



## Dairy Market News Branch

Agricultural  
Marketing  
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 05/15/2015 to 05/21/2015

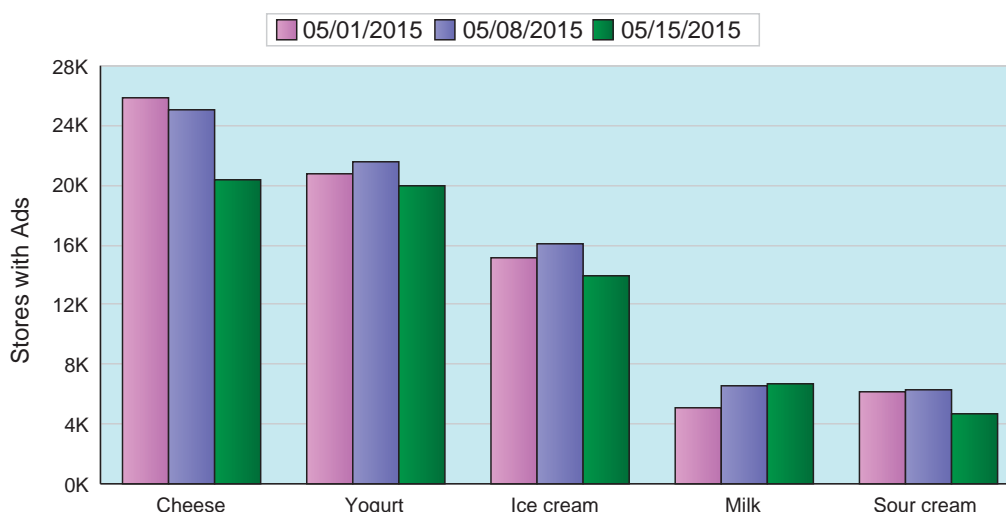
Ad volume declined for many popular dairy products. The ad volume percentage change, national weighted average advertised price and price change from last week for many products this week are: 1# butter, -24%, \$2.89, -20 cents; 16 oz. cottage cheese, -33%, \$2.34, +44 cents; 8 oz. cream cheese, -13%, \$1.85, -6 cents; and 48-64 oz. ice cream, -13%, \$2.78, -13 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.39, is unchanged from one week ago, but down 9 cents from a year ago; 8 ounce shredded cheese at \$2.43, is 4 cents above a week ago but 9 cents below one year ago. Cheese ad numbers are down 14% from last week.

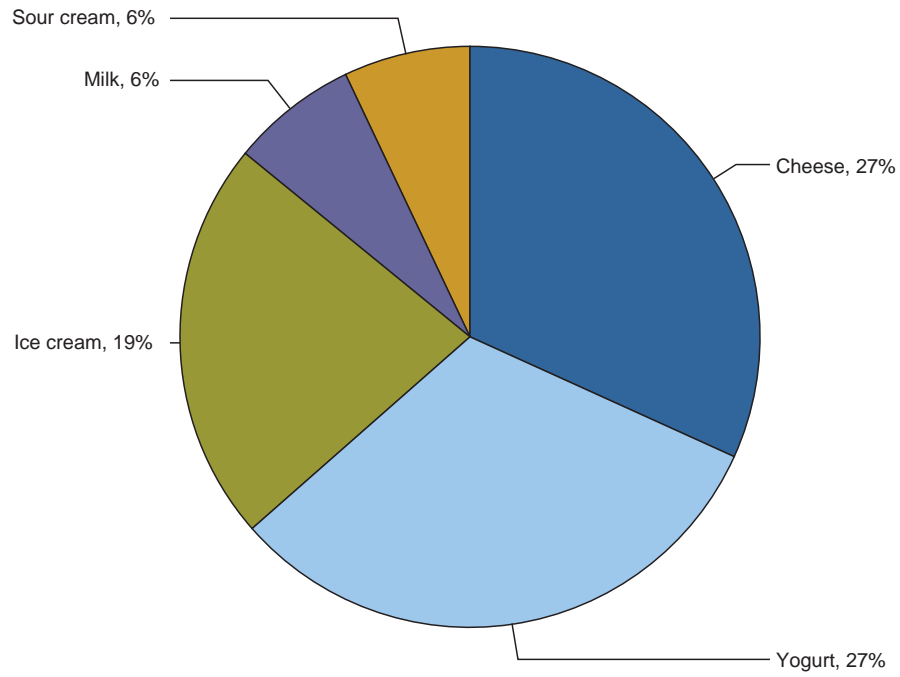
The average price of 4-6 ounce Greek yogurt, \$1.00, is 3 cents higher than last week, and from a year ago. Yogurt in 4-6 ounce packages averages 51 cents, down 1 cent from last week, and down 4 cents from a year ago. Yogurt ad numbers decreased 7% from last week.

The organic - conventional half gallon milk price spread is \$2.06. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.77, and the average for organic half gallon milk, \$3.83.

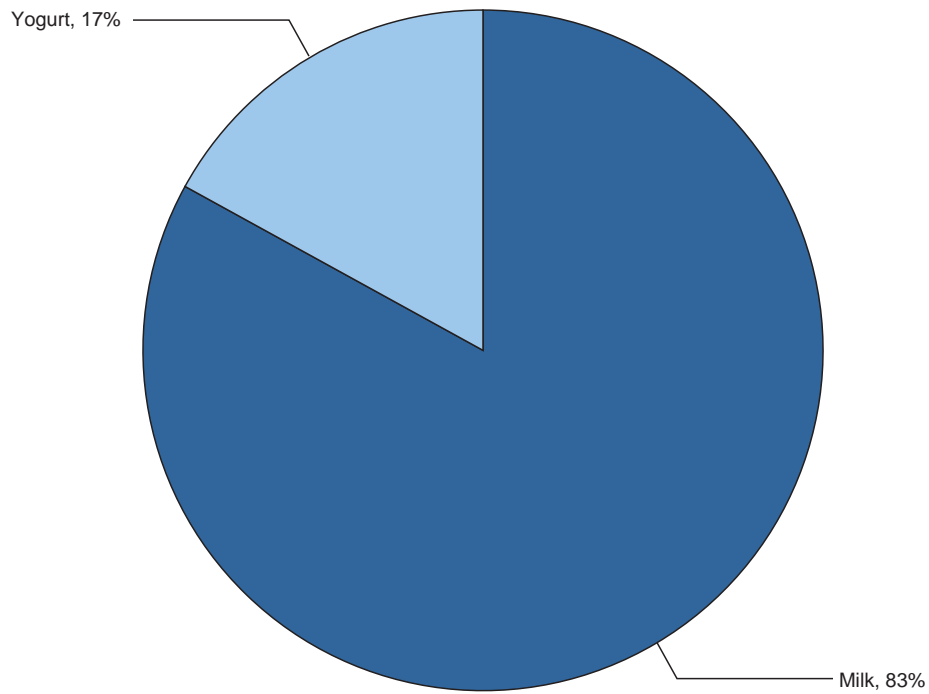
Top 5 Commodities Featured



### 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 #	3269	2.89	4329	3.09	3412	2.72
Cheese	Natural Varieties	8 oz block	7989	2.39	10720	2.39	7907	2.48
Cheese	Natural Varieties	1 # block	880	3.63	1003	3.58	913	4.58
Cheese	Natural Varieties	2 # block	677	5.62	1444	5.98	1261	7.48
Cheese	Natural Varieties	8 oz shred	9926	2.43	9211	2.39	11784	2.52
Cheese	Natural Varieties	1 # shred	835	3.41	1331	3.42	654	4.46
Cottage cheese		16 oz	1710	2.34	2540	1.90	1363	1.96
Cream cheese		8 oz	2273	1.85	2598	1.91	6789	1.68
Flavored milk	All fat tests	half gallon	332	1.82	543	2.42	123	2.50
Flavored milk	All fat tests	gallon	661	2.25	273	3.67	105	5.49
Ice cream		48-64oz	13966	2.78	16053	2.91	14371	2.89
Milk	All fat tests	half gallon	583	1.77	526	2.33	50	1.99
Milk	All fat tests	gallon	4213	2.72	2502	2.62	1365	2.90
Sour cream		16 oz	4677	1.62	6284	1.82	6206	1.73
Yogurt	Greek	4-6 oz	12123	1.00	11484	.97	10806	.97
Yogurt	Greek	32 oz	1245	4.76	1517	4.02	350	4.16
Yogurt	Yogurt	4-6 oz	5890	.51	7474	.52	3108	.55
Yogurt	Yogurt	32 oz	345	2.40	675	2.44	806	2.45

## 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 #	2.50-3.69	993	3.15	1.99-3.49	1003	2.86			
Cheese	Natural Varieties	8 oz block	1.49-3.00	2739	2.45	1.99-2.99	2035	2.71	1.50-2.99	976	2.43
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.49-3.99	262	3.22	2.99	110	2.99
Cheese	Natural Varieties	8 oz shred	1.50-3.29	3141	2.51	1.99-3.00	2558	2.68	1.25-2.99	1221	2.26
Cheese	Natural Varieties	1 # shred	3.99	243	3.99	2.49	114	2.49	2.49-2.99	247	2.71
Cottage cheese		16 oz	1.66-2.99	886	2.44						
Cream cheese		8 oz	0.99-2.89	1321	1.86	1.25-2.39	381	1.62	1.00-2.29	237	1.98
Flavored milk	All fat tests	half gallon							1.49-2.00	332	1.82
Flavored milk	All fat tests	gallon							2.50	221	2.50
Ice cream		48-64oz	1.98-3.99	4138	2.70	2.00-3.00	2847	2.49	1.99-3.99	2332	2.88
Milk	All fat tests	half gallon	1.89	135	1.89	1.66	114	1.66	1.49-2.99	188	2.04
Milk	All fat tests	gallon	3.49-3.50	695	3.50	1.99-2.99	210	2.42	1.99-3.50	474	2.60
Sour cream		16 oz	1.25-2.00	2025	1.75	1.49-1.66	786	1.54	1.29-2.00	1172	1.43
Yogurt	Greek	4-6 oz	0.79-1.25	4013	1.00	0.89-1.00	2908	.96	1.00	1028	1.00
Yogurt	Greek	32 oz	4.50-4.99	616	4.79	3.50	214	3.50			
Yogurt	Yogurt	4-6 oz	0.44-0.60	2006	.54	0.50-0.60	1836	.50	0.40-0.50	562	.46

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	32 oz	1.99-3.29	227	2.33						

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 #	1.99-3.00	406	2.30	1.99-3.48	531	2.72	2.49-3.99	332	3.20
Cheese	Natural Varieties	8 oz block	1.50-2.50	643	2.11	1.50-2.50	1064	1.97	1.50-2.99	460	1.83
Cheese	Natural Varieties	1 # block	3.99	162	3.99	3.99	116	3.99	4.00	69	4.00
Cheese	Natural Varieties	2 # block				4.99-5.99	388	5.53	3.99-6.99	248	5.03
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1180	2.31	1.50-3.49	1294	2.18	1.50-2.99	460	1.83
Cheese	Natural Varieties	1 # shred	3.99	162	3.99				4.00	69	4.00
Cottage cheese		16 oz				0.99-2.99	524	2.39	1.50-2.00	271	1.88
Cream cheese		8 oz	1.67	162	1.67				2.00-2.50	138	2.25
Flavored milk	All fat tests	gallon	1.99-2.50	429	2.08						
Ice cream		48-64oz	1.99-4.99	1812	3.28	1.99-3.99	2049	2.54	2.50-4.49	603	3.14
Milk	All fat tests	half gallon	1.49	80	1.49				1.25	66	1.25
Milk	All fat tests	gallon	1.99-2.50	664	2.05	1.99-4.29	1822	2.78	1.99	289	1.99
Sour cream		16 oz	1.50-2.19	329	1.96	0.99-1.49	294	1.29	1.50	61	1.50
Yogurt	Greek	4-6 oz	0.88-1.00	1551	.99	0.99-1.25	1845	1.05	1.00	733	1.00
Yogurt	Greek	32 oz				4.50-5.99	415	5.37			
Yogurt	Yogurt	4-6 oz	0.45-0.50	552	.49	0.50-0.60	558	.54	0.38-0.50	287	.41
Yogurt	Yogurt	32 oz	2.00	54	2.00				2.99	61	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 #	3.99-4.99	4	4.49			
Cheese	Natural Varieties	8 oz block	2.00-3.50	38	3.24	3.25	34	3.25
Cheese	Natural Varieties	1 # block	3.99	2	3.99	3.69	24	3.69
Cheese	Natural Varieties	2 # block	5.99-11.99	14	10.27	9.99	27	9.99
Cheese	Natural Varieties	8 oz shred	2.00-3.50	38	3.24	3.25	34	3.25
Cottage cheese		16 oz	2.00-2.48	5	2.29	2.69	24	2.69
Cream cheese		8 oz				2.50	34	2.50
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.50-4.98	32	4.05	3.34-5.88	153	4.20
Milk	All fat tests	gallon	3.49-6.00	32	5.14	5.49	27	5.49
Sour cream		16 oz	1.50-2.00	10	1.89			
Yogurt	Greek	4-6 oz	0.99-1.25	11	1.10	1.15-1.50	34	1.21
Yogurt	Yogurt	4-6 oz	0.80	28	.80	0.55-1.00	61	.75
Yogurt	Yogurt	32 oz				2.50	3	2.50



## 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		
Cheese	Natural Varieties	8 oz block			1239	3.99		
Cheese	Natural Varieties	8 oz shred			114	3.99		
Milk	All fat tests	half gallon	1322	3.83	677	3.54	1669	3.23
Milk	All fat tests	gallon	435	6.18	1706	6.26	98	5.99
Milk	All fat tests	8 oz UHT	84	1.00	1128	1.00	201	1.00
Yogurt	Greek	4-6 oz	72	1.00			684	1.03
Yogurt	Yogurt	4-6 oz	304	1.18	183	1.00	345	.71
Yogurt	Yogurt	32 oz			243	2.69	1351	3.87

## 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	4.29	253	4.29	2.99	184	2.99	2.99	137	2.99
Milk	All fat tests	gallon	6.99	84	6.99	5.99	214	5.99			
Milk	All fat tests	8 oz UHT	1.00	84	1.00						
Yogurt	Greek	4-6 oz	1.00	72	1.00						
Yogurt	Yogurt	4-6 oz				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	2.99-4.29	449	3.68	4.29	174	4.29	4.29	60	4.29
Milk	All fat tests	gallon				5.98	137	5.98			
Yogurt	Yogurt	4-6 oz				1.00	90	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
Milk	All fat tests	half gallon				3.99-6.99	65	5.62

#### 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