



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 9

Issued Weekly

Friday, March 6, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/06/2015 to 03/12/2015

National ad volumes for conventional dairy products decreased 4% while ads for organic dairy products nearly doubled.

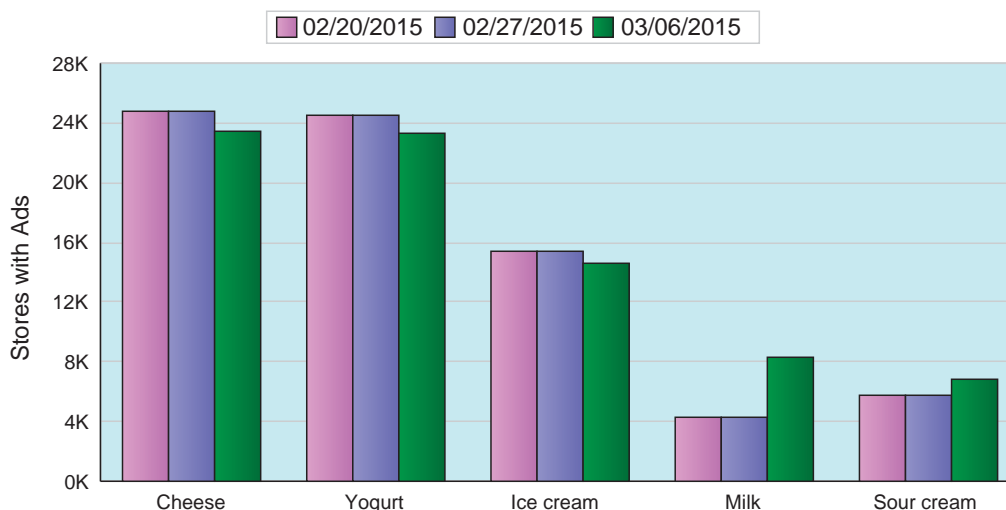
The U.S. average advertised price for 8 ounce cheese blocks, \$2.33, is 12 cents higher than one week ago, but 11 cents lower than a year ago, while 8 ounce shredded cheese at \$2.68 is up 27 cents from one week ago, and 34 cents higher from one year ago.

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, \$0.98, is up 3 cents from last week, but 1 cent lower than one year ago. Ads for 4-6 ounce yogurt have an average price of 48 cents, unchanged from last week and 2 cents lower from one year ago.

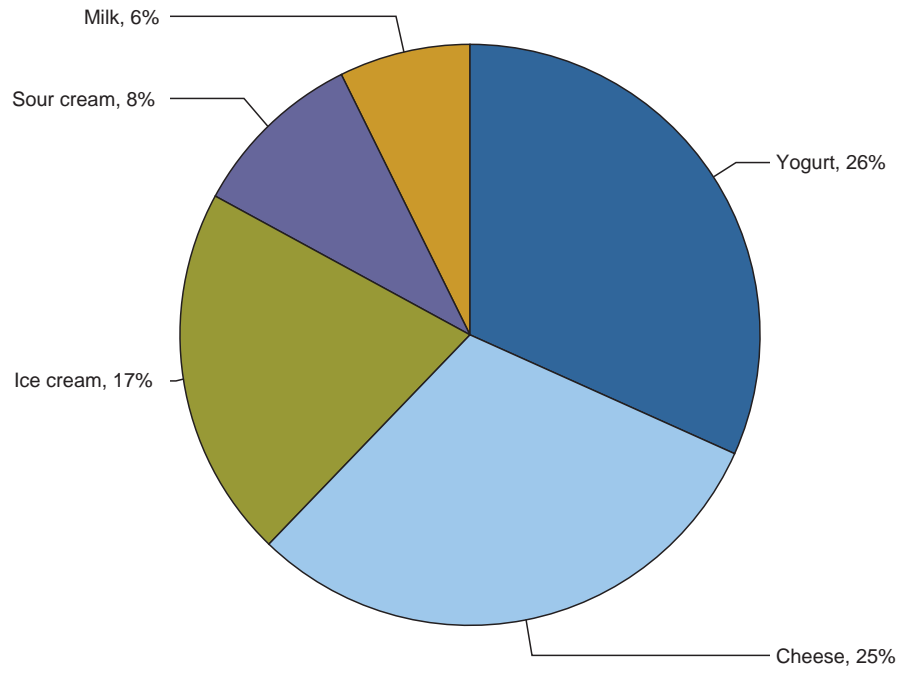
National average prices for butter, cottage cheese and ice cream all increased. The national average prices and their increases compared to last week are: 1# butter \$3.02, up 25 cents; cottage cheese in 16 ounce containers \$2.26, up 56 cents; and ice cream in 48-64 ounce containers \$3.06, up 1 cent.

The organic - conventional half gallon milk price spread is \$1.69, down \$0.06 from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.99, up 36 cents from one week ago, and the average for organic half gallon milk, \$3.68, up 30 cents from last week. The 2015 price spread has ranged from \$1.19 to \$2.39.

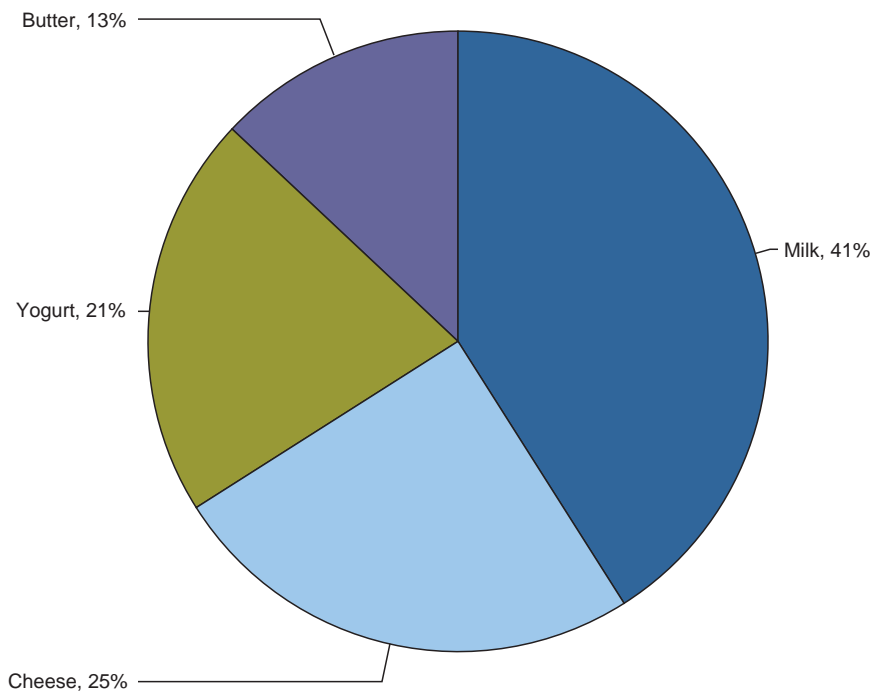
Top 5 Commodities Featured



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 #	4249	3.02	3917	2.77	3460	2.91
Cheese	Natural Varieties	8 oz block	6285	2.33	6430	2.21	7013	2.44
Cheese	Natural Varieties	1 # block	2060	4.99	943	4.03	991	4.03
Cheese	Natural Varieties	2 # block	1496	7.32	733	6.93	118	5.99
Cheese	Natural Varieties	8 oz shred	9615	2.67	13629	2.41	8684	2.34
Cheese	Natural Varieties	1 # shred	1724	4.33	1163	3.86	607	4.44
Cottage cheese		16 oz	2121	2.26	3494	1.70	2851	2.02
Cream cheese		8 oz	4543	1.83	5552	1.87	4287	1.64
Flavored milk	All fat tests	half gallon	310	3.21	495	2.32	1475	2.52
Flavored milk	All fat tests	gallon	344	3.54	119	2.50	723	4.15
Ice cream		48-64oz	14623	3.06	15397	3.05	13893	3.04
Milk	All fat tests	half gallon	1300	1.99	994	1.63		
Milk	All fat tests	gallon	3369	2.76	1073	3.27	1194	3.26
Sour cream		16 oz	6819	1.85	5771	1.62	5928	1.65
Yogurt	Greek	4-6 oz	14042	.98	13559	.95	12195	.99
Yogurt	Greek	32 oz	1047	4.04	556	4.09	1465	2.71
Yogurt	Yogurt	4-6 oz	5739	.47	7616	.48	6440	.50
Yogurt	Yogurt	32 oz	622	2.46	2276	2.24	737	2.17

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 #	1.88-4.79	1161	3.43	1.99-4.79	1970	2.74	1.96-2.99	445	2.20
Cheese	Natural Varieties	8 oz block	1.99-3.00	2376	2.50	1.88-2.50	1554	2.07	1.88-2.50	423	2.12
Cheese	Natural Varieties	1 # block	3.99-4.49	611	4.12	4.99-5.49	1167	5.45	4.99	213	4.99
Cheese	Natural Varieties	2 # block	7.99	84	7.99	6.98	195	6.98			
Cheese	Natural Varieties	8 oz shred	1.99-3.59	2621	2.75	1.88-3.49	2564	2.84	1.88-3.49	1128	2.36
Cheese	Natural Varieties	1 # shred	3.99	243	3.99				3.29-4.99	801	3.74
Cottage cheese		16 oz	1.50-2.99	1136	2.61	1.25-2.29	408	1.54			
Cream cheese		8 oz	1.25-2.50	1219	1.93	1.50-2.00	1780	1.69	1.00-2.69	615	2.03
Flavored milk	All fat tests	gallon				5.49	84	5.49	3.99	119	3.99
Ice cream		48-64oz	1.88-4.59	3735	2.90	1.88-4.99	3143	3.44	2.49-3.99	3643	2.89
Milk	All fat tests	half gallon				1.00	184	1.00	1.25-2.47	172	1.63
Milk	All fat tests	gallon	2.50-3.49	429	3.13	2.99	214	2.99	1.79-3.50	382	2.74
Sour cream		16 oz	1.29-2.00	1462	1.87	1.25-1.98	1410	1.83	1.25-1.98	1358	1.83
Yogurt	Greek	4-6 oz	0.80-1.00	3384	.98	0.80-1.00	3463	.98	0.75-1.00	2267	.96
Yogurt	Greek	32 oz	4.99	102	4.99	3.99	214	3.99	3.99	213	3.99
Yogurt	Yogurt	4-6 oz	0.37-0.60	1403	.50	0.40-0.50	1795	.46	0.40-0.88	559	.52

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	2.49-2.50	220	2.50	2.50	84	2.50	2.39	213	2.39

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 #	3.50	55	3.50	2.50-5.49	444	3.88	2.99-3.29	174	3.11
Cheese	Natural Varieties	8 oz block	1.88-2.50	1069	2.29	1.99-2.99	797	2.50	1.99	66	1.99
Cheese	Natural Varieties	1 # block							4.99	69	4.99
Cheese	Natural Varieties	2 # block	6.99-7.99	235	7.48	5.99-8.99	566	7.50	5.99-7.49	416	7.03
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1311	2.36	1.99-3.00	1401	2.71	1.67-3.00	590	2.75
Cheese	Natural Varieties	1 # shred				4.98-5.79	481	5.21	4.98-4.99	199	4.98
Cottage cheese		16 oz	2.00	162	2.00	1.79-2.29	241	1.92	2.29-2.39	174	2.35
Cream cheese		8 oz	1.49-2.69	413	1.78	1.49	116	1.49	1.50-2.50	400	1.98
Flavored milk	All fat tests	half gallon				2.99	241	2.99	3.99	69	3.99
Flavored milk	All fat tests	gallon	1.99	141	1.99						
Ice cream		48-64oz	2.50-5.99	1562	3.25	2.49-3.50	1998	2.82	2.79-3.99	542	3.41
Milk	All fat tests	half gallon	1.66-1.89	343	1.75	2.99	246	2.99	0.99-2.49	355	2.21
Milk	All fat tests	gallon	1.99-3.49	764	2.57	1.99-3.99	1125	2.73	2.50-2.79	455	2.72
Sour cream		16 oz	1.39-1.79	449	1.61	1.49-2.79	1442	1.94	1.59-1.99	698	1.82
Yogurt	Greek	4-6 oz	0.88-1.00	1650	.99	1.00	2082	1.00	0.80-1.00	1196	.98
Yogurt	Greek	32 oz	3.89-3.98	456	3.95	3.49	62	3.49			
Yogurt	Yogurt	4-6 oz	0.40-0.50	786	.44	0.40-0.50	901	.46	0.39-0.50	295	.47
Yogurt	Yogurt	32 oz							2.50	105	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 #	1128	6.10	137	6.99	237	4.49
Cheese	Natural Varieties	8 oz block	1212	3.99	1034	3.90		
Cheese	Natural Varieties	8 oz shred	966	3.99	839	3.99		
Milk	All fat tests	half gallon	2165	3.68	823	3.38	2648	3.52
Milk	All fat tests	gallon	1304	5.75	1216	5.65	357	5.85
Milk	All fat tests	8 oz UHT	147	1.67	118	1.25	202	.88
Yogurt	Greek	4-6 oz	1438	1.25	315	1.20	853	1.02
Yogurt	Yogurt	32 oz	355	2.38	141	2.19		

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
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	3.49	84	3.49	3.49	184	3.49	2.99-3.49	235	3.28
Milk	All fat tests	gallon	6.99	84	6.99	5.50	1083	5.50			
Milk	All fat tests	8 oz UHT	1.67	147	1.67						
Yogurt	Greek	4-6 oz	1.25	190	1.25				1.25	180	1.25
Yogurt	Yogurt	32 oz				2.50	214	2.50			

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 #	5.99	235	5.99	5.99-6.49	604	6.19	5.99	289	5.99
Cheese	Natural Varieties	8 oz block	3.99	235	3.99	3.99	604	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.99	235	3.99	3.99	358	3.99	3.99	289	3.99
Milk	All fat tests	half gallon	3.29-3.99	445	3.56	3.99-4.99	741	4.24	2.99-3.29	476	3.21
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz	1.25	114	1.25	1.25	604	1.25	1.25-1.29	350	1.26
Yogurt	Yogurt	32 oz	2.19	141	2.19						

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