



Dairy Market News Branch

Agricultural
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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 03/20/2015 to 03/26/2015

National ad volumes for conventional dairy products increased 24%, while organic dairy products increased 175%.

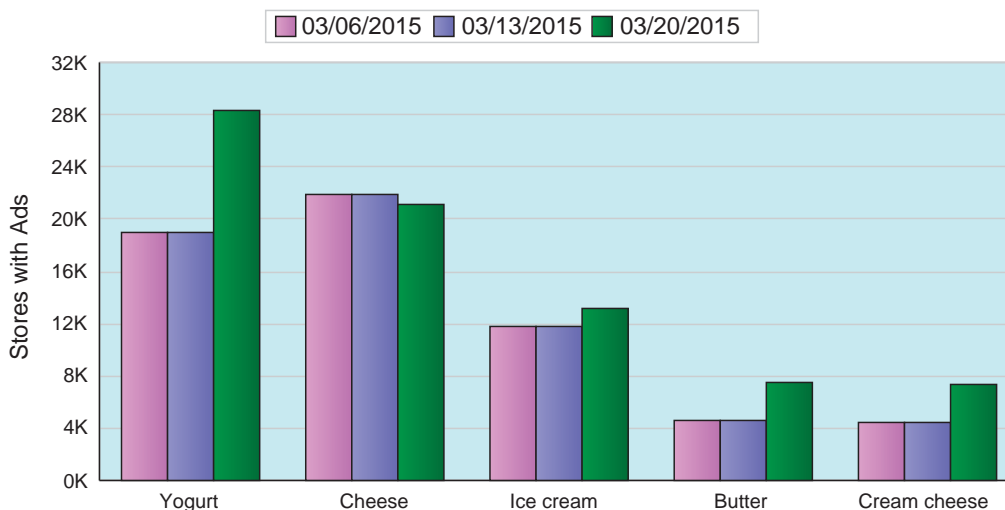
Ad numbers are noticeably higher but prices lower than last week for butter (70% more ads), cream cheese (+68%) and sour cream (+66%) leading into Easter/Passover. The national average prices and changes compared to last week are: 1# butter \$3.08, -18 cents; 8 oz. cream cheese \$1.69, -47 cents; and 16 oz. sour cream \$1.65, - 10 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.44, is 14 cents higher than one week ago, but even with a year ago, while 8 ounce shredded cheese at \$2.44, is up 9 cents from one week ago, but also even with one year ago.

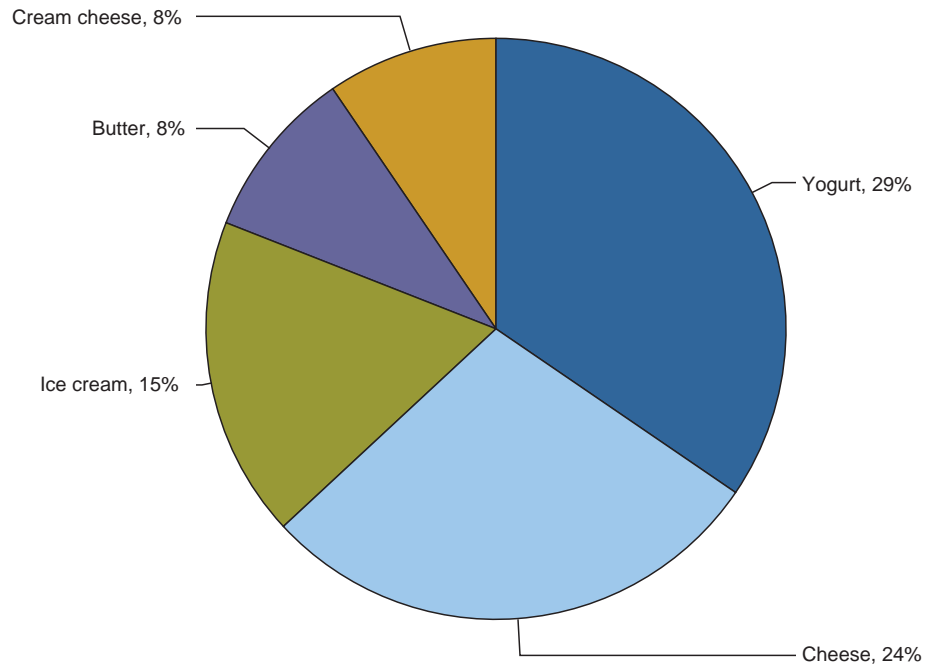
Store ads for Greek 4-6 ounce yogurt significantly lead all other categories and sizes of yogurt, and increased 72%. The average price of 4-6 ounce Greek yogurt, \$0.99, is up 3 cents from last week but even with one year ago. Ads for 4-6 ounce yogurt, the second most advertised yogurt, have an average price of 48 cents, up 1 cent from last week but 5 cents lower than one year ago.

The organic - conventional half gallon milk price spread is \$1.65, down 3 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.23, up 47 cents from one week ago, and the average for organic half gallon milk, \$3.88, up 44 cents from last week.

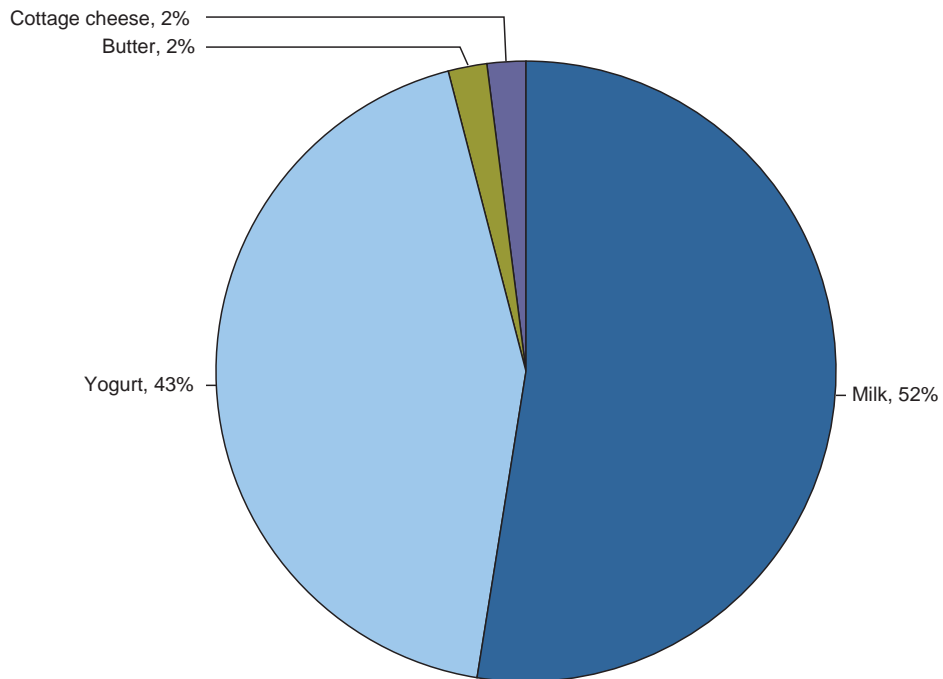
Top 5 Commodities Featured



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 #	7390	3.08	4349	3.26	2477	2.74
Cheese	Natural Varieties	8 oz block	5249	2.44	7287	2.30	6093	2.44
Cheese	Natural Varieties	1 # block	3339	4.12	2710	3.93	931	3.73
Cheese	Natural Varieties	2 # block	1029	7.44	1059	7.28	1357	7.60
Cheese	Natural Varieties	8 oz shred	7528	2.44	8940	2.35	8749	2.44
Cheese	Natural Varieties	1 # shred	4034	3.94	1689	3.50	1711	4.51
Cottage cheese		16 oz	3364	2.25	3593	2.19	3910	1.93
Cream cheese		8 oz	7351	1.69	4381	2.16	3931	1.75
Flavored milk	All fat tests	half gallon	282	2.49	249	2.91	1012	2.74
Ice cream		48-64oz	13144	3.19	11787	2.96	14923	2.98
Milk	All fat tests	half gallon	1105	2.23	427	1.76	523	2.52
Milk	All fat tests	gallon	1653	2.89	1422	3.24	2161	3.18
Sour cream		16 oz	6016	1.65	3617	1.75	3041	1.51
Yogurt	Greek	4-6 oz	15574	.99	9039	.96	10855	.99
Yogurt	Greek	32 oz	627	5.28	3010	4.72	671	4.31
Yogurt	Yogurt	4-6 oz	8142	.48	5847	.47	5625	.53
Yogurt	Yogurt	32 oz	1638	2.36	960	2.48	940	2.23

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 #	1.98-3.99	1654	3.02	2.50-3.79	2402	3.10	2.49-3.00	872	2.60
Cheese	Natural Varieties	8 oz block	1.67-3.00	2544	2.51	1.66-3.00	1056	2.55	1.50-2.29	435	2.01
Cheese	Natural Varieties	1 # block	3.99-4.98	496	4.26	2.99-5.00	2067	4.33	2.99	137	2.99
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.67-2.99	2040	2.34	1.66-3.00	1182	2.54	1.67-2.50	944	2.01
Cheese	Natural Varieties	1 # shred	3.99-4.99	300	4.45	2.99-5.00	2307	4.17	2.99-3.33	800	3.23
Cottage cheese		16 oz	1.99-2.79	1503	2.25	1.25-2.50	1045	2.28			
Cream cheese		8 oz	0.99-2.49	1996	1.78	0.79-2.39	1741	1.93	0.99-1.69	927	1.18
Flavored milk	All fat tests	half gallon							2.00	213	2.00
Ice cream		48-64oz	1.99-3.99	2860	2.91	2.79-5.00	2564	3.65	2.49-3.99	2560	3.10
Milk	All fat tests	half gallon				1.25	120	1.25	1.67-1.99	389	1.93
Milk	All fat tests	gallon	3.49	62	3.49	2.99	214	2.99	3.49	69	3.49
Sour cream		16 oz	1.39-2.00	1776	1.60	1.25-2.00	1038	1.63	0.89-1.88	1169	1.43
Yogurt	Greek	4-6 oz	0.75-1.25	4056	1.02	0.89-1.00	4669	.98	0.75-1.00	2583	.96
Yogurt	Greek	32 oz	4.59-5.99	320	5.72				4.49	107	4.49
Yogurt	Yogurt	4-6 oz	0.40-0.60	1883	.51	0.40-0.50	3324	.48	0.39-0.50	1303	.43

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	1.88-2.50	1106	2.32	2.49	64	2.49	2.00-2.50	302	2.30

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 #	1.89-3.50	1008	2.81	3.50-4.49	878	3.73	2.50-3.99	576	3.38
Cheese	Natural Varieties	8 oz block	1.66-2.99	728	2.19	1.99-2.99	357	2.67	1.99-2.50	129	2.23
Cheese	Natural Varieties	1 # block	5.00	55	5.00	2.99	410	2.99	3.99-4.99	174	4.39
Cheese	Natural Varieties	2 # block	6.99-7.99	235	7.48	6.99-7.99	360	7.67	4.99-7.49	350	7.05
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1722	2.39	1.99-3.49	1092	2.82	1.99-2.99	548	2.69
Cheese	Natural Varieties	1 # shred	2.99-5.00	196	3.55	2.99-3.99	257	3.52	3.99-4.99	174	4.39
Cottage cheese		16 oz	1.25-2.69	401	1.67	2.99	241	2.99	2.29-2.39	174	2.35
Cream cheese		8 oz	0.89-1.99	1109	1.37	1.66-3.29	985	2.05	1.25-1.67	593	1.54
Flavored milk	All fat tests	half gallon							3.99	69	3.99
Ice cream		48-64oz	2.49-6.99	2035	3.42	2.49-3.50	2011	2.97	2.50-3.50	1114	3.11
Milk	All fat tests	half gallon				2.99	246	2.99	1.67-2.49	350	2.35
Milk	All fat tests	gallon	1.99-2.89	235	2.43	1.99-3.99	784	2.93	2.79	289	2.79
Sour cream		16 oz	1.25-2.50	625	1.64	1.25-2.79	1008	1.90	1.50-2.00	400	1.92
Yogurt	Greek	4-6 oz	0.89-1.00	1696	1.00	1.00	1583	1.00	1.00	987	1.00
Yogurt	Greek	32 oz				4.99	200	4.99			
Yogurt	Yogurt	4-6 oz	0.40-0.50	666	.44	0.40-0.50	558	.46	0.50-0.88	408	.60
Yogurt	Yogurt	32 oz							2.50-3.00	166	2.68

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	6.99	202	5.41		
Cheese	Natural Varieties	8 oz block			84	3.99	283	3.87
Cheese	Natural Varieties	8 oz shred			84	3.99	283	2.97
Cottage cheese		16 oz	137	5.79				
Milk	All fat tests	half gallon	1372	3.88	445	3.44	1366	3.19
Milk	All fat tests	gallon	1536	5.40	1128	5.86	823	6.10
Yogurt	Greek	4-6 oz	137	1.25	84	1.20	2308	1.00
Yogurt	Greek	32 oz	2257	3.68				



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	half gallon	3.69	221	3.69						
Milk	All fat tests	gallon				3.98-5.50	1278	5.27			
Yogurt	Greek	4-6 oz	1.25	137	1.25						
Yogurt	Greek	32 oz							3.68	810	3.68

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 #				6.99	137	6.99			
Cottage cheese		16 oz				5.79	137	5.79			
Milk	All fat tests	half gallon	3.49	121	3.49	3.99-4.49	741	4.14	3.49	289	3.49
Milk	All fat tests	gallon				6.99	137	6.99	4.99	121	4.99
Yogurt	Greek	32 oz	3.68	973	3.68	3.68	344	3.68	3.68	130	3.68

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