



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 04/10/2015 to 04/16/2015

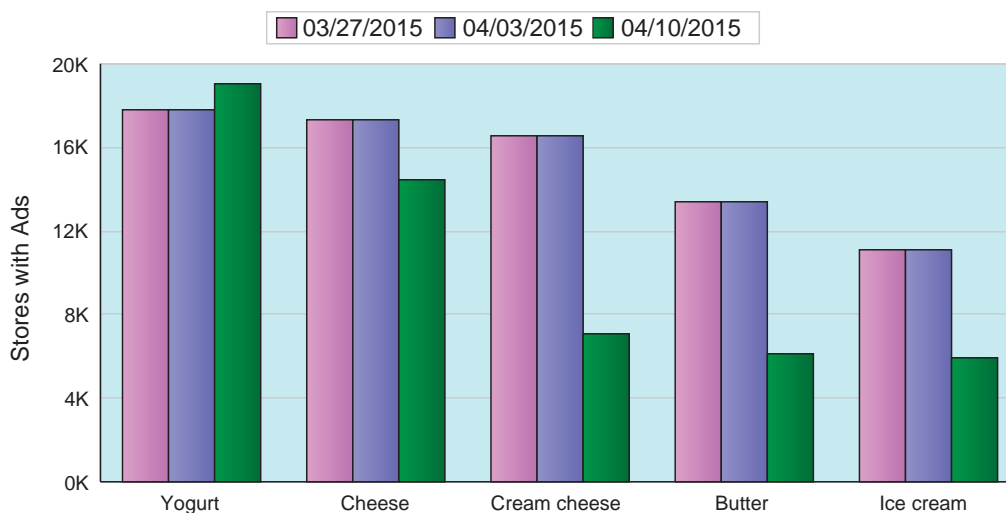
Ad numbers are lower than last week for ice cream (-47%); cream cheese (-57%); butter (-52%); and sour cream (-68%). The national average prices and changes compared to last week are: 48-64 oz. ice cream, \$3.14, +4 cents; 8 oz. cream cheese, \$1.58, + 5 cents; 1# butter \$2.81, +35 cents; and 16 oz. sour cream \$1.64, -13 cents.

Store ad volumes for or Greek 4-6 ounce yogurt continue to significantly lead all other categories and sizes of yogurt, and volume increased 12% from last week. The average price of 4-6 ounce Greek yogurt, \$1.00, is 2 cents above last week and 1 cent above one year ago. Ads for 4-6 ounce yogurt, the second most advertised yogurt, have an average price of 47 cents, down 2 cents from last week and 3 cents below one year ago.

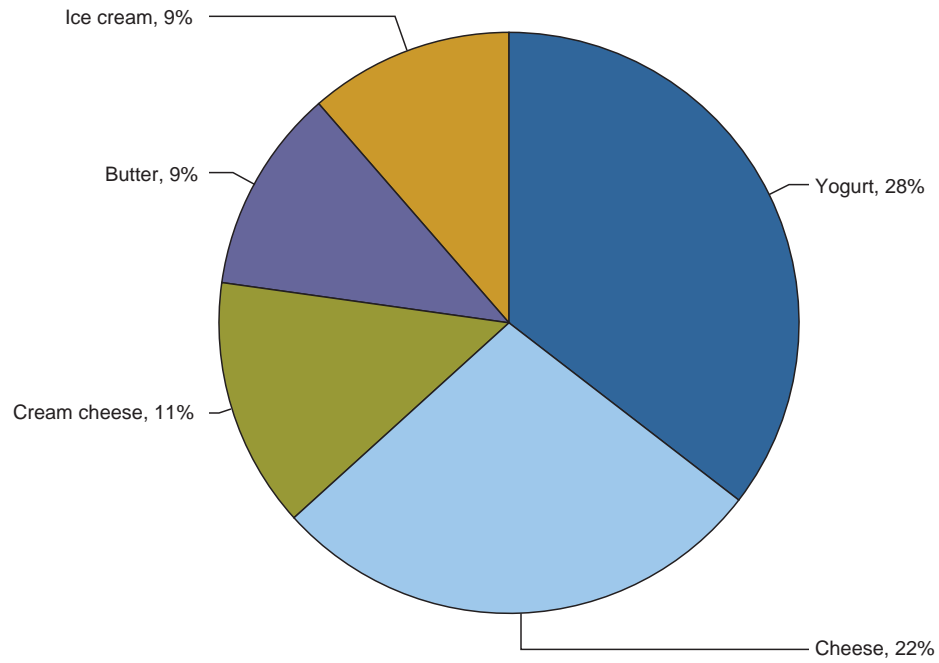
The U.S. average advertised price for 8 ounce cheese blocks, \$2.40, is 9 cents higher than one week ago, and 18 cents higher than a year ago; while 8 ounce shredded cheese at \$2.35, down 4 cents from one week ago and down 9 cents from one year ago.

The organic - conventional half gallon milk price spread is \$2.32, up 68 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.82, down 26 cents from one week ago, and the average for organic half gallon milk, \$4.14, up 42 cents from last week.

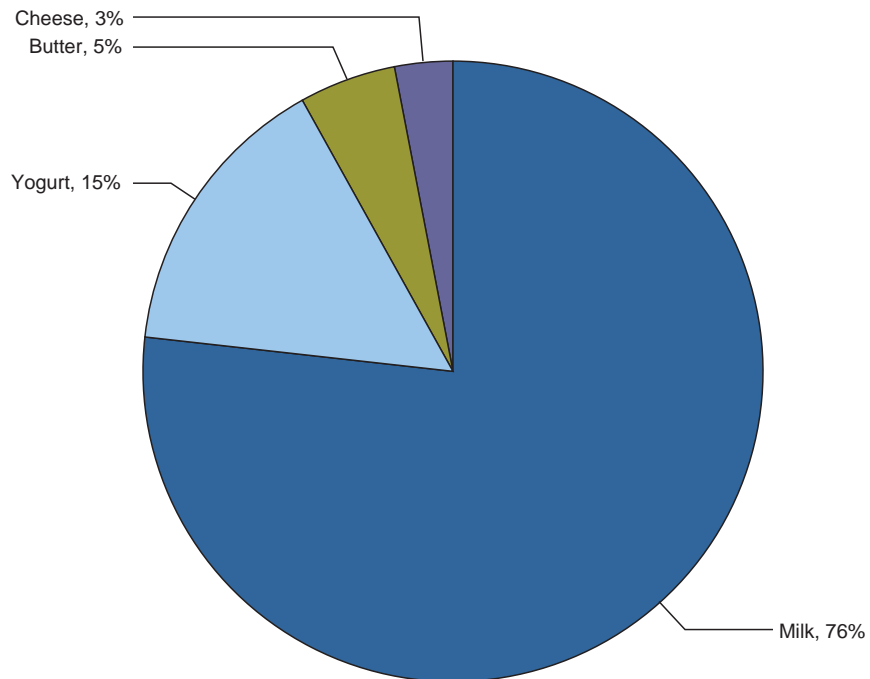
Top 5 Commodities Featured



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 #	6026	2.81	12574	2.46	3010	2.79
Cheese	Natural Varieties	8 oz block	4554	2.40	6637	2.31	5422	2.22
Cheese	Natural Varieties	1 # block	1644	3.47	250	3.78	2249	4.78
Cheese	Natural Varieties	2 # block	774	7.36	1010	7.24	1642	7.14
Cheese	Natural Varieties	8 oz shred	6192	2.35	8519	2.39	9413	2.44
Cheese	Natural Varieties	1 # shred	1193	3.08	732	4.89	1276	3.39
Cottage cheese		16 oz	2836	2.07	3088	1.86	1949	2.12
Cream cheese		8 oz	7054	1.58	16590	1.53	7105	1.68
Flavored milk	All fat tests	half gallon	110	1.00	547	1.90	165	2.48
Flavored milk	All fat tests	gallon	316	2.59			403	3.95
Ice cream		48-64oz	5925	3.14	11114	3.10	11844	3.22
Milk	All fat tests	half gallon	605	1.82	1050	2.08	628	1.53
Milk	All fat tests	gallon	2525	2.80	1957	2.57	1346	3.00
Sour cream		16 oz	3045	1.64	9428	1.77	4984	1.66
Yogurt	Greek	4-6 oz	11008	1.00	9811	.98	10380	.99
Yogurt	Greek	32 oz	944	4.37	1497	4.50	706	3.64
Yogurt	Yogurt	4-6 oz	5746	.47	3117	.49	4042	.50
Yogurt	Yogurt	32 oz	1051	2.64	1809	2.37	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 #	2.49-3.99	1669	3.06	2.49-3.00	1522	2.69	1.89-2.49	1174	2.19
Cheese	Natural Varieties	8 oz block	1.49-2.99	1709	2.32	1.66-2.99	945	2.45	2.33-2.50	294	2.38
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.99	184	2.99	2.99	247	2.99
Cheese	Natural Varieties	2 # block	7.99	84	7.99				6.99	53	6.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2943	2.40	1.66-2.99	1175	2.26	2.50	250	2.50
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99	184	2.99	2.99	247	2.99
Cottage cheese		16 oz	1.99-2.69	1053	2.10	2.00-2.50	1280	2.11	1.99	81	1.99
Cream cheese		8 oz	0.99-2.39	1973	1.72	0.99-2.50	1937	1.68	0.89-2.50	2082	1.29
Flavored milk	All fat tests	half gallon							1.00	110	1.00
Flavored milk	All fat tests	gallon							3.79	106	3.79
Ice cream		48-64oz	1.98-3.99	2627	2.92	2.50-4.99	1988	3.28	3.00-3.88	894	3.35
Milk	All fat tests	half gallon	3.99	167	3.99				0.99-1.00	438	1.00
Milk	All fat tests	gallon	3.49-3.69	419	3.55	2.98-3.49	470	3.05	1.99-2.50	261	2.25
Sour cream		16 oz	1.19-2.50	2286	1.65	1.79	84	1.79			
Yogurt	Greek	4-6 oz	0.88-1.25	2433	1.01	0.79-1.00	1805	.98	0.75-1.25	1738	.95
Yogurt	Greek	32 oz	5.99	137	5.99				3.89	588	3.89

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	4-6 oz	0.34-0.60	1814	.48	0.39-0.50	1045	.48	0.39-0.58	1273	.46
Yogurt	Yogurt	32 oz	1.99-2.50	442	2.31				1.88-1.99	332	1.92

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 #	2.49-3.50	531	2.88	2.50-3.50	895	3.17	2.99-3.99	235	3.28
Cheese	Natural Varieties	8 oz block	1.99-2.50	362	2.40	1.99-2.50	894	2.43	2.50-3.00	350	2.59
Cheese	Natural Varieties	1 # block	2.99	351	2.99	2.79-2.99	451	2.94	2.99-6.49	276	5.46
Cheese	Natural Varieties	2 # block	7.99	114	7.99	6.99-7.99	357	7.67	4.99-7.99	166	6.09
Cheese	Natural Varieties	8 oz shred	1.48-2.50	752	2.23	1.99-2.50	1072	2.36			
Cheese	Natural Varieties	1 # shred	2.99	351	2.99	2.79-2.99	210	2.88	2.99	66	2.99
Cottage cheese		16 oz				0.99-1.50	179	1.17	1.99-2.50	243	2.36
Cream cheese		8 oz	0.99-2.50	347	1.55	1.49-2.50	646	1.77	2.50	69	2.50
Flavored milk	All fat tests	gallon	1.99	210	1.99						
Ice cream		48-64oz	3.00-4.99	216	3.71	2.99	200	2.99			
Milk	All fat tests	gallon	1.99	351	1.99	1.99-2.69	630	2.37	2.50-3.79	394	3.45
Sour cream		16 oz	1.79	72	1.79	0.99-1.79	473	1.47	1.99-2.00	130	1.99
Yogurt	Greek	4-6 oz	0.80-1.25	1367	1.00	0.80-1.25	2482	1.02	0.88-1.25	1183	1.06
Yogurt	Greek	32 oz	5.49	114	5.49				3.69	105	3.69
Yogurt	Yogurt	4-6 oz	0.39-0.50	442	.45	0.39-0.70	629	.50	0.39-0.50	543	.48
Yogurt	Yogurt	32 oz	4.99	51	4.99				2.49-4.99	226	3.83

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 #	90	5.49	808	5.21		
Cheese	Natural Varieties	8 oz block			84	3.99		
Cheese	Natural Varieties	8 oz shred	59	3.99	84	3.99		
Milk	All fat tests	half gallon	165	4.14	991	3.72	1741	3.60
Milk	All fat tests	gallon	1128	5.91	1441	6.00	213	5.95
Milk	All fat tests	8 oz UHT	69	1.00			1761	1.00
Yogurt	Greek	4-6 oz			1134	1.25	1082	1.00
Yogurt	Greek	32 oz			474	3.68	167	3.99
Yogurt	Yogurt	4-6 oz	59	.99			237	.50

Wtd Avg - Simple weighted average



Yogurt	Yogurt	32 oz	214	2.50			228	3.24
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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 #				5.49	90	5.49			
Cheese	Natural Varieties	8 oz shred	3.99	59	3.99						
Milk	All fat tests	half gallon	3.99	84	3.99				4.29	81	4.29
Yogurt	Yogurt	4-6 oz	0.99	59	.99						
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
Milk	All fat tests	gallon	5.79-6.49	235	6.15	5.99-6.39	604	6.07	5.39	289	5.39
Milk	All fat tests	8 oz UHT							1.00	69	1.00

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