



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 04/17/2015 to 04/23/2015

Ad numbers are higher for ice cream +59% and sour cream +49%, but lower for cream cheese -40% and butter - 67%. The national average prices and changes compared to last week are: 48-64 oz. ice cream, \$3.23, +9 cents; 8 oz. cream cheese, \$1.87, +29 cents; 1 # butter \$3.26, +45 cents; and 16 oz. sour cream \$1.64, unchanged.

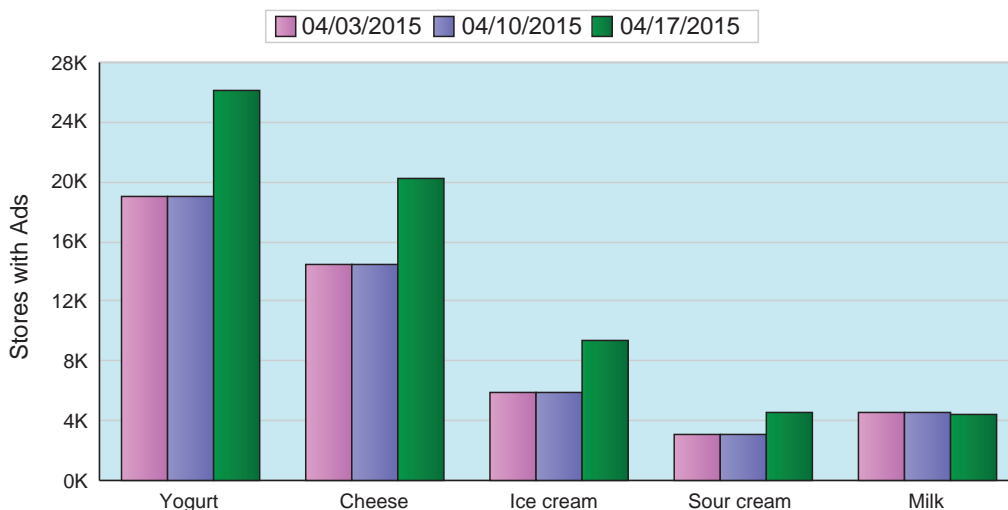
Greek yogurt in 32 ounce packages averages \$4.94, up 57 cents from last week, and up \$1.95 from a year ago. The average price of 4-6 ounce Greek yogurt, \$.98, is 2 cents below last week, and 1 cent below a year ago. Yogurt in 4-6 ounce packages averages 48 cents, up 1 cent from last week, but down 3 cents from a year ago.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.22, is 18 cents lower than one week ago, but 1 cents higher than a year ago; 8 ounce shredded cheese at \$2.30, is 5 cents below a week ago and down 14 cents from one year ago.

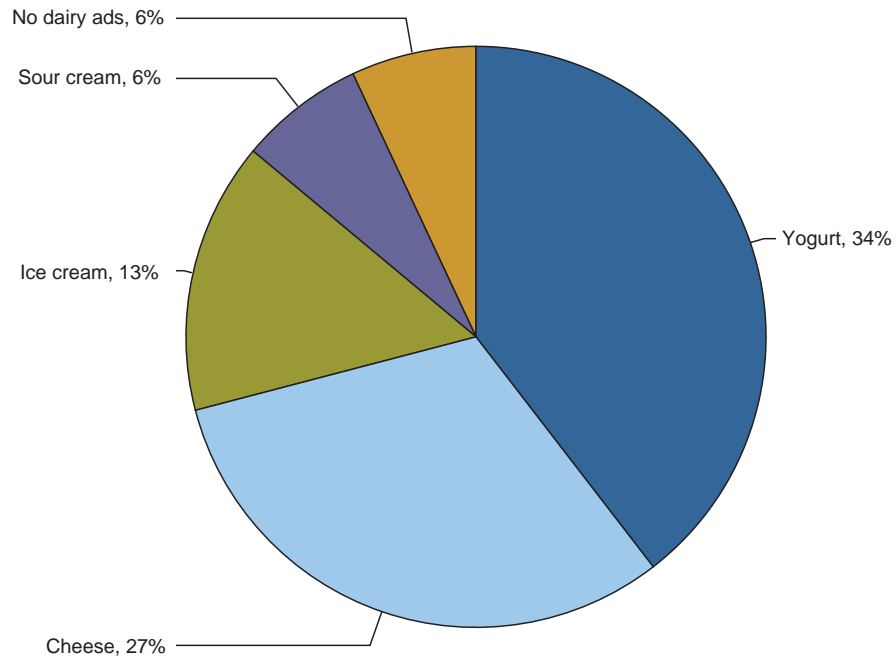
The organic - conventional half gallon milk price spread is \$1.67, down 65 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.13, up 31 cents from one week ago, and the average for organic half gallon milk, \$3.80, down 34 cents from last week.

This week, data for Alaska and Hawaii were added.

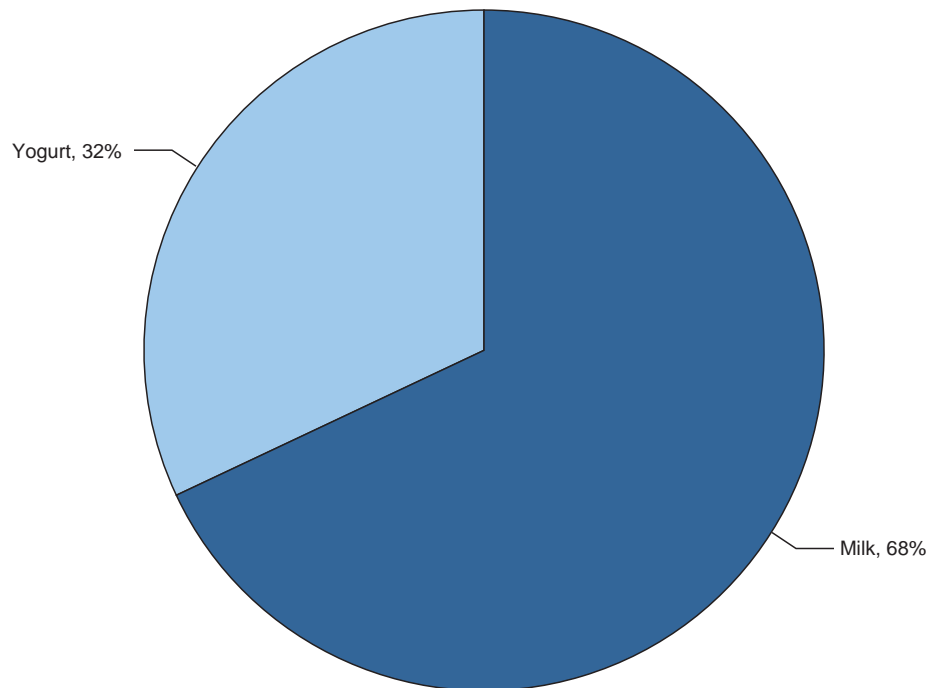
Top 5 Commodities Featured



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 #	2005	3.26	6026	2.81	11364	2.85
Cheese	Natural Varieties	8 oz block	6815	2.22	4554	2.40	4153	2.21
Cheese	Natural Varieties	1 # block	2645	3.94	1644	3.47	2045	4.31
Cheese	Natural Varieties	2 # block	408	6.17	774	7.36	1435	7.96
Cheese	Natural Varieties	8 oz shred	8558	2.30	6192	2.35	10732	2.44
Cheese	Natural Varieties	1 # shred	1839	3.99	1193	3.08	1153	4.62
Cottage cheese		16 oz	1319	2.31	2836	2.07	2629	2.44
Cream cheese		8 oz	4264	1.87	7054	1.58	9353	1.52
Flavored milk	All fat tests	half gallon			110	1.00	278	1.46
Flavored milk	All fat tests	gallon	221	3.51	316	2.59	120	3.29
Ice cream		48-64oz	9430	3.23	5925	3.14	11103	3.02
Milk	All fat tests	half gallon	726	2.13	605	1.82	300	1.82
Milk	All fat tests	gallon	2018	2.85	2525	2.80	1537	3.15
Sour cream		16 oz	4535	1.64	3045	1.64	5797	1.66
Yogurt	Greek	4-6 oz	14901	.98	11008	1.00	9470	.99
Yogurt	Greek	32 oz	638	4.94	944	4.37	235	2.99
Yogurt	Yogurt	4-6 oz	8915	.48	5746	.47	5772	.51
Yogurt	Yogurt	32 oz	582	2.48	1051	2.64	829	1.99

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 #	2.99-3.99	1019	3.48	1.99-2.88	379	2.45	3.00	213	3.00
Cheese	Natural Varieties	8 oz block	1.49-3.00	3074	2.43	1.66-2.50	1759	2.10	1.50-2.00	352	1.72
Cheese	Natural Varieties	1 # block	2.99-3.99	190	3.61	2.99-3.99	478	3.47	3.79-4.99	668	4.00
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2093	2.36	1.66-2.50	2199	2.09	1.50-2.50	1230	1.99
Cheese	Natural Varieties	1 # shred	3.49	63	3.49	2.99-3.79	394	3.36	3.79-4.99	455	4.00
Cottage cheese		16 oz	1.99-2.99	883	2.42						
Cream cheese		8 oz	1.20-2.00	1143	1.63	1.66-2.00	797	1.88	1.29-2.00	642	1.66
Flavored milk	All fat tests	gallon				5.49	84	5.49	2.29	137	2.29
Ice cream		48-64oz	2.49-3.50	2348	2.82	2.34-3.99	1926	3.10	2.50-4.49	2266	3.31
Milk	All fat tests	half gallon	3.49	84	3.49	1.25-1.50	234	1.37	2.50	53	2.50
Milk	All fat tests	gallon				2.59-2.99	304	2.87	2.29-3.00	218	2.55
Sour cream		16 oz	1.39-2.00	1605	1.60	1.28-1.79	1994	1.68	1.33-1.50	537	1.48
Yogurt	Greek	4-6 oz	0.88-1.25	3614	.99	0.80-1.00	4577	.96	0.70-1.00	1847	.95
Yogurt	Greek	32 oz	3.99-5.29	170	4.82						
Yogurt	Yogurt	4-6 oz	0.44-0.60	2819	.51	0.33-0.50	2779	.46	0.44-0.66	1319	.48

Wtd Avg - Simple weighted average



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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	2.50	324	2.50	2.49	64	2.49	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 #	1.99	54	1.99	3.98-4.19	274	4.09	2.99	61	2.99
Cheese	Natural Varieties	8 oz block	1.29-2.50	770	1.97	1.67-2.99	480	2.20	1.88-2.18	348	2.03
Cheese	Natural Varieties	1 # block	3.79-3.99	351	3.87	3.49-4.99	471	4.62	3.49-3.99	476	3.86
Cheese	Natural Varieties	2 # block	6.99	114	6.99	4.99	210	4.99			
Cheese	Natural Varieties	8 oz shred	1.29-2.99	673	2.18	1.67-3.00	1715	2.47	2.98-3.29	551	3.06
Cheese	Natural Varieties	1 # shred	3.79-3.99	351	3.87	4.99	378	4.99	3.49-3.99	187	3.67
Cottage cheese		16 oz	2.00-2.39	236	2.12				2.00	174	2.00
Cream cheese		8 oz	1.29-2.00	436	1.79	1.99-2.99	845	2.28	1.99-2.50	350	2.08
Ice cream		48-64oz	2.19-5.00	1069	3.62	2.99-3.99	1216	3.55	3.00-4.99	482	3.44
Milk	All fat tests	half gallon							1.25-2.49	355	2.26
Milk	All fat tests	gallon	1.99-2.50	235	2.24	1.99-5.00	924	2.97	2.79	289	2.79
Sour cream		16 oz	1.79	189	1.79	1.99	120	1.99	1.69	61	1.69
Yogurt	Greek	4-6 oz	0.88-1.00	1656	.98	1.00	2068	1.00	0.88-1.00	1019	.99
Yogurt	Greek	32 oz	4.88-5.00	176	4.96	5.00	244	5.00			
Yogurt	Yogurt	4-6 oz	0.44-0.50	932	.49	0.49-0.50	765	.50	0.48-0.50	234	.49
Yogurt	Yogurt	32 oz							2.99	66	2.99

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.98-3.00	5	2.99			
Cheese	Natural Varieties	8 oz block	2.00-3.48	32	3.01			
Cheese	Natural Varieties	1 # block	3.79	11	3.79			
Cheese	Natural Varieties	8 oz shred	2.00-3.88	58	3.28	3.50-3.88	39	3.62
Cheese	Natural Varieties	1 # shred	3.79	11	3.79			
Cottage cheese		16 oz	2.00	2	2.00	2.69	24	2.69
Cream cheese		8 oz				1.39-2.49	51	1.97
Ice cream		48-64oz	4.99	21	4.99	3.78-3.99	102	3.89
Milk	All fat tests	gallon	3.79	21	3.79	5.79	27	5.79
Sour cream		16 oz	2.00-2.50	5	2.30	2.00	24	2.00
Yogurt	Greek	4-6 oz	1.20-1.37	10	1.34	0.99-1.30	110	1.15
Yogurt	Greek	32 oz	5.00	21	5.00	5.00	27	5.00
Yogurt	Yogurt	4-6 oz	0.60-0.78	9	.66	0.60-0.99	58	.66
Yogurt	Yogurt	32 oz				3.50-4.59	9	4.23



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	305	3.99
Cheese	Natural Varieties	8 oz shred			59	3.99		
Milk	All fat tests	half gallon	1405	3.80	165	4.14	456	3.25
Milk	All fat tests	gallon	221	6.98	1128	5.91	1492	5.91
Milk	All fat tests	8 oz UHT			69	1.00	1213	1.00
Yogurt	Greek	4-6 oz	568	1.21			1815	1.05
Yogurt	Yogurt	4-6 oz	34	1.25	59	.99	133	.65
Yogurt	Yogurt	32 oz	166	2.96	214	2.50		

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
Milk	All fat tests	half gallon							2.99	137	2.99
Milk	All fat tests	gallon	6.99	84	6.99						
Yogurt	Greek	4-6 oz	1.00-1.25	293	1.17	1.25	214	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
Milk	All fat tests	half gallon	3.49-3.99	235	3.73	3.49-4.49	741	4.08	3.49	289	3.49
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz							1.25	61	1.25
Yogurt	Yogurt	32 oz							2.69	121	2.69

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	half gallon				5.77	3	5.77
Yogurt	Yogurt	4-6 oz				1.25	34	1.25

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Yogurt	32 oz	2.99	11	2.99	3.89	34	3.89

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
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States