



Dairy Market News Branch

Agricultural
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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 03/27/2015 to 04/02/2015

National ad volumes for conventional dairy products decreased 6%, while organic dairy product ads decreased 53%.

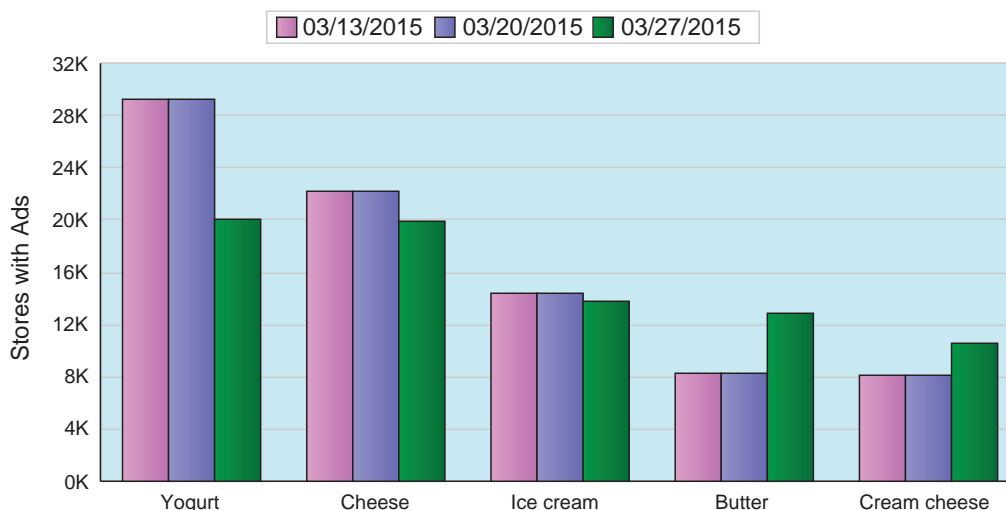
Ad numbers are higher than last week for butter (43% more ads), cream cheese (+13%) and sour cream (+37%) leading into Easter/Passover. The national average prices and changes compared to last week are: 1# butter \$2.71, - 32 cents; 8 oz. cream cheese \$1.61, -2 cents; and 16 oz. sour cream \$1.74, + 9 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.47, is 4 cents higher than one week ago, and 3 cents higher than a year ago, while 8 ounce shredded cheese at \$2.43, is down 1 cent from one week ago and one year ago.

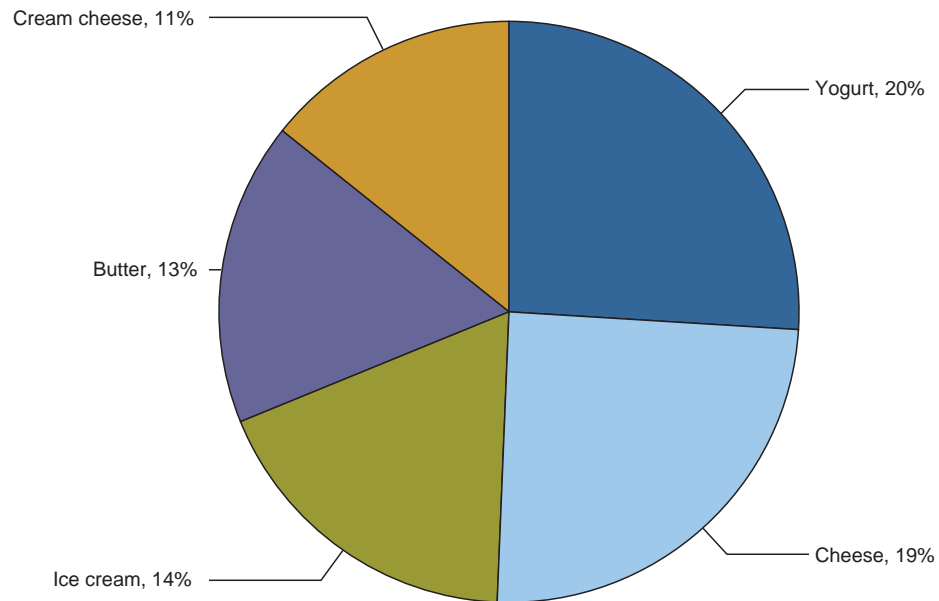
Store ads for Greek 4-6 ounce yogurt significantly lead all other categories and sizes of yogurt, but decreased 19%. The average price of 4-6 ounce Greek yogurt, \$0.99, is even with last week and with one year ago. Ads for 4-6 ounce yogurt, the second most advertised yogurt, have an average price of 53 cents, up 2 cents from last week but even with one year ago.

The organic - conventional half gallon milk price spread is \$2.20, up 55 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.79, down 44 cents from one week ago, and the average for organic half gallon milk, \$3.99, up 11 cents from last week.

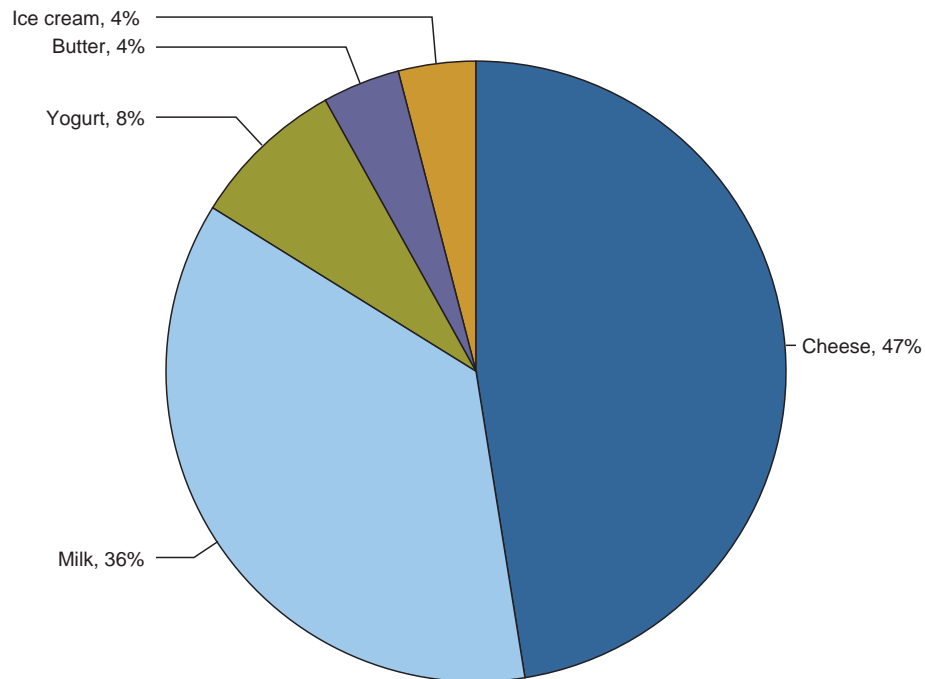
Top 5 Commodities Featured



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 #	12716	2.69	8100	3.03	2477	2.74
Cheese	Natural Varieties	8 oz block	8187	2.47	5808	2.43	6093	2.44
Cheese	Natural Varieties	1 # block	302	4.03	3339	4.12	931	3.73
Cheese	Natural Varieties	2 # block	430	7.25	1029	7.44	1357	7.60
Cheese	Natural Varieties	8 oz shred	8940	2.42	8015	2.44	8749	2.44
Cheese	Natural Varieties	1 # shred	718	3.92	4034	3.94	1711	4.51
Cottage cheese		16 oz	3236	1.81	3483	2.24	3910	1.93
Cream cheese		8 oz	10489	1.53	8061	1.63	3931	1.75
Flavored milk	All fat tests	half gallon	539	1.38	282	2.49	1012	2.74
Flavored milk	All fat tests	gallon	351	1.99			168	3.29
Ice cream		48-64oz	13606	3.01	14413	3.18	14923	2.98
Milk	All fat tests	half gallon	1317	1.79	1105	2.23	523	2.52
Milk	All fat tests	gallon	2262	2.88	1653	2.89	2161	3.18
Sour cream		16 oz	9521	1.76	6634	1.65	3041	1.51
Yogurt	Greek	4-6 oz	12986	.99	16073	.99	10855	.99
Yogurt	Greek	32 oz	1378	4.55	627	5.28	671	4.31
Yogurt	Yogurt	4-6 oz	4306	.53	8569	.51	5625	.53
Yogurt	Yogurt	32 oz	1119	2.46	1638	2.36	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 #	1.97-3.50	1747	2.53	2.49-3.50	3160	2.56	1.87-2.59	2553	2.30
Cheese	Natural Varieties	8 oz block	1.66-3.00	2008	2.30	2.00-2.50	2145	2.45	1.50-2.50	1007	2.29
Cheese	Natural Varieties	1 # block				3.99	64	3.99	3.99	53	3.99
Cheese	Natural Varieties	2 # block				6.98	195	6.98			
Cheese	Natural Varieties	8 oz shred	1.88-2.99	2351	2.30	2.00-2.50	1660	2.43	1.66-3.00	912	2.38
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.49-2.99	324	2.85	3.99	53	3.99
Cottage cheese		16 oz	1.99-2.69	1182	2.03	1.29-2.50	285	1.72	0.79-2.28	598	1.34
Cream cheese		8 oz	0.99-2.39	2100	1.46	0.99-2.39	2461	1.44	0.89-2.00	2413	1.27
Flavored milk	All fat tests	half gallon				1.00	184	1.00	1.00	208	1.00
Ice cream		48-64oz	1.99-3.99	3996	2.78	2.50-3.99	3452	2.75	2.79-3.99	2890	3.20
Milk	All fat tests	half gallon	1.89	135	1.89	1.00	184	1.00	1.00-2.50	471	1.33
Milk	All fat tests	gallon	2.99-3.39	209	3.27	2.99-3.49	337	3.08	2.49-2.79	240	2.56
Sour cream		16 oz	1.49-2.49	2540	1.85	1.25-2.00	2756	1.80	0.79-2.00	1816	1.57
Yogurt	Greek	4-6 oz	0.88-1.25	1606	1.02	0.75-1.00	4162	.99	0.88-1.00	1578	.98
Yogurt	Greek	32 oz	3.99-4.99	560	4.51				3.98-4.99	516	4.55
Yogurt	Yogurt	4-6 oz	0.45-0.66	1709	.52	0.40-1.00	798	.58	0.39-0.67	888	.48

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	2.29-3.99	261	2.93				1.99	119	1.99

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	1691	2.59	1.99-5.49	2786	3.29	1.88-3.49	779	2.99
Cheese	Natural Varieties	8 oz block	1.66-2.50	1045	2.35	1.99-3.99	1567	2.91	2.50	415	2.50
Cheese	Natural Varieties	1 # block				3.49	116	3.49	4.99	69	4.99
Cheese	Natural Varieties	2 # block	6.99-7.99	235	7.48						
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1453	2.18	1.67-3.99	1939	2.72	2.49-2.99	625	2.58
Cheese	Natural Varieties	1 # shred				5.79	137	5.79	4.99	69	4.99
Cottage cheese		16 oz	1.25-2.00	639	1.67	1.79-1.99	358	1.90	2.29-2.39	174	2.35
Cream cheese		8 oz	0.89-1.99	1304	1.66	1.49-3.29	1630	1.93	1.00-2.49	581	1.80
Flavored milk	All fat tests	half gallon	1.00	78	1.00				3.99	69	3.99
Flavored milk	All fat tests	gallon	1.99	351	1.99						
Ice cream		48-64oz	1.99-4.99	1760	3.43	2.49-4.99	1087	3.38	2.99-3.99	421	3.23
Milk	All fat tests	half gallon	1.00	78	1.00	2.99	383	2.99	0.99	66	.99
Milk	All fat tests	gallon	1.99	351	1.99	2.29-4.89	1125	3.10			
Sour cream		16 oz	1.29-2.00	974	1.59	0.79-2.79	1030	1.84	1.50-2.00	405	1.91
Yogurt	Greek	4-6 oz	0.88-1.00	2671	.98	0.88-1.00	1883	.99	0.95-1.00	1086	.99
Yogurt	Greek	32 oz	4.49-4.99	128	4.78	4.50	174	4.50			
Yogurt	Yogurt	4-6 oz	0.50-0.69	452	.58	0.50	285	.50	0.50	174	.50
Yogurt	Yogurt	32 oz	1.89-2.50	340	2.23	2.50	189	2.50	2.49-2.50	210	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 #	121	3.49	137	6.99		
Cheese	Natural Varieties	8 oz block	638	3.99			283	3.87
Cheese	Natural Varieties	8 oz shred	638	3.99			283	2.97
Cottage cheese		16 oz			137	5.79		
Cream cheese		8 oz					283	1.99
Ice cream		48-64oz	121	5.99				
Milk	All fat tests	half gallon	84	3.99	1372	3.88	1366	3.19
Milk	All fat tests	gallon	884	6.09	1536	5.40	823	6.10

Wtd Avg - Simple weighted average



Yogurt	Greek	4-6 oz	137	1.50	137	1.25	2308	1.00
Yogurt	Greek	32 oz			2257	3.68		
Yogurt	Yogurt	4-6 oz	72	1.25			549	.81
Yogurt	Yogurt	32 oz					90	2.49

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	3.99	84	3.99						
Yogurt	Greek	4-6 oz	1.50	137	1.50						
Yogurt	Yogurt	4-6 oz	1.25	72	1.25						

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 #							3.49	121	3.49
Cheese	Natural Varieties	8 oz block	3.99	235	3.99	3.99	114	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.99	235	3.99	3.99	114	3.99	3.99	289	3.99
Ice cream		48-64oz							5.99	121	5.99
Milk	All fat tests	gallon	5.99-6.79	235	6.40	6.39-6.49	360	6.46	5.39	289	5.39

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