



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 04/24/2015 to 04/30/2015

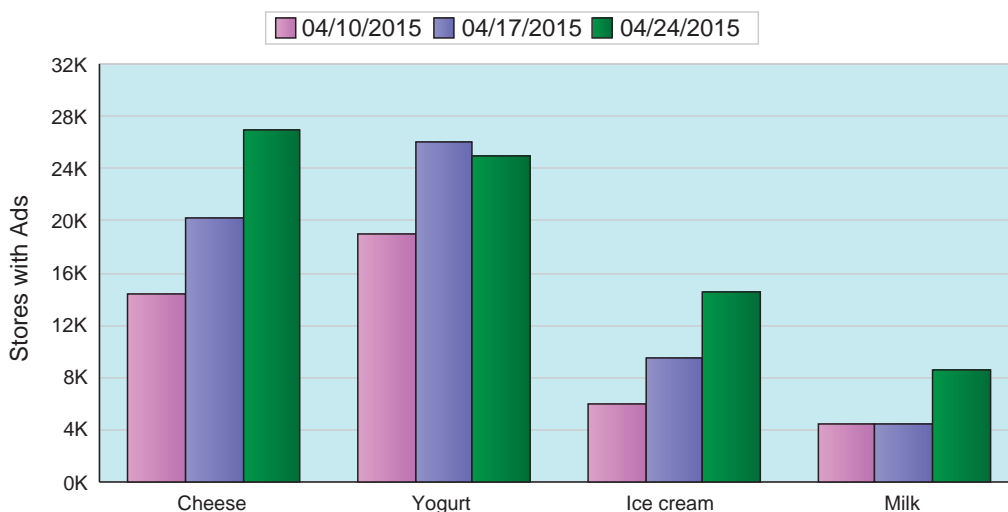
There was strong growth in ad numbers for 1# butter, +127%; 16 oz. cottage cheese, 186%; and gallon milk, 125%. National weighted average advertised prices are: butter, \$2.86, down 40 cents; cottage cheese, \$2.10, down 21 cents; and gallon milk, \$2.91, up 6 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.38, is up 16 cents from one week ago, and 17 cents from a year ago; 8 ounce shredded cheese at \$2.54, is 24 cents above a week ago and 10 cents above one year ago. Cheese ad numbers increased 23% from last week.

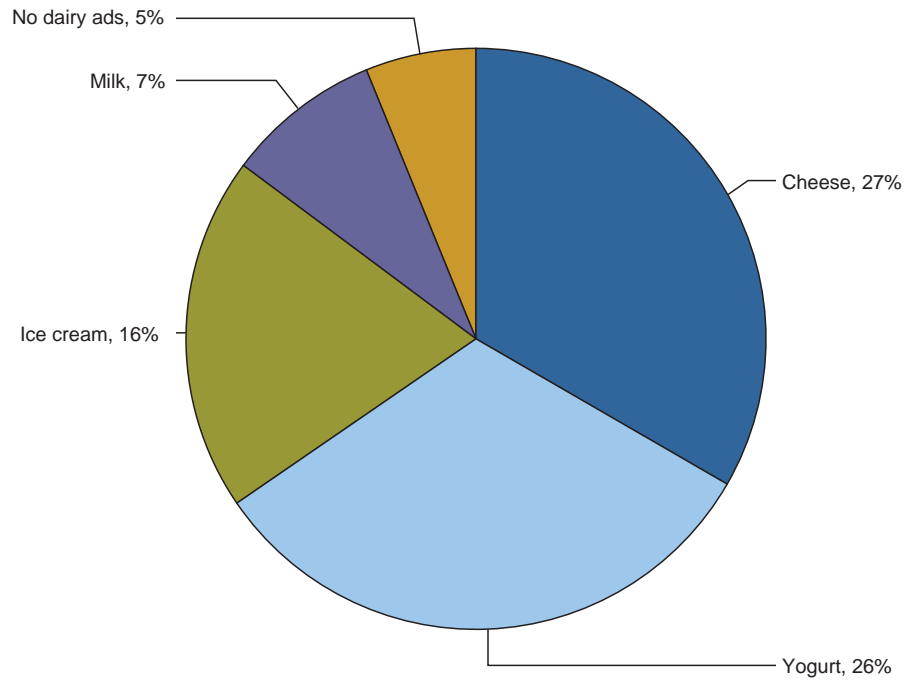
The average price of 4-6 ounce Greek yogurt, \$.99, is 1 cent above last week, and even with a year ago. Yogurt in 4-6 ounce packages averages 46 cents, down 2 cents from last week, and down 5 cents from a year ago. Yogurt ad numbers decreased 6% from last week.

The organic - conventional half gallon milk price spread is \$1.88, up 21 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.87, down 26 cents from one week ago, and the average for organic half gallon milk, \$3.75, down 5 cents from last week.

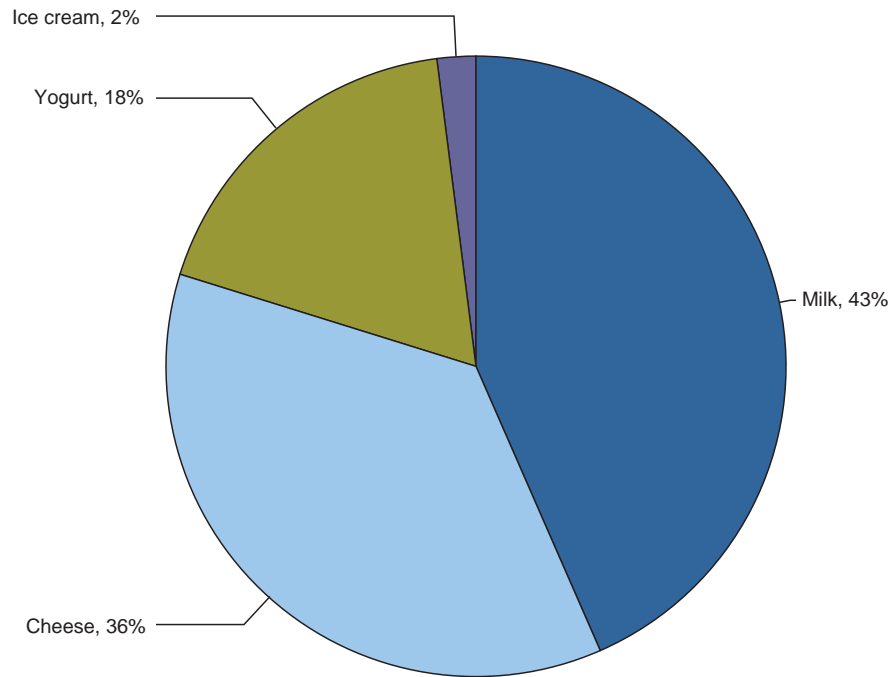
Top 5 Commodities Featured



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 #	4553	2.86	2005	3.26	11364	2.85
Cheese	Natural Varieties	8 oz block	6975	2.38	6815	2.22	4153	2.21
Cheese	Natural Varieties	1 # block	4008	4.51	2645	3.94	2045	4.31
Cheese	Natural Varieties	2 # block	380	7.04	408	6.17	1435	7.96
Cheese	Natural Varieties	8 oz shred	10043	2.54	8558	2.30	10732	2.44
Cheese	Natural Varieties	1 # shred	3448	4.01	1839	3.99	1153	4.62
Cottage cheese		16 oz	3776	2.10	1319	2.31	2629	2.44
Cream cheese		8 oz	4232	1.80	4264	1.87	9353	1.52
Flavored milk	All fat tests	half gallon	732	2.39			278	1.46
Flavored milk	All fat tests	gallon	308	3.20	221	3.51	120	3.29
Ice cream		48-64oz	14410	3.21	9430	3.23	11103	3.02
Milk	All fat tests	half gallon	1467	1.87	726	2.13	300	1.82
Milk	All fat tests	gallon	4545	2.91	2018	2.85	1537	3.15
Sour cream		16 oz	3734	1.69	4535	1.64	5797	1.66
Yogurt	Greek	4-6 oz	13310	.99	14901	.98	9470	.99
Yogurt	Greek	32 oz	2261	4.20	638	4.94	235	2.99
Yogurt	Yogurt	4-6 oz	7461	.46	8915	.48	5772	.51
Yogurt	Yogurt	32 oz	848	2.46	582	2.48	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 #	1.99-4.49	1825	3.13	2.88-2.99	428	2.94	1.98-2.50	393	2.26
Cheese	Natural Varieties	8 oz block	1.66-2.99	2209	2.33	1.66-3.00	1285	2.50	1.69-2.99	1438	2.27
Cheese	Natural Varieties	1 # block	3.99	110	3.99	3.79-3.99	1510	3.93	2.79-3.79	304	3.47
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.66-3.00	3095	2.54	1.66-3.50	3068	2.79	1.69-2.99	1316	2.33
Cheese	Natural Varieties	1 # shred	3.99	110	3.99	3.79-3.99	1510	3.93	3.49-3.99	354	3.73
Cottage cheese		16 oz	1.66-2.99	1031	2.35	1.25-2.50	1250	2.29	1.50-1.99	190	1.64
Cream cheese		8 oz	1.25-2.89	2112	1.84	1.49-2.00	466	1.87	0.99-2.00	442	1.75
Flavored milk	All fat tests	half gallon	2.50-3.00	327	2.72						
Flavored milk	All fat tests	gallon							2.00	119	2.00
Ice cream		48-64oz	2.39-3.99	2934	2.97	2.39-3.99	3974	2.92	2.00-4.49	2274	3.21
Milk	All fat tests	half gallon	2.50	468	2.50	1.00-3.00	245	1.50	1.00-1.25	206	1.08
Milk	All fat tests	gallon	2.99-3.00	134	2.99	2.50	1316	2.50	1.97-2.98	385	2.29
Sour cream		16 oz	1.29-2.00	1921	1.79	1.25-1.28	379	1.27	1.50-1.79	362	1.65
Yogurt	Greek	4-6 oz	0.80-1.25	3938	1.03	0.89-1.00	3629	.96	0.77-1.00	1581	.95
Yogurt	Greek	32 oz	3.99-5.00	582	4.54	3.99	1216	3.99			

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	0.44-0.60	2117	.50	0.40-0.60	2103	.43	0.33-0.60	1286	.45
Yogurt	Yogurt	32 oz	2.49-2.50	265	2.50	2.28	195	2.28			

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 #	1.97-3.00	403	2.50	2.49-3.48	920	2.68	2.50-3.50	524	2.78
Cheese	Natural Varieties	8 oz block	1.49-2.99	1167	2.45	1.99-2.99	568	2.39	1.89-2.99	234	2.37
Cheese	Natural Varieties	1 # block	3.49	351	3.49	3.49-6.99	1168	4.98	3.99-6.99	565	6.36
Cheese	Natural Varieties	2 # block	7.99	114	7.99	5.99	90	5.99	4.99	61	4.99
Cheese	Natural Varieties	8 oz shred	1.49-3.00	1274	2.13	1.67-3.00	791	2.54	1.89-3.29	421	2.55
Cheese	Natural Varieties	1 # shred	3.49-4.49	675	3.85	3.49-4.99	628	4.39	3.99-4.99	171	4.60
Cottage cheese		16 oz	1.25-1.99	565	1.40	1.25-2.29	500	1.85	2.50	174	2.50
Cream cheese		8 oz	1.50-2.00	223	1.67	1.69	604	1.69	1.69-1.99	358	1.75
Flavored milk	All fat tests	half gallon	1.99-2.99	405	2.12						
Flavored milk	All fat tests	gallon				3.99	178	3.99			
Ice cream		48-64oz	2.49-5.00	1798	3.66	2.49-4.99	2186	3.44	2.50-4.99	1018	3.40
Milk	All fat tests	half gallon	1.69	74	1.69	1.49-2.50	408	1.90	1.25	66	1.25
Milk	All fat tests	gallon	1.99-2.98	503	2.21	1.99-5.00	1883	3.35	3.79	289	3.79
Sour cream		16 oz	1.25	351	1.25	1.25-2.00	620	1.83	1.99	69	1.99
Yogurt	Greek	4-6 oz	0.89-1.00	1337	1.00	0.89-1.00	1653	.99	0.89-1.00	1132	.98
Yogurt	Greek	32 oz	4.49	114	4.49	4.49	244	4.49	3.69	105	3.69
Yogurt	Yogurt	4-6 oz	0.33-0.50	1244	.45	0.40-0.50	620	.47	0.50	61	.50
Yogurt	Yogurt	32 oz	2.00	72	2.00				2.49-2.99	292	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
Butter		1 #	3.00-4.50	30	4.40	3.00-3.97	30	3.10
Cheese	Natural Varieties	8 oz block	1.66-3.00	22	2.68	2.69-3.50	52	2.89
Cheese	Natural Varieties	2 # block	7.99-8.99	4	8.49	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50-4.00	50	3.56	2.69-3.50	28	2.81
Cottage cheese		16 oz	2.00-2.50	5	2.30	2.59-2.89	61	2.77
Cream cheese		8 oz				2.99	27	2.99
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.49-4.99	43	4.52	3.00-6.29	183	4.93
Milk	All fat tests	gallon	3.49-3.79	32	3.69	4.97	3	4.97
Sour cream		16 oz	2.00-2.50	5	2.30	1.99-2.50	27	2.44
Yogurt	Greek	4-6 oz	1.20-1.25	7	1.22	1.07-1.25	33	1.23
Yogurt	Yogurt	4-6 oz	0.68	3	.68	1.00	27	1.00
Yogurt	Yogurt	32 oz				2.29	24	2.29



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 #					305	3.99
Cheese	Natural Varieties	8 oz block	1218	3.98				
Cheese	Natural Varieties	8 oz shred	911	4.00				
Ice cream		48-64oz	121	5.49			143	5.99
Milk	All fat tests	half gallon	968	3.75	1405	3.80	456	3.25
Milk	All fat tests	gallon	1334	6.21	221	6.98	1492	5.91
Milk	All fat tests	8 oz UHT	225	1.00			1213	1.00
Yogurt	Greek	4-6 oz	835	1.21	568	1.21	1815	1.05
Yogurt	Yogurt	4-6 oz	59	1.99	34	1.25	133	.65
Yogurt	Yogurt	32 oz	189	2.50	166	2.96		

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	3.69-4.99	367	3.98	3.98	195	3.98	2.99-3.49	317	3.21
Milk	All fat tests	gallon							5.99	69	5.99
Milk	All fat tests	8 oz UHT	1.00	156	1.00						
Yogurt	Greek	4-6 oz	1.25	484	1.25						
Yogurt	Yogurt	4-6 oz	1.99	59	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
Cheese	Natural Varieties	8 oz block	3.49-3.99	298	3.88	3.99	604	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.99	235	3.99	3.99	360	3.99	3.99	289	3.99
Ice cream		48-64oz							5.49	121	5.49
Milk	All fat tests	half gallon				3.49	62	3.49			
Milk	All fat tests	gallon	5.79-6.49	235	6.15	6.39-6.98	741	6.57	5.39	289	5.39
Milk	All fat tests	8 oz UHT							1.00	69	1.00
Yogurt	Greek	4-6 oz	1.00	141	1.00	1.25	210	1.25			

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
Yogurt	Yogurt	32 oz	2.50	72	2.50	2.50	117	2.50			

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
Cheese	Natural Varieties	8 oz block				4.49	27	4.49
Cheese	Natural Varieties	8 oz shred				4.49	27	4.49
Milk	All fat tests	half gallon				5.99	27	5.99

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