounce cheese blocks, \$2.47, is 3 cents lower than one week ago but 17 cents higher than a year ago, while 8 ounce shredded cheese at \$2.52 is down 4 cents from one week ago but up 34 cents one year ago. Ad volumes for 8 oz. blocks declined 13%, while 8 oz. shredded cheese volume declined 32% from last week.

The organic versus conventional half gallon milk price spread is \$1.97, up \$0.16 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.92, down from \$2.18, and the average for organic half gallon milk, \$3.89, down from \$3.99.

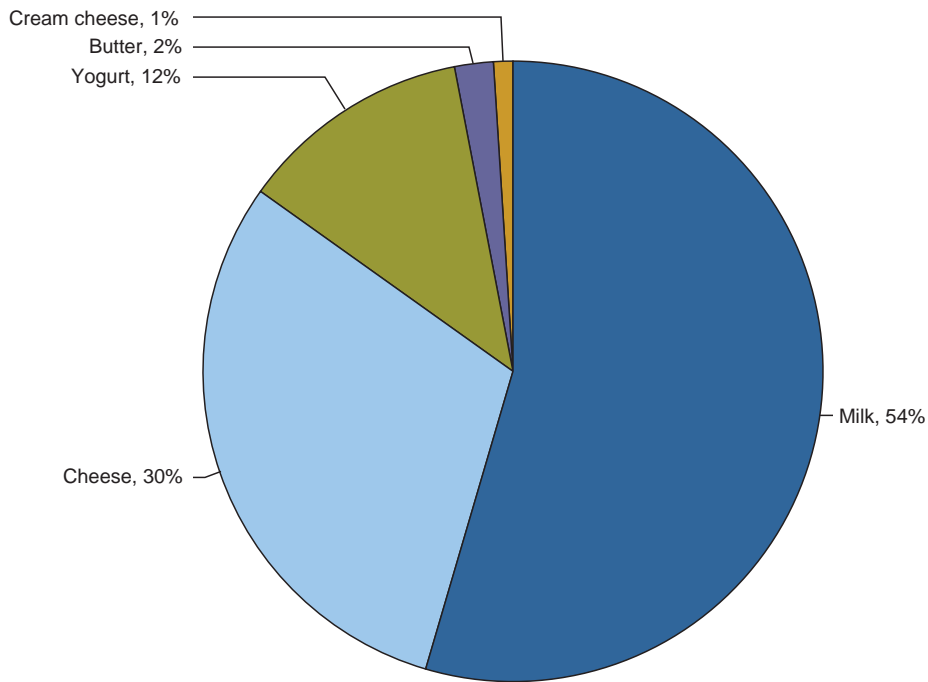
Top 5 Commodities Featured



### 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 #         | 1261            | 3.03          | 3673            | 3.32          | 5330            | 2.97          |
| Cheese         | Natural Varieties | 8 oz block  | 5989            | 2.47          | 6858            | 2.50          | 9782            | 2.30          |
| Cheese         | Natural Varieties | 1 # block   | 1923            | 4.52          | 1020            | 3.89          | 1044            | 3.64          |
| Cheese         | Natural Varieties | 2 # block   | 384             | 7.26          | 861             | 6.40          | 2302            | 6.30          |
| Cheese         | Natural Varieties | 8 oz shred  | 8453            | 2.52          | 12435           | 2.56          | 11153           | 2.18          |
| Cheese         | Natural Varieties | 1 # shred   | 1506            | 3.50          | 1874            | 4.08          | 1296            | 4.60          |
| Cottage cheese |                   | 16 oz       | 3096            | 2.32          | 3212            | 1.96          | 2599            | 1.98          |
| Cream cheese   |                   | 8 oz        | 4635            | 1.83          | 8220            | 1.76          | 8584            | 1.44          |
| Flavored milk  | All fat tests     | half gallon | 383             | 2.14          | 544             | 2.56          | 123             | 2.99          |
| Flavored milk  | All fat tests     | gallon      | 810             | 4.28          | 238             | 3.25          | 548             | 3.90          |
| Ice cream      |                   | 48-64oz     | 8333            | 3.01          | 13050           | 3.24          | 12009           | 3.09          |
| Milk           | All fat tests     | half gallon | 1185            | 1.92          | 824             | 2.18          | 579             | 1.69          |
| Milk           | All fat tests     | gallon      | 3940            | 2.99          | 1484            | 3.40          | 793             | 2.87          |
| Sour cream     |                   | 16 oz       | 5061            | 1.63          | 12577           | 1.78          | 9065            | 1.59          |
| Yogurt         | Greek             | 4-6 oz      | 16299           | .98           | 16418           | .99           | 10003           | .99           |
| Yogurt         | Greek             | 32 oz       | 1858            | 4.31          | 1450            | 3.79          | 112             | 4.99          |
| Yogurt         | Yogurt            | 4-6 oz      | 7574            | .50           | 3956            | .52           | 6021            | .52           |
| Yogurt         | Yogurt            | 32 oz       | 1745            | 2.02          | 582             | 2.35          | 1221            | 2.32          |

## 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      | 677             | 3.16          | 2.50           | 64              | 2.50          | 2.00         | 69              | 2.00          |
| Cheese         | Natural Varieties | 8 oz block  | 1.50-2.99      | 2452            | 2.35          | 1.99-2.98      | 836             | 2.38          | 1.66-2.50    | 470             | 2.17          |
| Cheese         | Natural Varieties | 1 # block   | 3.49-3.99      | 647             | 3.91          |                |                 |               | 4.69         | 213             | 4.69          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.88-3.00      | 2694            | 2.47          | 1.99-2.79      | 1026            | 2.43          | 1.99-2.50    | 795             | 2.34          |
| Cheese         | Natural Varieties | 1 # shred   | 3.29-3.99      | 317             | 3.43          | 2.99-3.29      | 437             | 3.15          | 2.99-3.99    | 401             | 3.35          |
| Cottage cheese |                   | 16 oz       | 1.99-2.69      | 670             | 2.25          | 2.00-2.69      | 1529            | 2.49          | 1.49-1.99    | 285             | 1.64          |
| Cream cheese   |                   | 8 oz        | 1.20-2.50      | 2298            | 1.92          | 0.79-2.50      | 1015            | 1.83          | 1.00-1.99    | 594             | 1.58          |
| Flavored milk  | All fat tests     | half gallon | 2.50           | 100             | 2.50          |                |                 |               | 1.25-2.50    | 283             | 2.01          |
| Flavored milk  | All fat tests     | gallon      |                |                 |               |                |                 |               | 2.47-2.50    | 172             | 2.49          |
| Ice cream      |                   | 48-64oz     | 2.50-3.50      | 3047            | 2.79          | 2.50-4.99      | 1160            | 3.61          | 1.48-3.99    | 1981            | 3.04          |
| Milk           | All fat tests     | half gallon |                |                 |               |                |                 |               | 1.00-1.49    | 451             | 1.23          |
| Milk           | All fat tests     | gallon      | 2.88           | 162             | 2.88          | 2.50-2.99      | 488             | 2.73          | 2.50-2.99    | 616             | 2.87          |
| Sour cream     |                   | 16 oz       | 1.29-2.00      | 2073            | 1.60          | 1.00-2.28      | 1337            | 1.81          | 1.00-1.50    | 966             | 1.37          |
| Yogurt         | Greek             | 4-6 oz      | 0.60-1.25      | 4516            | .97           | 0.89-1.00      | 3419            | .96           | 0.88-1.00    | 1910            | .99           |
| Yogurt         | Greek             | 32 oz       | 3.99           | 282             | 3.99          | 4.49           | 84              | 4.49          | 4.29         | 119             | 4.29          |
| Yogurt         | Yogurt            | 4-6 oz      | 0.40-0.60      | 2201            | .52           | 0.33-0.60      | 1388            | .48           | 0.33-0.57    | 1031            | .47           |

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     | 1.97-2.50      | 375             | 2.34          | 1.97           | 1002            | 1.97          |              |                 |               |

| 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           | 137             | 3.98          | 2.49-3.33      | 314             | 2.66          |
| Cheese         | Natural Varieties | 8 oz block  | 1.99-2.99          | 808             | 2.39          | 1.99-2.99      | 938             | 2.89          | 1.99-2.99      | 485             | 2.85          |
| Cheese         | Natural Varieties | 1 # block   | 4.99               | 235             | 4.99          | 3.99-4.99      | 539             | 4.72          | 4.99           | 289             | 4.99          |
| Cheese         | Natural Varieties | 2 # block   | 7.49               | 82              | 7.49          | 6.99           | 241             | 6.99          | 7.99           | 61              | 7.99          |
| Cheese         | Natural Varieties | 8 oz shred  | 1.99-3.00          | 1678            | 2.43          | 1.99-2.99      | 1610            | 2.73          | 1.99-2.99      | 650             | 2.76          |
| Cheese         | Natural Varieties | 1 # shred   | 3.29               | 151             | 3.29          | 4.49-4.99      | 200             | 4.83          |                |                 |               |
| Cottage cheese |                   | 16 oz       | 2.00               | 210             | 2.00          | 2.49           | 167             | 2.49          | 1.99-2.79      | 235             | 2.36          |
| Cream cheese   |                   | 8 oz        | 1.25-2.50          | 352             | 1.57          | 1.79           | 117             | 1.79          | 1.25-2.50      | 259             | 1.91          |
| Flavored milk  | All fat tests     | gallon      | 3.69-4.99          | 235             | 4.36          | 4.99           | 114             | 4.99          | 4.99           | 289             | 4.99          |
| Ice cream      |                   | 48-64oz     | 1.48-3.99          | 678             | 3.05          | 2.50-2.99      | 641             | 2.71          | 2.50-3.99      | 826             | 3.12          |
| Milk           | All fat tests     | half gallon | 1.00               | 78              | 1.00          | 2.50-2.99      | 424             | 2.78          | 1.25-2.49      | 232             | 2.01          |
| Milk           | All fat tests     | gallon      | 1.99-2.99          | 805             | 2.43          | 1.99-4.99      | 1475            | 3.47          | 2.50-2.99      | 394             | 2.86          |
| Sour cream     |                   | 16 oz       | 1.48-2.00          | 506             | 1.74          | 1.79-1.89      | 179             | 1.82          |                |                 |               |
| Yogurt         | Greek             | 4-6 oz      | 0.69-1.00          | 2627            | .97           | 1.00           | 1983            | 1.00          | 0.99-1.25      | 1844            | 1.03          |
| Yogurt         | Greek             | 32 oz       | 3.89-4.49          | 507             | 4.31          | 4.49           | 472             | 4.49          | 3.69-4.49      | 394             | 4.28          |
| Yogurt         | Yogurt            | 4-6 oz      | 0.40-0.60          | 1194            | .50           | 0.50           | 1218            | .50           | 0.50           | 542             | .50           |
| Yogurt         | Yogurt            | 32 oz       |                    |                 |               | 0.39           | 120             | .39           | 2.50           | 248             | 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 #         | 137             | 5.49          | 274             | 3.99          | 165             | 4.49          |
| Cheese       | Natural Varieties | 8 oz block  | 900             | 3.99          |                 |               |                 |               |
| Cheese       | Natural Varieties | 8 oz shred  | 935             | 3.96          |                 |               |                 |               |
| Cream cheese |                   | 8 oz        | 59              | 3.19          |                 |               |                 |               |
| Milk         | All fat tests     | half gallon | 2134            | 3.89          | 137             | 3.99          | 2681            | 3.59          |
| Milk         | All fat tests     | gallon      | 563             | 5.01          |                 |               | 508             | 5.09          |
| Milk         | All fat tests     | 8 oz UHT    | 604             | 1.00          | 1946            | 1.00          | 342             | .97           |
| Sour cream   |                   | 16 oz       | 59              | 4.49          |                 |               | 703             | 1.99          |
| Yogurt       | Greek             | 4-6 oz      | 194             | 1.09          | 1279            | 1.21          | 990             | 1.03          |

Wtd Avg - Simple weighted average



|        |        |       |     |      |     |      |  |  |
|--------|--------|-------|-----|------|-----|------|--|--|
| Yogurt | Greek  | 32 oz | 538 | 4.22 | 153 | 6.17 |  |  |
| Yogurt | Yogurt | 32 oz |     |      | 884 | 3.92 |  |  |

## 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 |
| Cream cheese |               | 8 oz        | 3.19           | 59              | 3.19          |                |                 |               |              |                 |               |
| Milk         | All fat tests | half gallon | 3.89           | 110             | 3.89          | 3.89           | 1002            | 3.89          |              |                 |               |
| Milk         | All fat tests | 8 oz UHT    | 1.00           | 543             | 1.00          | 1.00           | 61              | 1.00          |              |                 |               |
| Sour cream   |               | 16 oz       | 4.49           | 59              | 4.49          |                |                 |               |              |                 |               |
| Yogurt       | Greek         | 4-6 oz      | 0.99-1.25      | 131             | 1.13          |                |                 |               |              |                 |               |
| Yogurt       | Greek         | 32 oz       |                |                 |               |                |                 |               | 3.49         | 180             | 3.49          |

| 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 #         |                    |                 |               | 5.49           | 137             | 5.49          |                |                 |               |
| Cheese    | Natural Varieties | 8 oz block  | 3.99               | 121             | 3.99          | 3.99           | 490             | 3.99          | 3.99           | 289             | 3.99          |
| Cheese    | Natural Varieties | 8 oz shred  | 3.50-3.99          | 172             | 3.84          | 3.99           | 474             | 3.99          | 3.99           | 289             | 3.99          |
| Milk      | All fat tests     | half gallon | 3.99               | 235             | 3.99          | 3.99-4.99      | 495             | 4.27          | 2.99-3.49      | 292             | 3.17          |
| Milk      | All fat tests     | gallon      |                    |                 |               | 5.98-6.19      | 274             | 6.09          | 3.99           | 289             | 3.99          |
| Yogurt    | Greek             | 4-6 oz      | 0.99               | 63              | .99           |                |                 |               |                |                 |               |
| Yogurt    | Greek             | 32 oz       |                    |                 |               |                |                 |               | 4.49-4.99      | 358             | 4.59          |

## 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  |