



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 05/22/2015 to 05/28/2015

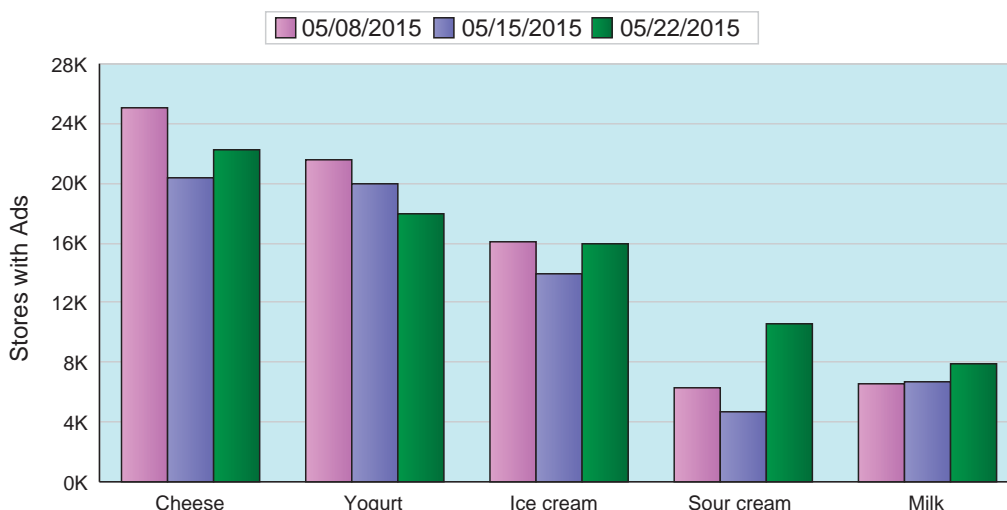
Ad volume increased leading into the Memorial Day holiday weekend for a number of popular dairy products. The ad volume percentage change, national weighted average advertised price and price change from last week are: 8 oz. cream cheese, +169%, \$2.14, +29 cents; 16 oz. sour cream, +126%, \$1.76, +14 cents; 16 oz. cottage cheese, +24%, \$2.23, -11 cents; and 48-64 oz. ice cream, +14%, \$2.85, +7 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.30, is down 9 cents from one week ago, and down 18 cents from a year ago; 8 ounce shredded cheese at \$2.39, is 4 cents below a week ago and 13 cents below one year ago. Total cheese ad numbers are up 2% from last week.

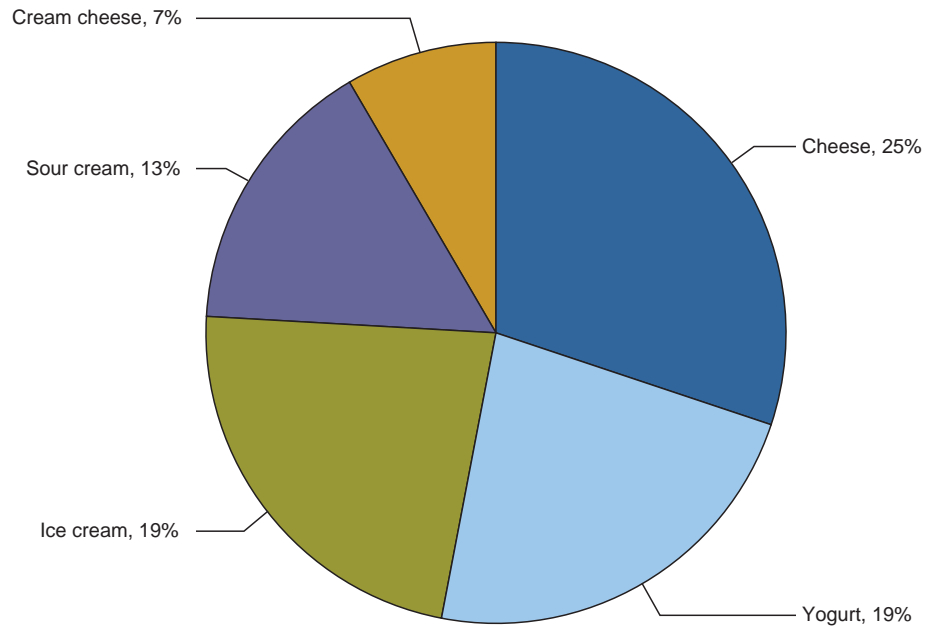
The average price of 4-6 ounce Greek yogurt, \$.99, is 1 cents lower than last week, but 2 cents higher than a year ago. Yogurt in 4-6 ounce packages averages 50 cents, down 1 cent from last week, and down 5 cents from a year ago. Total yogurt ad numbers decreased 19% from last week.

The organic - conventional half gallon milk price spread is \$1.86. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.64, and the average for organic half gallon milk, \$3.50.

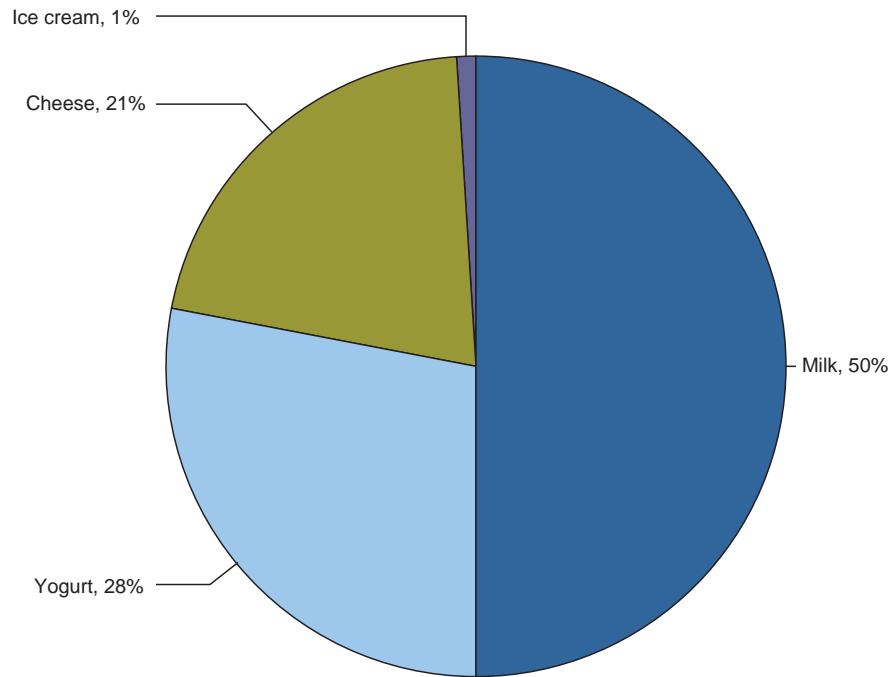
Top 5 Commodities Featured



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 #	2802	2.77	3269	2.89	3412	2.72
Cheese	Natural Varieties	8 oz block	8015	2.30	7989	2.39	7907	2.48
Cheese	Natural Varieties	1 # block	913	3.77	880	3.63	913	4.58
Cheese	Natural Varieties	2 # block	249	6.73	677	5.62	1261	7.48
Cheese	Natural Varieties	8 oz shred	10993	2.39	9926	2.43	11784	2.52
Cheese	Natural Varieties	1 # shred	516	3.57	835	3.41	654	4.46
Cottage cheese		16 oz	2113	2.23	1710	2.34	1363	1.96
Cream cheese		8 oz	6106	2.14	2273	1.85	6789	1.68
Flavored milk	All fat tests	half gallon	435	2.35	332	1.82	123	2.50
Flavored milk	All fat tests	gallon			661	2.25	105	5.49
Ice cream		48-64oz	15876	2.85	13966	2.78	14371	2.89
Milk	All fat tests	half gallon	1005	1.64	583	1.77	50	1.99
Milk	All fat tests	gallon	3239	2.73	4213	2.72	1365	2.90
Sour cream		16 oz	10547	1.76	4677	1.62	6206	1.73
Yogurt	Greek	4-6 oz	9269	.99	12123	1.00	10806	.97
Yogurt	Greek	32 oz	509	4.66	1245	4.76	350	4.16
Yogurt	Yogurt	4-6 oz	5602	.50	5890	.51	3108	.55
Yogurt	Yogurt	32 oz	504	2.46	345	2.40	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 #	2.50-3.99	1200	3.08	2.99	84	2.99	1.47-2.50	872	2.11
Cheese	Natural Varieties	8 oz block	1.49-3.50	1957	2.31	1.66-2.50	2172	2.35	1.67-2.49	1062	2.13
Cheese	Natural Varieties	1 # block	2.50-4.49	190	3.74	3.49-3.99	538	3.69			
Cheese	Natural Varieties	8 oz shred	1.88-3.49	2917	2.50	1.66-2.50	1831	2.32	1.49-2.49	1160	2.10
Cheese	Natural Varieties	1 # shred				3.49	324	3.49	2.99	123	2.99
Cottage cheese		16 oz	1.99-2.99	1264	2.31	1.99	278	1.99	1.99-2.00	233	2.00
Cream cheese		8 oz	1.48-2.58	1471	1.83	1.79-2.99	1730	2.52	0.99-2.49	881	1.79
Flavored milk	All fat tests	half gallon	2.50	72	2.50	1.66	114	1.66	1.66-3.00	249	2.63
Ice cream		48-64oz	1.99-3.99	4325	2.63	1.99-3.99	3859	2.78	2.49-3.50	2030	2.70
Milk	All fat tests	half gallon	1.99-2.50	239	2.14	0.88-1.66	298	1.18	1.00-1.66	290	1.16
Milk	All fat tests	gallon	3.69	135	3.69	1.99-2.98	1488	2.53	1.99-3.50	609	2.77
Sour cream		16 oz	0.98-2.50	2946	1.82	1.00-2.99	1912	1.99	0.99-2.00	2142	1.53
Yogurt	Greek	4-6 oz	0.85-1.00	2622	.98	1.00	1544	1.00	0.79-1.00	1562	.97
Yogurt	Greek	32 oz	4.49-4.99	363	4.91				3.49	119	3.49
Yogurt	Yogurt	4-6 oz	0.39-0.60	1731	.51	0.49-0.50	2660	.50	0.44-0.60	503	.50
Yogurt	Yogurt	32 oz	2.19-2.50	324	2.44	2.49	64	2.49			

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 #				3.49	274	3.49	1.99-3.50	361	2.74
Cheese	Natural Varieties	8 oz block	1.66-3.00	1444	2.29	1.67-2.50	1043	2.23	1.88-2.49	240	2.32
Cheese	Natural Varieties	1 # block				3.49	116	3.49	5.00	69	5.00
Cheese	Natural Varieties	2 # block				5.99	90	5.99	4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1860	2.23	1.49-3.00	2209	2.46	1.88-2.99	939	2.59
Cheese	Natural Varieties	1 # shred							5.00	69	5.00
Cottage cheese		16 oz				1.99-2.00	125	1.99	1.99-2.50	166	2.18
Cream cheese		8 oz	1.68-2.99	549	2.09	1.25-2.99	1046	2.23	1.39-2.58	304	2.11
Ice cream		48-64oz	2.47-3.99	2160	2.84	2.49-3.99	1880	3.14	2.50-3.99	1316	3.15
Milk	All fat tests	half gallon				2.50	178	2.50			
Milk	All fat tests	gallon	1.99-2.79	331	2.28	1.99-2.99	366	2.66	3.79	289	3.79
Sour cream		16 oz	1.00-2.99	1549	1.64	1.00-1.99	1294	1.79	1.25-1.99	606	1.69
Yogurt	Greek	4-6 oz	0.88-1.00	839	.98	0.99-1.00	1699	1.00	1.00-1.20	937	1.01
Yogurt	Yogurt	4-6 oz	0.50	62	.50	0.49-0.50	577	.50	0.70	61	.70
Yogurt	Yogurt	32 oz							2.50	105	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 #	2.99	11	2.99			
Cheese	Natural Varieties	8 oz block	1.66-4.50	36	4.09	3.25-3.50	61	3.36
Cheese	Natural Varieties	2 # block	6.49-8.99	36	7.78	8.99-9.99	54	9.49
Cheese	Natural Varieties	8 oz shred	1.66-3.98	39	3.18	3.25-3.50	38	3.28
Cottage cheese		16 oz	1.66-3.98	47	3.18			
Cream cheese		8 oz	1.66-2.98	28	2.07	2.00-3.18	97	2.63
Ice cream		48-64oz	3.00-6.98	83	5.22	3.00-5.77	223	4.28
Milk	All fat tests	gallon	3.99	21	3.99			
Sour cream		16 oz	1.66-3.98	47	3.14	1.25-2.29	51	1.74
Yogurt	Greek	4-6 oz	1.20	2	1.20	1.00-1.25	64	1.11
Yogurt	Greek	32 oz				6.49	27	6.49
Yogurt	Yogurt	4-6 oz	0.60-0.70	8	.63			
Yogurt	Yogurt	32 oz	2.50	11	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

Wtd Avg - Simple weighted average



Cheese	Natural Varieties	8 oz block	770	3.99				
Cheese	Natural Varieties	8 oz shred	770	3.99				
Cream cheese		8 oz					195	2.50
Ice cream		48-64oz	66	5.49				
Milk	All fat tests	half gallon	1368	3.50	1322	3.83	1669	3.23
Milk	All fat tests	gallon	1186	5.78	435	6.18	98	5.99
Milk	All fat tests	8 oz UHT	1068	1.06	84	1.00	201	1.00
Yogurt	Greek	4-6 oz	1761	1.31	72	1.00	684	1.03
Yogurt	Greek	32 oz	214	3.79				
Yogurt	Yogurt	4-6 oz	69	1.25	304	1.18	345	.71
Yogurt	Yogurt	32 oz					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	3.99	84	3.99	2.99	508	2.99	2.99	235	2.99
Milk	All fat tests	gallon	5.69	304	5.69						
Milk	All fat tests	8 oz UHT	1.00-1.25	827	1.07	1.00	61	1.00	1.00	180	1.00
Yogurt	Greek	4-6 oz	1.25	483	1.25	1.50	184	1.50			
Yogurt	Greek	32 oz				3.79	214	3.79			
Yogurt	Yogurt	4-6 oz							1.25	69	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
Cheese	Natural Varieties	8 oz block	3.99	121	3.99	3.99	360	3.99	3.99	289	3.99
Cheese	Natural Varieties	8 oz shred	3.99	121	3.99	3.99	360	3.99	3.99	289	3.99
Ice cream		48-64oz							5.49	66	5.49
Milk	All fat tests	half gallon	2.99	210	2.99	4.49	246	4.49			
Milk	All fat tests	gallon	5.79-6.19	235	6.00	5.99-6.19	358	6.13	5.29	289	5.29
Yogurt	Greek	4-6 oz	1.25-1.50	445	1.37	1.25	360	1.25	1.25	289	1.25

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				3.99-7.49	85	5.93

Wtd Avg - Simple weighted average

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