



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 05/08/2015 to 05/14/2015

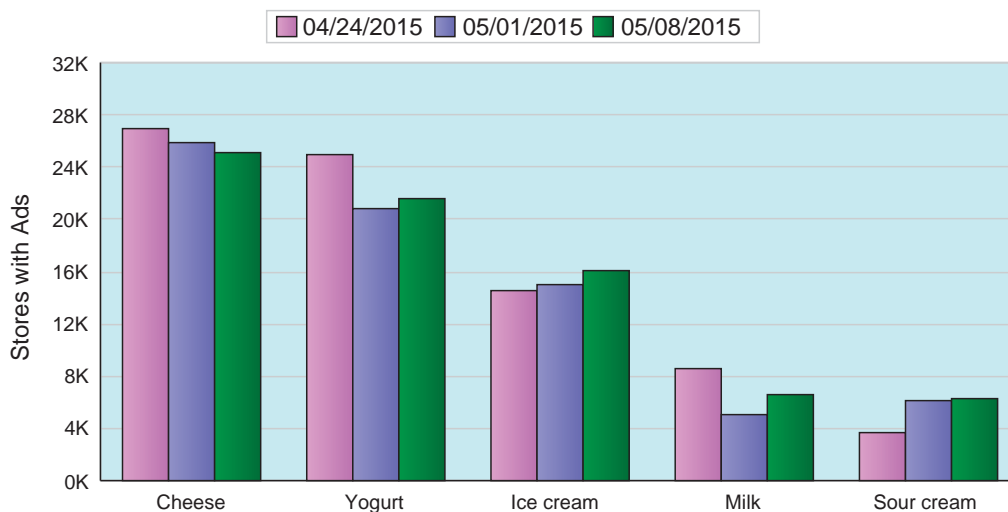
Although 1 # butter ad volume more than doubled, and 48-64 ounce ice cream ad volume as well as ads for 16 oz. sour cream slightly increased, ad volume for 16 ounce cottage cheese declined 22% and 8 oz. cream cheese declined 48%. The national weighted average advertised prices and changes from last week are: butter, \$3.09, down 30 cents; ice cream, \$2.91, up 2 cents; sour cream, \$1.82, up 26 cents; cottage cheese, \$1.90, up 25 cents; and cream cheese, \$1.91, up 2 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.39, is up 12 cents from one week ago, but down 4 cents from a year ago; 8 ounce shredded cheese at \$2.39, is 5 cents above a week ago and 2 cents above one year ago. Cheese ad numbers are down 5% from last week.

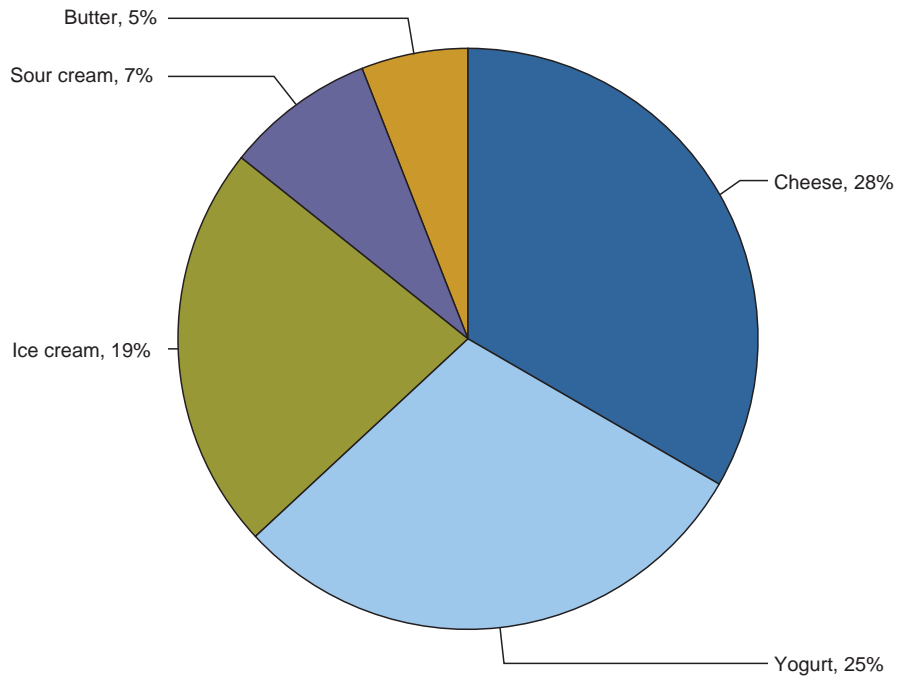
The average price of 4-6 ounce Greek yogurt, \$.97, is 2 cents lower than last week, and down 3 cents from a year ago. Yogurt in 4-6 ounce packages averages 52 cents, down 1 cent from last week, but up 23 cents from a year ago. Yogurt ad numbers increased 4% from last week.

The organic - conventional half gallon milk price spread is \$1.21, down 42 cents from last week. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.33, up 56 cents from one week ago, and the average for organic half gallon milk, \$3.54, up 14 cents from last week.

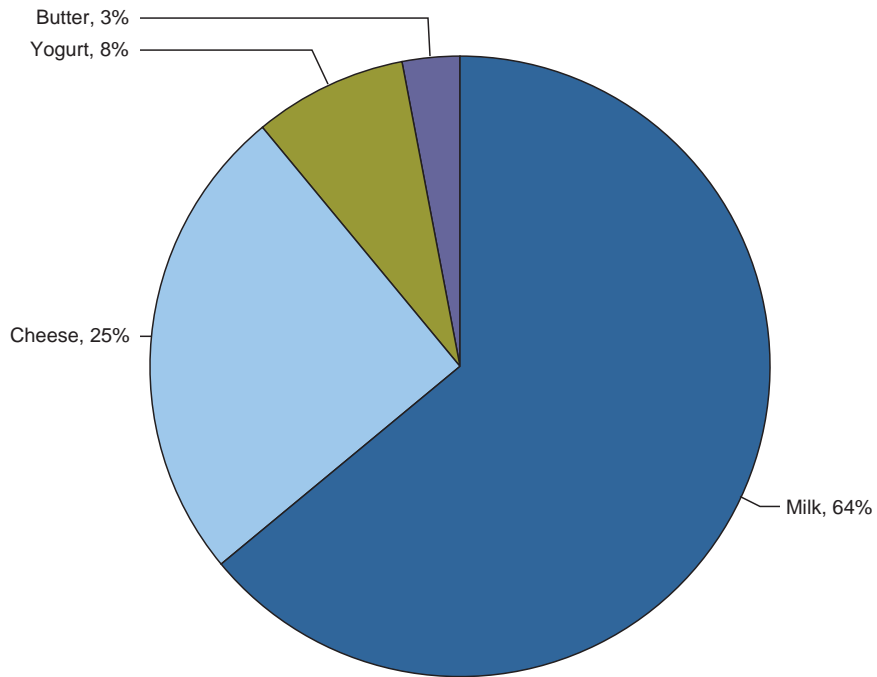
Top 5 Commodities Featured



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 #	4329	3.09	1976	3.39	1647	2.91
Cheese	Natural Varieties	8 oz block	10720	2.39	9104	2.27	4903	2.43
Cheese	Natural Varieties	1 # block	1003	3.58	1629	3.93	142	4.31
Cheese	Natural Varieties	2 # block	1444	5.98	607	5.92	1546	7.63
Cheese	Natural Varieties	8 oz shred	9211	2.39	11605	2.34	6394	2.37
Cheese	Natural Varieties	1 # shred	1331	3.42	1917	4.41	1734	4.00
Cottage cheese		16 oz	2540	1.90	3258	1.65	2630	1.79
Cream cheese		8 oz	2598	1.91	4967	1.89	1877	1.73
Flavored milk	All fat tests	half gallon	543	2.42	1356	2.46	919	2.48
Flavored milk	All fat tests	gallon	273	3.67	210	1.99	389	4.25
Ice cream		48-64oz	16053	2.91	15080	2.89	11712	3.26
Milk	All fat tests	half gallon	526	2.33	488	1.77	555	1.83
Milk	All fat tests	gallon	2502	2.62	2305	2.68	1422	2.93
Sour cream		16 oz	6284	1.82	5718	1.56	5432	1.66
Yogurt	Greek	4-6 oz	11484	.97	14301	.99	10225	1.00
Yogurt	Greek	32 oz	1517	4.02	121	3.73	1536	4.55
Yogurt	Yogurt	4-6 oz	7474	.52	5015	.51	7151	.49
Yogurt	Yogurt	32 oz	675	2.44	937	2.83	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 #	2.99-3.99	923	3.36	2.50	1297	2.50	2.50	213	2.50
Cheese	Natural Varieties	8 oz block	1.49-3.00	3344	2.26	1.77-3.00	2156	2.46	1.99-3.00	2438	2.47
Cheese	Natural Varieties	1 # block	3.49	137	3.49	2.99	184	2.99	2.49-3.79	472	3.16
Cheese	Natural Varieties	2 # block				6.98	195	6.98	5.77	53	5.77
Cheese	Natural Varieties	8 oz shred	1.99-3.49	2433	2.40	1.77-2.50	1418	2.16	1.99-3.00	1629	2.33
Cheese	Natural Varieties	1 # shred				2.99	184	2.99	2.49-3.49	941	3.16
Cottage cheese		16 oz	1.99-2.99	1150	2.41	1.00-1.78	429	1.35	1.00-2.29	667	1.36
Cream cheese		8 oz	1.50-2.49	958	1.95	1.00-1.50	347	1.34	1.00-2.50	418	1.89
Flavored milk	All fat tests	half gallon	2.50	258	2.50				1.99	216	1.99
Flavored milk	All fat tests	gallon							2.79-3.99	188	3.55
Ice cream		48-64oz	1.88-4.49	3039	2.86	1.99-3.99	3409	2.83	1.99-4.98	3942	2.65
Milk	All fat tests	half gallon	2.99	63	2.99				1.00-3.50	397	2.40
Milk	All fat tests	gallon	2.50-3.69	359	3.12	2.50-2.99	398	2.76	1.99-2.99	556	2.40
Sour cream		16 oz	0.98-2.00	2738	1.75	1.00-2.00	1361	1.83	1.00-1.89	704	1.31
Yogurt	Greek	4-6 oz	0.79-1.20	3388	.98	0.78-1.00	2082	.98	0.75-1.00	2105	.90
Yogurt	Greek	32 oz	3.89-3.99	559	3.94	3.89	227	3.89	3.89	588	3.89

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	4-6 oz	0.40-0.60	2106	.52	0.50	1218	.50	0.44-0.67	1030	.53
Yogurt	Yogurt	32 oz	2.00	161	2.00				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 #	1.99-3.79	459	2.98	1.99-3.99	982	3.51	2.99-3.89	394	3.65
Cheese	Natural Varieties	8 oz block	1.49-3.00	1445	2.26	1.99-3.00	1065	2.58	1.99-2.99	195	2.49
Cheese	Natural Varieties	1 # block	4.99	114	4.99				5.00	69	5.00
Cheese	Natural Varieties	2 # block	4.99-6.99	450	5.90	4.99-6.99	567	5.40	6.99	171	6.99
Cheese	Natural Varieties	8 oz shred	1.49-3.00	1731	2.34	1.67-3.00	1419	2.54	1.99-3.00	484	2.79
Cheese	Natural Varieties	1 # shred				4.99	137	4.99	5.00	69	5.00
Cottage cheese		16 oz	1.89	72	1.89	1.89	117	1.89	1.99	105	1.99
Cream cheese		8 oz	1.50-2.99	248	2.16	0.99-2.99	465	2.01	1.99-2.50	130	2.23
Flavored milk	All fat tests	half gallon							3.49	69	3.49
Flavored milk	All fat tests	gallon	3.99	74	3.99						
Ice cream		48-64oz	1.99-4.50	1932	3.15	1.99-3.99	2707	2.99	2.49-4.99	770	3.01
Milk	All fat tests	half gallon							1.25	66	1.25
Milk	All fat tests	gallon	1.99-2.99	303	2.52	1.99-3.59	767	2.53	2.50	105	2.50
Sour cream		16 oz	1.25-2.49	307	2.09	1.25-2.49	721	2.29	0.99-2.49	394	2.09
Yogurt	Greek	4-6 oz	0.88-1.00	1164	.98	0.50-1.00	1958	.96	1.00	697	1.00
Yogurt	Greek	32 oz				4.99	137	4.99			
Yogurt	Yogurt	4-6 oz	0.50-0.69	1052	.51	0.40-0.69	1576	.51	0.50-0.60	410	.51
Yogurt	Yogurt	32 oz				2.99	200	2.99	2.50	182	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 #	2.50	3	2.50	3.00-4.25	58	3.73
Cheese	Natural Varieties	8 oz block	3.00	2	3.00	2.75-3.50	75	3.12
Cheese	Natural Varieties	1 # block				5.99	27	5.99
Cheese	Natural Varieties	2 # block	7.49-7.99	8	7.62			
Cheese	Natural Varieties	8 oz shred	3.00	2	3.00	2.75-3.99	95	3.34
Cream cheese		8 oz	3.00	2	3.00	1.99-2.50	30	2.04
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.98-8.48	40	7.13	3.50-7.99	214	5.43
Milk	All fat tests	gallon	3.09-3.49	14	3.40			
Sour cream		16 oz	1.99-2.00	8	1.99	2.00-2.99	51	2.52
Yogurt	Greek	4-6 oz	1.25-1.66	36	1.57	1.15-1.25	54	1.20
Yogurt	Greek	32 oz	4.48	3	4.48	6.99	3	6.99
Yogurt	Yogurt	4-6 oz				0.50-0.89	82	.67
Yogurt	Yogurt	32 oz	2.79-3.00	13	2.82			

Wtd Avg - Simple weighted average



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 #	180	6.29	105	5.59	1727	4.50
Cheese	Natural Varieties	8 oz block	1239	3.99	225	4.05	376	4.30
Cheese	Natural Varieties	8 oz shred	114	3.99	790	3.70	141	3.98
Cottage cheese		16 oz			195	3.00		
Milk	All fat tests	half gallon	677	3.54	1800	3.40	621	3.32
Milk	All fat tests	gallon	1706	6.26	520	5.89	118	6.99
Milk	All fat tests	8 oz UHT	1128	1.00			1604	.99
Sour cream		16 oz			409	3.00		
Yogurt	Greek	4-6 oz			214	1.25	2043	1.05
Yogurt	Greek	32 oz			214	2.50		
Yogurt	Yogurt	4-6 oz	183	1.00	3	1.50	1733	.86
Yogurt	Yogurt	32 oz	243	2.69			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
Butter		1 #							6.29	180	6.29
Cheese	Natural Varieties	8 oz block	3.99	84	3.99						
Milk	All fat tests	half gallon	3.99	84	3.99	2.50-2.99	324	2.81			
Milk	All fat tests	gallon	5.69	304	5.69						
Yogurt	Yogurt	4-6 oz							1.00	180	1.00
Yogurt	Yogurt	32 oz				2.69	120	2.69	2.69	123	2.69

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	3.99	235	3.99	3.99	604	3.99	3.99	289	3.99

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
Cheese	Natural Varieties	8 oz shred	3.99	114	3.99						
Milk	All fat tests	half gallon				5.49	137	5.49	2.99	121	2.99
Milk	All fat tests	gallon	5.79-5.99	235	5.89	5.99-8.39	878	6.68	5.89	289	5.89
Milk	All fat tests	8 oz UHT	1.00	235	1.00	1.00	604	1.00	1.00	289	1.00

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				3.99	27	3.99
Milk	All fat tests	half gallon	3.29	11	3.29			
Yogurt	Yogurt	4-6 oz				1.25	3	1.25

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