



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 04/03/2015 to 04/09/2015

National ad volumes for conventional dairy products decreased 3%, while organic dairy product ads increased 86%.

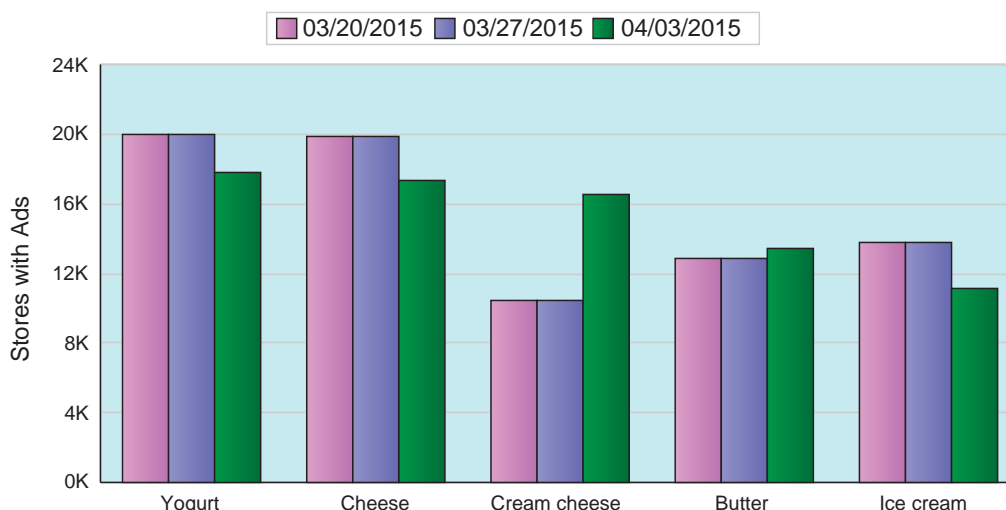
Ad numbers are higher than last week for cream cheese (58% more ads), but very slightly lower for butter (-1%) and sour cream (-1%) leading into Easter/Passover. The national average prices and changes compared to last week are: 1# butter \$2.46, -23 cents; 8 oz. cream cheese \$1.53, unchanged; and 16 oz. sour cream \$1.77, + 1 cent.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.31, is 16 cents lower than one week ago, but 9 cents higher than a year ago, while 8 ounce shredded cheese at \$2.39, down 3 cents from one week ago and down 5 cents from one year ago.

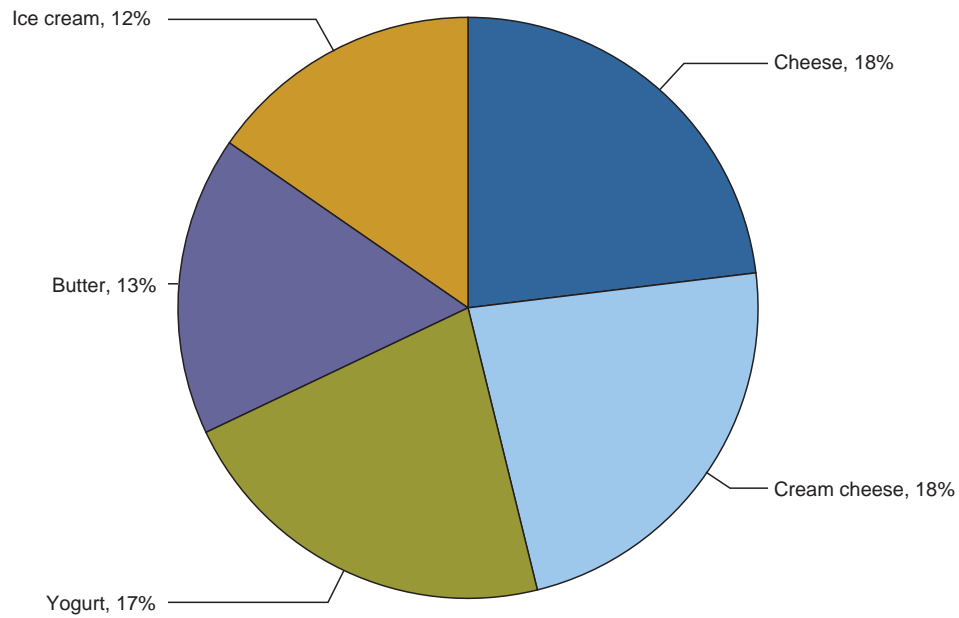
Store ads for Greek 4-6 ounce yogurt significantly lead all other categories and sizes of yogurt, but decreased 24% from last week. The average price of 4-6 ounce Greek yogurt, \$0.98, is 1 cent below last week and one year ago. Ads for 4-6 ounce yogurt, the second most advertised yogurt, have an average price of 49 cents, down 4 cents from last week 1 cent from one year ago.

The organic - conventional half gallon milk price spread is \$1.64, down 56 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.08, up 29 cents from one week ago, and the average for organic half gallon milk, \$3.72, down 27 cents from last week.

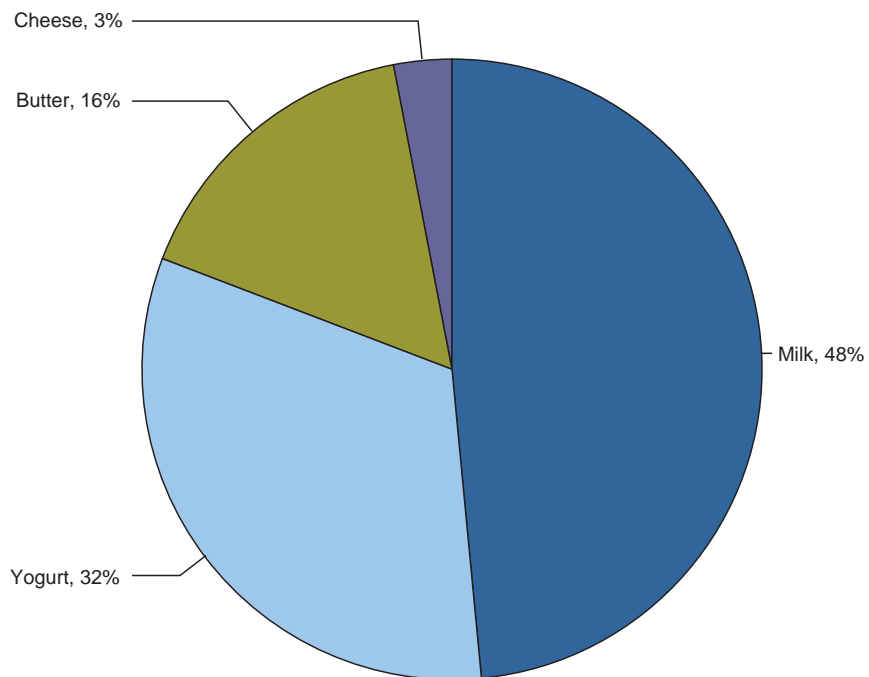
Top 5 Commodities Featured



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 #	12574	2.46	12716	2.69	3010	2.79
Cheese	Natural Varieties	8 oz block	6637	2.31	8187	2.47	5422	2.22
Cheese	Natural Varieties	1 # block	250	3.78	302	4.03	2249	4.78
Cheese	Natural Varieties	2 # block	1010	7.24	430	7.25	1642	7.14
Cheese	Natural Varieties	8 oz shred	8519	2.39	8940	2.42	9413	2.44
Cheese	Natural Varieties	1 # shred	732	4.89	718	3.92	1276	3.39
Cottage cheese		16 oz	3088	1.86	3236	1.81	1949	2.12
Cream cheese		8 oz	16590	1.53	10489	1.53	7105	1.68
Flavored milk	All fat tests	half gallon	547	1.90	539	1.38	165	2.48
Flavored milk	All fat tests	gallon			351	1.99	403	3.95
Ice cream		48-64oz	11114	3.10	13606	3.01	11844	3.22
Milk	All fat tests	half gallon	1050	2.08	1317	1.79	628	1.53
Milk	All fat tests	gallon	1957	2.57	2262	2.88	1346	3.00
Sour cream		16 oz	9428	1.77	9521	1.76	4984	1.66
Yogurt	Greek	4-6 oz	9811	.98	12986	.99	10380	.99
Yogurt	Greek	32 oz	1497	4.50	1378	4.55	706	3.64
Yogurt	Yogurt	4-6 oz	3117	.49	4306	.53	4042	.50
Yogurt	Yogurt	32 oz	1809	2.37	1119	2.46	553	2.29

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 #	1.89-3.69	2406	2.71	1.89-3.00	3174	2.25	1.38-3.98	3039	2.13
Cheese	Natural Varieties	8 oz block	1.49-2.69	1086	2.20	1.66-3.00	1061	2.24	1.66-2.99	1414	2.20
Cheese	Natural Varieties	1 # block	2.99	60	2.99						
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.00	3157	2.44	1.66-3.00	1061	2.24	1.66-2.99	1201	2.14
Cottage cheese		16 oz	1.50-2.79	729	2.22	1.29-2.69	674	2.01	0.79-2.50	778	1.37
Cream cheese		8 oz	0.89-2.99	4204	1.61	0.89-1.99	3181	1.39	0.88-2.49	2766	1.32
Flavored milk	All fat tests	half gallon				1.00-2.19	248	1.31	1.49-3.00	299	2.40
Ice cream		48-64oz	1.99-3.50	1878	2.62	2.50-5.00	2100	3.61	1.99-4.99	2829	3.07
Milk	All fat tests	half gallon				1.66	114	1.66	1.00-1.49	340	1.26
Milk	All fat tests	gallon	1.99-3.49	331	3.04	2.99	214	2.99	1.99-2.99	492	2.13
Sour cream		16 oz	1.29-2.29	1707	1.67	0.79-2.50	1217	1.67	0.79-2.19	1878	1.54
Yogurt	Greek	4-6 oz	0.95-1.00	1805	1.00	0.79-1.00	1868	.97	0.79-1.00	1926	.96
Yogurt	Greek	32 oz	3.99-5.48	440	4.84	3.88	195	3.88	3.98	237	3.98
Yogurt	Yogurt	4-6 oz	0.50-0.60	1591	.51	0.33-0.50	392	.41	0.39-0.50	339	.46
Yogurt	Yogurt	32 oz	1.99-2.69	227	2.18				1.89-1.99	707	1.91

Wtd Avg - Simple weighted average



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	1397	2.47	0.89-3.50	1916	2.81	1.99-3.99	642	3.01
Cheese	Natural Varieties	8 oz block	1.77-3.00	1478	2.29	1.88-3.00	1249	2.58	2.50	349	2.50
Cheese	Natural Varieties	1 # block							3.49-4.99	190	4.03
Cheese	Natural Varieties	2 # block	7.49	121	7.49	5.99-7.49	450	7.06	5.99-7.49	355	7.21
Cheese	Natural Varieties	8 oz shred	1.77-2.99	1351	2.17	1.88-2.99	1204	2.73	2.49-2.99	545	2.76
Cheese	Natural Varieties	1 # shred				4.98-5.79	481	5.21	3.49-4.98	251	4.26
Cottage cheese		16 oz	1.29-2.50	356	1.68	1.99	424	1.99	1.66-2.50	127	2.06
Cream cheese		8 oz	0.89-2.00	2104	1.51	1.25-2.50	3275	1.71	1.25-2.49	1060	1.64
Ice cream		48-64oz	1.50-5.00	1637	3.32	1.99-3.99	1899	2.89	2.50-3.50	771	2.96
Milk	All fat tests	half gallon				2.99	246	2.99	1.89-2.49	350	2.39
Milk	All fat tests	gallon	2.50	260	2.50	1.99-3.59	371	2.58	2.50	289	2.50
Sour cream		16 oz	1.29-2.29	1805	1.90	0.79-2.49	2047	1.92	1.66-2.29	774	2.05
Yogurt	Greek	4-6 oz	0.79-1.00	1712	.97	0.79-1.25	1698	1.02	0.79-1.00	802	.98
Yogurt	Greek	32 oz	3.89	151	3.89	4.88	344	4.88	4.88	130	4.88
Yogurt	Yogurt	4-6 oz	0.50	671	.50	0.50	63	.50	0.70	61	.70
Yogurt	Yogurt	32 oz	2.50	121	2.50	2.50	360	2.50	2.50-4.99	394	3.16

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 #	808	5.21	121	3.49		
Cheese	Natural Varieties	8 oz block	84	3.99	638	3.99		
Cheese	Natural Varieties	8 oz shred	84	3.99	638	3.99		
Ice cream		48-64oz			121	5.99		
Milk	All fat tests	half gallon	991	3.72	84	3.99	1741	3.60
Milk	All fat tests	gallon	1441	6.00	884	6.09	213	5.95
Yogurt	Greek	4-6 oz	1134	1.25	137	1.50	1082	1.00
Yogurt	Greek	32 oz	474	3.68			167	3.99
Yogurt	Yogurt	4-6 oz			72	1.25	237	.50

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
Butter		1 #				4.79-5.49	274	5.02	5.88	180	5.88
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				2.99	137	2.99
Milk	All fat tests	gallon	6.99	84	6.99	5.50	1083	5.50			
Yogurt	Greek	4-6 oz	1.25-1.34	364	1.26						

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	288	5.49				2.99	66	2.99
Milk	All fat tests	half gallon	3.49	121	3.49	4.29-4.39	360	4.32	3.49	289	3.49
Milk	All fat tests	gallon				6.98-8.39	274	7.69			
Yogurt	Greek	4-6 oz	1.25	121	1.25	1.25	360	1.25	1.25	289	1.25
Yogurt	Greek	32 oz				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