



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>

Volume 82- Number 7

Issued Weekly

Friday, February 20, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/20/2015 to 02/26/2015

National ad volumes for conventional dairy products are up 7% from last week while ads for organic dairy products are up 61%. Ad numbers for 16 oz. sour cream are up by 262%, 16 oz. cottage cheese ads increased 77%, and 1 # butter ads increased 29%.

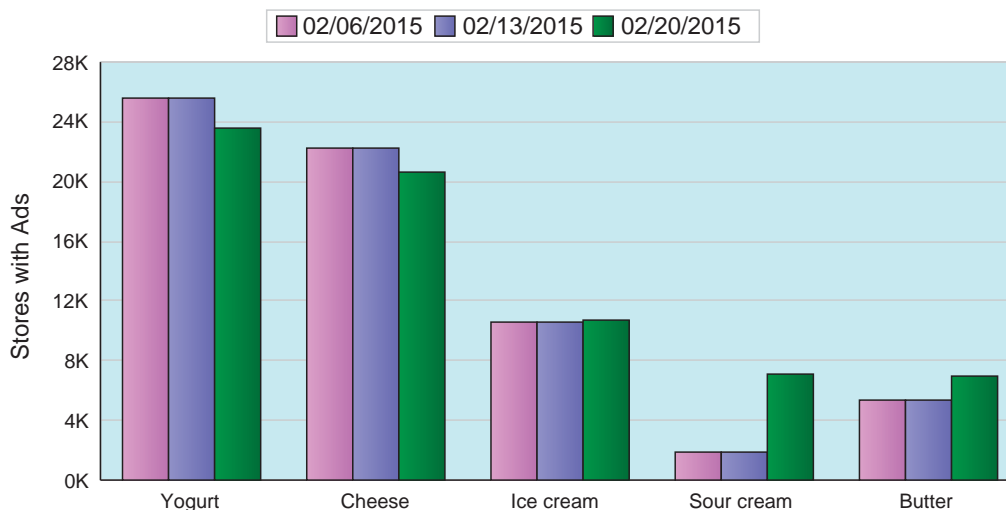
The national average advertised price for sour cream 16 ounce was \$1.66, down 6 cents from one week ago but up 4 cents from one year ago. Cottage cheese in 16 ounce containers has an average price of \$1.84, down 40 cents from one week ago and 20 cents lower than one year ago. Finally, 1# butter, with an average price of \$3.18, is down 44 cents from the prior week but up 61 cents from one year ago.

Greek 4-6 ounce yogurt ad volume is the highest ad volume of all other categories and sizes of yogurt. The average price of 4-6 ounce Greek yogurt, \$1.00, is up 3 cents from last week and up 6 cents from one year ago. Ads for 4-6 ounce yogurt have an average price of 51 cents, up 1 cent from last week and from one year ago.

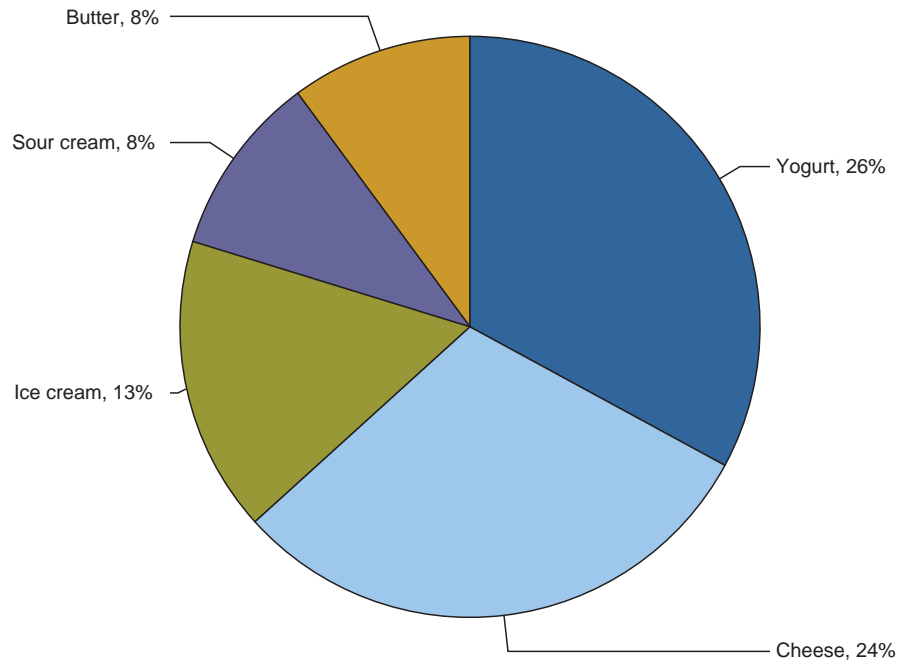
The U.S. average price for 8 ounce cheese blocks, \$2.64, is 28 cents higher than one week ago, and 32 cents higher than a year ago, while 8 ounce shredded cheese at \$2.46 is down 1 cent from one week ago, but up 6 cents from one year ago.

The organic - conventional half gallon milk price spread is \$1.70, up \$0.06 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.01, up 9 cents, and the average for organic half gallon milk, \$3.71, up from \$3.56.

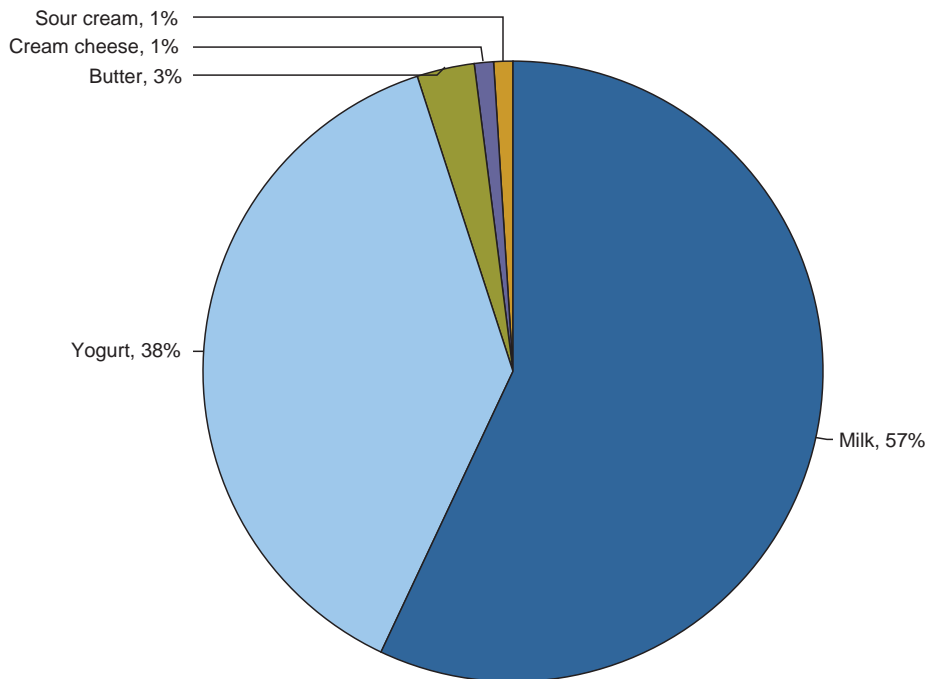
Top 5 Commodities Featured



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 #	6892	3.18	5337	3.62	4043	2.57
Cheese	Natural Varieties	8 oz block	5840	2.64	6986	2.36	5115	2.32
Cheese	Natural Varieties	1 # block	1888	4.13	1340	3.81	2126	3.68
Cheese	Natural Varieties	2 # block	1557	7.86	1295	8.07	1627	6.77
Cheese	Natural Varieties	8 oz shred	9954	2.46	11188	2.47	8005	2.40
Cheese	Natural Varieties	1 # shred	1445	3.91	1460	3.98	1201	3.91
Cottage cheese		16 oz	2934	1.84	1654	2.24	2804	2.04
Cream cheese		8 oz	4192	1.94	4168	2.19	3669	1.22
Flavored milk	All fat tests	half gallon	278	2.50	200	2.63	857	2.63
Flavored milk	All fat tests	gallon	769	2.69	357	3.99	50	3.99
Ice cream		48-64oz	10658	3.28	10584	3.22	11176	3.13
Milk	All fat tests	half gallon	1132	2.01	396	1.92	243	1.98
Milk	All fat tests	gallon	2963	2.71	2368	3.44	623	2.99
Sour cream		16 oz	6978	1.66	1927	1.72	4612	1.62
Yogurt	Greek	4-6 oz	12410	1.00	12436	.97	13811	.94
Yogurt	Greek	32 oz	1876	4.70	1015	5.19	1171	4.84
Yogurt	Yogurt	4-6 oz	6831	.51	10550	.50	5591	.50
Yogurt	Yogurt	32 oz	617	2.28	549	2.41	1113	3.12

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 #	2.00-3.99	1292	2.91	2.99-3.50	2154	3.25	2.99-3.99	844	3.20
Cheese	Natural Varieties	8 oz block	1.88-3.99	2290	2.54	2.00-3.99	2052	2.88	2.50	81	2.50
Cheese	Natural Varieties	1 # block	4.49-4.98	355	4.68	3.79	508	3.79	4.49	116	4.49
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2256	2.38	2.00-3.00	2472	2.57	1.99-2.50	1137	2.28
Cheese	Natural Varieties	1 # shred	4.49	100	4.49	3.79	274	3.79	3.79-4.49	720	3.93
Cottage cheese		16 oz	1.66-3.00	942	2.30	1.00-2.29	572	1.44	1.00-2.29	715	1.99
Cream cheese		8 oz	1.25-2.50	1622	1.90	1.25-2.39	1575	1.92	1.33-2.00	417	1.63
Flavored milk	All fat tests	half gallon	2.50	209	2.50				2.50	69	2.50
Flavored milk	All fat tests	gallon							3.00-3.99	418	3.28
Ice cream		48-64oz	1.50-3.99	3811	2.93	2.50-5.50	2199	3.29	1.69-3.99	1315	3.08
Milk	All fat tests	half gallon	2.50	209	2.50				1.00-2.09	603	1.47
Milk	All fat tests	gallon	3.49	62	3.49	2.59	90	2.59	2.50-3.99	286	3.14
Sour cream		16 oz	1.29-2.19	1584	1.79	1.00-2.19	3373	1.70	1.00-1.89	757	1.26
Yogurt	Greek	4-6 oz	0.88-1.25	2610	1.03	1.00	3185	1.00	0.75-1.25	1954	1.00
Yogurt	Greek	32 oz	3.99-4.49	366	4.41				4.29-6.49	242	5.41
Yogurt	Yogurt	4-6 oz	0.45-0.60	1855	.53	0.45-0.60	2758	.50	0.50-0.60	950	.51

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	1.89-2.99	255	2.36	1.89	61	1.89	2.00	122	2.00

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
Butter		1 #	2.99-3.00	641	2.99	2.50-3.98	1255	3.37	2.99-3.50	706	3.27
Cheese	Natural Varieties	8 oz block	1.99-2.50	643	2.40	1.99-2.99	639	2.46	2.49-2.99	135	2.75
Cheese	Natural Varieties	1 # block	3.79	210	3.79	3.79	210	3.79	2.99-4.99	489	4.30
Cheese	Natural Varieties	2 # block	7.99-8.99	559	8.28	6.99-8.99	604	7.80	6.99-7.49	394	7.36
Cheese	Natural Varieties	8 oz shred	1.29-3.00	1891	2.30	1.99-3.00	1298	2.51	2.49-3.99	900	2.84
Cheese	Natural Varieties	1 # shred	3.79	351	3.79						
Cottage cheese		16 oz	1.00	210	1.00	1.00-2.50	269	1.52	1.25-1.99	226	1.59
Cream cheese		8 oz	1.69	74	1.69	2.50-2.99	200	2.84	1.49-2.50	304	2.18
Flavored milk	All fat tests	gallon	1.99	351	1.99						
Ice cream		48-64oz	2.99-5.99	963	3.96	2.99-4.99	1553	3.70	3.34-3.99	817	3.68
Milk	All fat tests	half gallon	1.79	74	1.79	2.99	246	2.99			
Milk	All fat tests	gallon	1.99-3.99	1033	2.68	1.99-3.99	1251	2.58	2.89	241	2.89
Sour cream		16 oz	1.00-1.99	566	1.45	1.00-2.79	406	1.95	1.25-1.89	292	1.55
Yogurt	Greek	4-6 oz	0.80-1.25	2125	.99	0.88-1.00	1347	.99	1.00	1189	1.00
Yogurt	Greek	32 oz	2.50-4.99	490	4.27	4.99	604	4.99	3.69-5.79	174	4.52
Yogurt	Yogurt	4-6 oz	0.29-0.69	384	.51	0.50-0.69	296	.58	0.50	588	.50
Yogurt	Yogurt	32 oz	2.50	118	2.50				2.50	61	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 #	118	4.99				
Cream cheese		8 oz	59	3.19				
Milk	All fat tests	half gallon	2405	3.71	305	3.56	849	3.80
Milk	All fat tests	gallon	221	6.98	1509	6.14	530	5.30
Sour cream		16 oz	59	4.49				
Yogurt	Greek	4-6 oz	1152	1.23	63	.99	1340	1.00
Yogurt	Greek	32 oz	528	6.56	928	6.53		
Yogurt	Yogurt	4-6 oz	59	.60	61	.99	609	.58

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
Cream cheese		8 oz	3.19	59	3.19						
Milk	All fat tests	half gallon							2.99-3.29	358	3.07
Milk	All fat tests	gallon	6.99	84	6.99						
Sour cream		16 oz	4.49	59	4.49						
Yogurt	Greek	4-6 oz	0.99-1.34	196	1.23						
Yogurt	Greek	32 oz				6.49	234	6.49	6.49	225	6.49
Yogurt	Yogurt	4-6 oz	0.60	59	.60						

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 #	4.99	118	4.99						
Milk	All fat tests	half gallon	2.99-3.99	445	3.33	2.79-4.99	951	4.14	2.99-4.49	651	3.68
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz	0.99-1.25	177	1.16	1.25	490	1.25	1.25	289	1.25
Yogurt	Greek	32 oz							6.99	69	6.99

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