



Dairy Market News Branch

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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 05/01/2015 to 05/07/2015

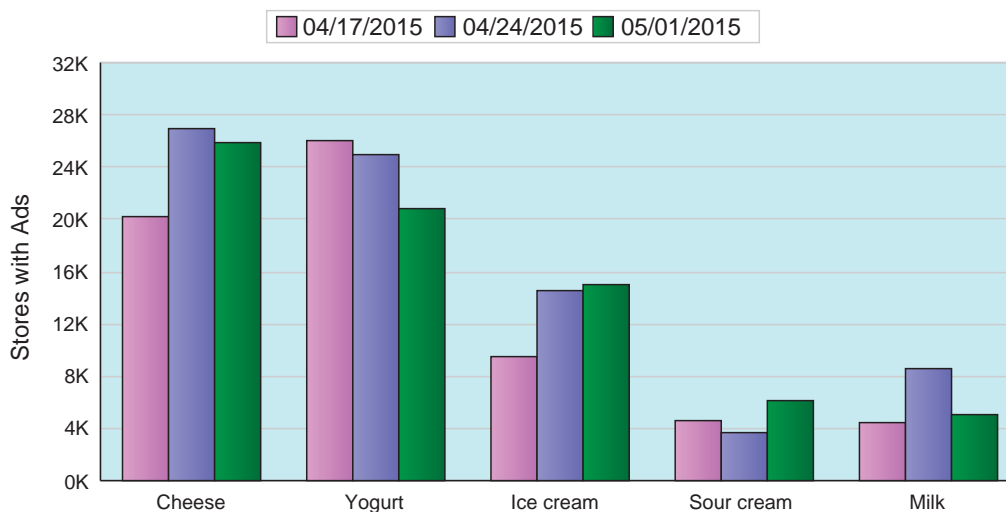
There was nearly an equal percentage decline in ad numbers for 1# butter, -57%, as the increase for 16 oz. sour cream, +53%, with 48-64 oz. ice cream +5% and 8 oz. cream cheese +17%. The national weighted average advertised prices and changes from last week are: butter, \$3.39, up 53 cents; sour cream, \$1.56, down 13 cents; ice cream, \$2.89, down 32 cents; and cream cheese, \$1.89, up 9 cents. In the Southeast, conventional sour cream advertised at \$2.99 was only 1 cent below the advertised price of organic sour cream.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.27, is down 11 cents from one week ago, and 16 cents from a year ago; 8 ounce shredded cheese at \$2.34, is 20 cents below a week ago and 3 cents below one year ago. Total cheese ad numbers are nearly unchanged from last week.

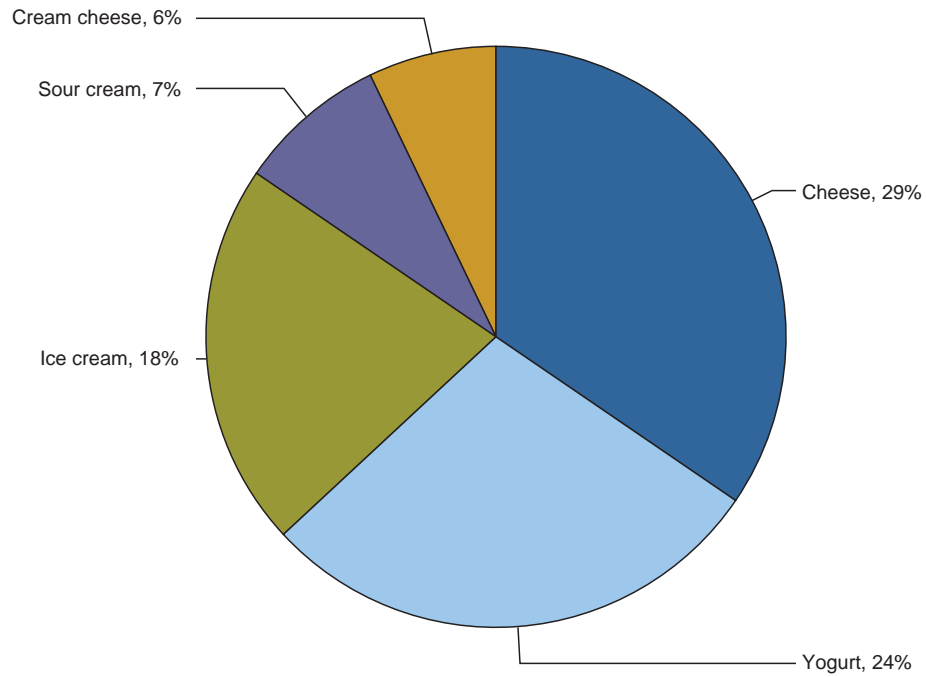
The average price of 4-6 ounce Greek yogurt, \$.99, is unchanged from last week, but down 1 cent from a year ago. Yogurt in 4-6 ounce packages averages 51 cents, up 5 cents from last week, and up 2 cents from a year ago. Yogurt ad numbers decreased 15% from last week.

The organic - conventional half gallon milk price spread is \$1.63, down 25 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.77, down 10 cents from one week ago, and the average for organic half gallon milk, \$3.40, down 35 cents from last week.

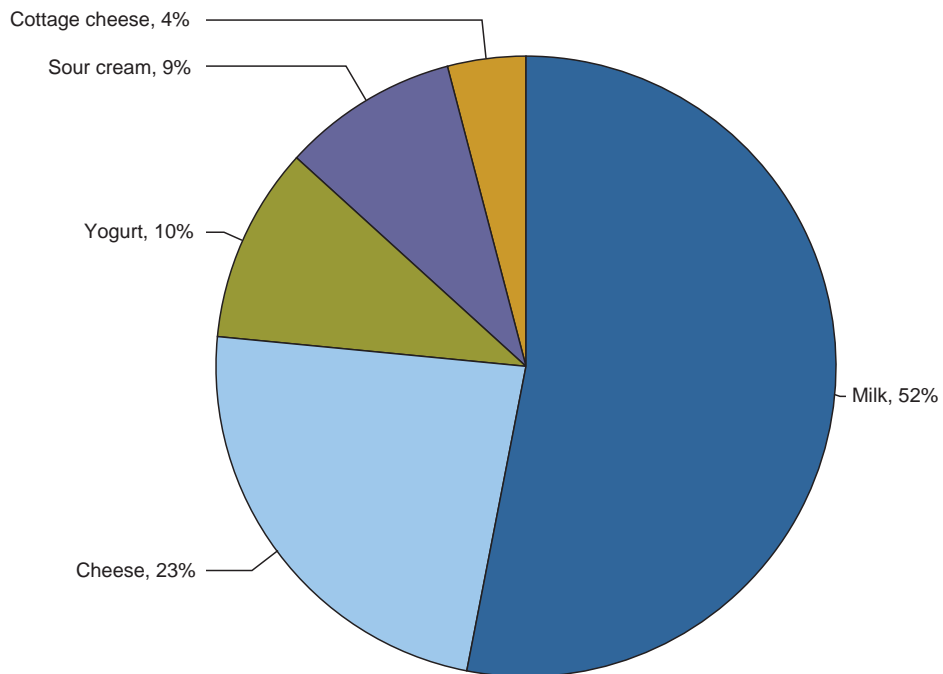
Top 5 Commodities Featured



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 #	1976	3.39	4553	2.86	1647	2.91
Cheese	Natural Varieties	8 oz block	9104	2.27	6975	2.38	4903	2.43
Cheese	Natural Varieties	1 # block	1629	3.93	4008	4.51	142	4.31
Cheese	Natural Varieties	2 # block	607	5.92	380	7.04	1546	7.63
Cheese	Natural Varieties	8 oz shred	11605	2.34	10043	2.54	6394	2.37
Cheese	Natural Varieties	1 # shred	1917	4.41	3448	4.01	1734	4.00
Cottage cheese		16 oz	3258	1.65	3776	2.10	2630	1.79
Cream cheese		8 oz	4967	1.89	4232	1.80	1877	1.73
Flavored milk	All fat tests	half gallon	1356	2.46	732	2.39	919	2.48
Flavored milk	All fat tests	gallon	210	1.99	308	3.20	389	4.25
Ice cream		48-64oz	15080	2.89	14410	3.21	11712	3.26
Milk	All fat tests	half gallon	488	1.77	1467	1.87	555	1.83
Milk	All fat tests	gallon	2305	2.68	4545	2.91	1422	2.93
Sour cream		16 oz	5718	1.56	3734	1.69	5432	1.66
Yogurt	Greek	4-6 oz	14301	.99	13310	.99	10225	1.00
Yogurt	Greek	32 oz	121	3.73	2261	4.20	1536	4.55
Yogurt	Yogurt	4-6 oz	5015	.51	7461	.46	7151	.49
Yogurt	Yogurt	32 oz	937	2.83	848	2.46	690	2.28

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 #	3.00-3.99	255	3.57	2.88	195	2.88	2.00	122	2.00
Cheese	Natural Varieties	8 oz block	1.99-3.00	2089	2.31	1.88-3.00	2832	2.34	1.78-2.50	1902	2.06
Cheese	Natural Varieties	1 # block	3.99	167	3.99	3.49-3.79	538	3.56	2.79	57	2.79
Cheese	Natural Varieties	8 oz shred	1.99-3.00	3213	2.36	1.88-3.00	2618	2.29	1.78-2.50	1832	2.12
Cheese	Natural Varieties	1 # shred	3.99	255	3.99	3.49-4.99	1286	4.46	3.99	53	3.99
Cottage cheese		16 oz	1.50-2.99	778	2.52	1.00-1.99	722	1.41	1.00-2.99	634	1.46
Cream cheese		8 oz	1.29-2.50	1275	1.68	1.25-2.00	1763	1.90	1.00-1.79	388	1.37
Flavored milk	All fat tests	half gallon	2.69	110	2.69	2.69	1002	2.69	1.00-1.99	244	1.43
Ice cream		48-64oz	1.99-4.99	3051	2.70	1.99-3.99	4656	2.91	1.99-3.49	2629	2.64
Milk	All fat tests	half gallon	2.99	135	2.99	1.66	114	1.66	1.00	137	1.00
Milk	All fat tests	gallon				2.49-3.49	294	2.81	2.99-3.69	175	3.20
Sour cream		16 oz	1.29-2.49	1321	1.64	1.00-2.99	952	1.39	1.00-1.77	1022	1.28
Yogurt	Greek	4-6 oz	0.88-1.33	2142	1.02	0.80-1.00	3765	.96	0.80-1.00	2567	.97
Yogurt	Greek	32 oz	4.49	59	4.49						
Yogurt	Yogurt	4-6 oz	0.44-0.60	1402	.50	0.40-0.50	1621	.47	0.39-0.50	421	.43
Yogurt	Yogurt	32 oz	2.49-3.99	339	3.47				1.99-2.48	299	2.28

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 #	3.50	114	3.50	3.48-3.99	812	3.58	2.99-3.50	394	3.36
Cheese	Natural Varieties	8 oz block	1.78-1.99	915	1.95	1.88-2.99	927	2.36	1.99-2.99	355	2.80
Cheese	Natural Varieties	1 # block	3.99-4.49	324	4.24	2.99-4.99	474	4.09	5.00	69	5.00
Cheese	Natural Varieties	2 # block				5.99-6.99	223	6.47	4.99-7.99	350	5.51
Cheese	Natural Varieties	8 oz shred	1.74-3.00	1734	2.22	1.88-3.00	1308	2.55	1.99-3.00	810	2.74
Cheese	Natural Varieties	1 # shred	4.99	55	4.99	3.00-4.99	199	4.37	5.00	69	5.00
Cottage cheese		16 oz	1.00-1.89	423	1.15	1.00-1.89	390	1.42	0.99-1.99	292	1.41
Cream cheese		8 oz	1.99-2.00	290	1.99	1.88-2.58	653	2.29	1.25-2.58	485	2.05
Flavored milk	All fat tests	gallon	1.99	210	1.99						
Ice cream		48-64oz	1.99-5.99	1830	3.11	1.99-3.99	2262	3.02	2.99-3.99	410	3.14
Milk	All fat tests	half gallon	1.25	99	1.25						
Milk	All fat tests	gallon	1.99	331	1.99	1.99-3.59	1165	2.65	2.79	289	2.79
Sour cream		16 oz	1.00-2.19	676	1.47	1.00-2.59	1003	1.80	0.99-2.29	650	1.67
Yogurt	Greek	4-6 oz	0.80-1.00	1518	.98	1.00	2564	1.00	0.69-1.00	1605	.99
Yogurt	Greek	32 oz				3.00	62	3.00			
Yogurt	Yogurt	4-6 oz	0.33-0.50	255	.41	0.40-0.77	835	.59	0.50-0.77	419	.58
Yogurt	Yogurt	32 oz	2.00	72	2.00	2.50	169	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
Butter		1 #	3.00-4.00	51	3.75	3.50-4.99	33	4.76
Cheese	Natural Varieties	8 oz block	3.00-3.99	57	3.69	2.79-3.50	27	2.87
Cheese	Natural Varieties	2 # block	5.98-8.99	34	6.46			
Cheese	Natural Varieties	8 oz shred	3.00-3.79	36	3.52	2.79-3.50	54	3.18
Cottage cheese		16 oz	0.99-2.29	19	1.51			
Cream cheese		8 oz	0.99-3.18	40	2.22	2.49-3.18	73	2.61
Ice cream		48-64oz	2.99-6.98	87	5.10	3.69-6.98	155	4.41
Milk	All fat tests	half gallon				2.98	3	2.98
Milk	All fat tests	gallon	3.09-3.49	24	3.44	5.49	27	5.49
Sour cream		16 oz	0.99-2.69	43	2.14	1.89-3.69	51	2.84
Yogurt	Greek	4-6 oz	1.00-1.30	79	1.22	1.13-1.25	61	1.18
Yogurt	Yogurt	4-6 oz	0.97	8	.97	0.68-1.25	54	.97
Yogurt	Yogurt	32 oz	2.99-4.50	34	4.23	3.49	24	3.49

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	105	5.59			1727	4.50
Cheese	Natural Varieties	8 oz block	225	4.05	1218	3.98	376	4.30
Cheese	Natural Varieties	8 oz shred	790	3.70	911	4.00	141	3.98
Cottage cheese		16 oz	195	3.00				
Ice cream		48-64oz			121	5.49		
Milk	All fat tests	half gallon	1800	3.40	968	3.75	621	3.32
Milk	All fat tests	gallon	520	5.89	1334	6.21	118	6.99
Milk	All fat tests	8 oz UHT			225	1.00	1604	.99
Sour cream		16 oz	409	3.00				
Yogurt	Greek	4-6 oz	214	1.25	835	1.21	2043	1.05
Yogurt	Greek	32 oz	214	2.50				
Yogurt	Yogurt	4-6 oz	3	1.50	59	1.99	1733	.86
Yogurt	Yogurt	32 oz			189	2.50	1565	2.89

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
Cheese	Natural Varieties	8 oz block	3.99	84	3.99						
Cottage cheese		16 oz				3.00	195	3.00			
Milk	All fat tests	half gallon	3.49	84	3.49	2.99	184	2.99	2.99	247	2.99
Sour cream		16 oz				3.00	409	3.00			
Yogurt	Greek	4-6 oz				1.25	214	1.25			
Yogurt	Greek	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
Butter		1 #							5.59	105	5.59
Cheese	Natural Varieties	8 oz block	3.99	114	3.99						
Cheese	Natural Varieties	8 oz shred	3.99	114	3.99	2.99-3.99	360	3.31	3.99	289	3.99
Milk	All fat tests	half gallon	2.50-3.99	543	3.07	4.29	246	4.29	2.99-3.49	410	3.34
Milk	All fat tests	gallon				5.00-6.98	520	5.89			

Commodity	Type	Pack Size	ALASKA U.S.	HAWAII U.S.
Wtd Avg - Simple weighted average				



			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	3.29-3.99	32	3.75	5.77-5.99	54	5.98
Yogurt	Yogurt	4-6 oz				1.50	3	1.50

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