



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 05/29/2015 to 06/04/2015

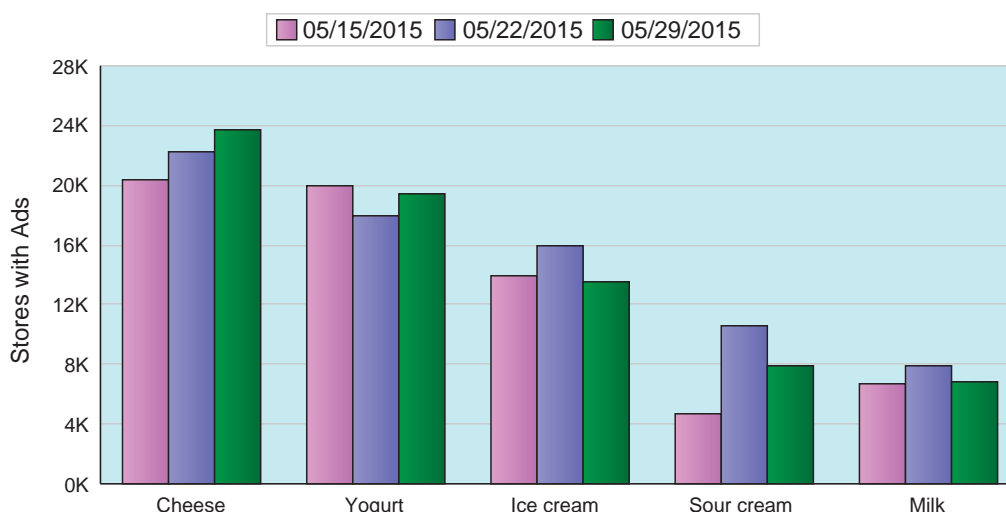
Ad volume increased following the Memorial Day holiday weekend for some major dairy categories. The ad volume percentage change, national weighted average advertised price and price change from last week are: 1 # butter, +48%, \$3.20, +43 cents; 16 oz. cottage cheese, +50%, \$2.26 +3 cents; 8 oz. cream cheese, -15%, \$1.83, -31 cents; 48-64 oz. ice cream, +19%, \$2.95, +10 cents; and 16 oz. sour cream, -24%, \$1.54, -22 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.23, is down 7 cents from one week ago, and down 21 cents from a year ago; 8 ounce shredded cheese at \$2.34, is 5 cents below a week ago and 3 cents below one year ago. Total cheese ad numbers are up 12% from last week.

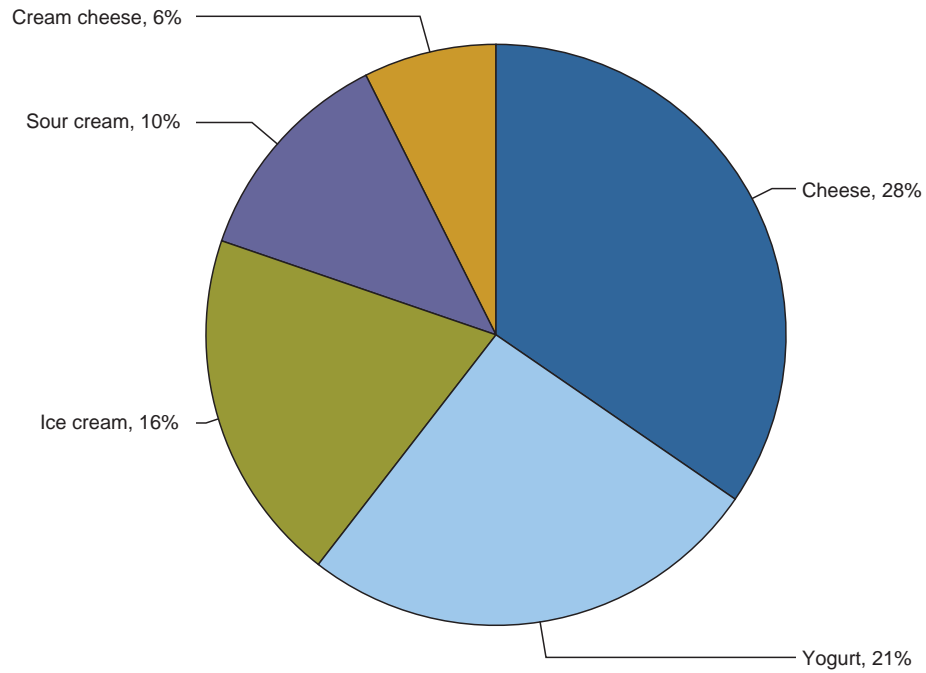
The average price of 4-6 ounce Greek yogurt, \$.99, is even with last week, but 1 cent higher than a year ago. Yogurt in 4-6 ounce packages averages 44 cents, down 6 cents from last week and down 7 cents from a year ago. Total yogurt ad numbers increased 7% from last week.

The organic - conventional half gallon milk price spread is \$1.88. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.59, and the average for organic half gallon milk, \$3.47.

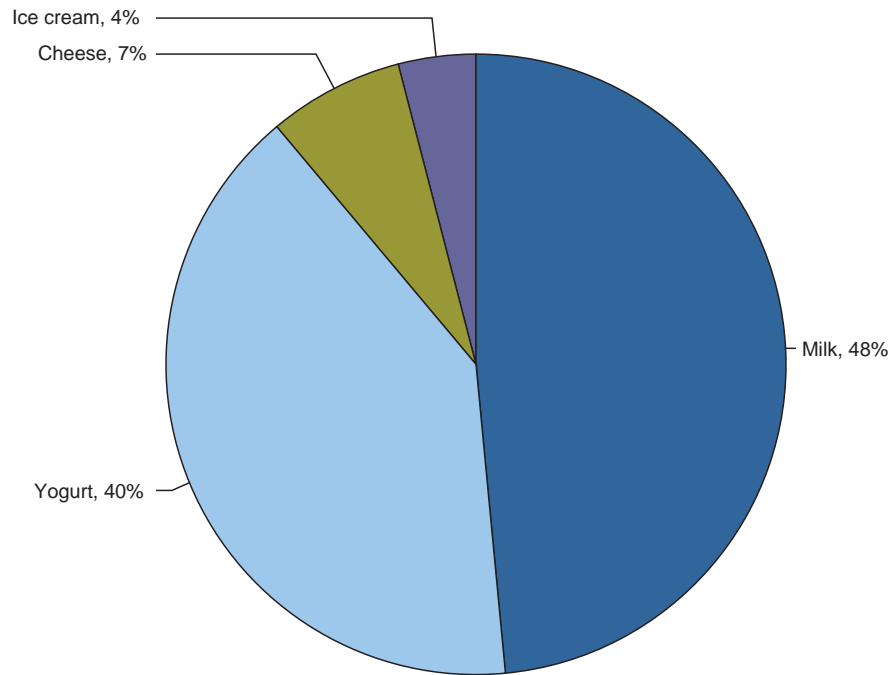
Top 5 Commodities Featured



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 #	4269	3.18	2802	2.77	4098	3.14
Cheese	Natural Varieties	8 oz block	9950	2.23	8015	2.30	8794	2.44
Cheese	Natural Varieties	1 # block	462	4.12	913	3.77	878	4.32
Cheese	Natural Varieties	2 # block	1002	6.69	249	6.73	1351	7.55
Cheese	Natural Varieties	8 oz shred	11332	2.34	10993	2.39	8599	2.37
Cheese	Natural Varieties	1 # shred	541	3.99	516	3.57	1239	3.42
Cottage cheese		16 oz	3168	2.26	2113	2.23	869	2.19
Cream cheese		8 oz	5192	1.83	6106	2.14	8761	1.81
Flavored milk	All fat tests	half gallon	322	3.14	435	2.35	721	2.72
Flavored milk	All fat tests	gallon	692	4.02			98	3.00
Ice cream		48-64oz	13255	2.95	15876	2.85	12348	3.04
Milk	All fat tests	half gallon	1128	1.59	1005	1.64	228	2.24
Milk	All fat tests	gallon	3016	2.53	3239	2.73	1066	2.93
Sour cream		16 oz	7968	1.54	10547	1.76	7789	1.73
Yogurt	Greek	4-6 oz	9557	.99	9269	.99	8617	.98
Yogurt	Greek	32 oz	2305	3.95	509	4.66	511	3.66
Yogurt	Yogurt	4-6 oz	4045	.44	5602	.50	8081	.51
Yogurt	Yogurt	32 oz	1276	2.45	504	2.46	680	2.35

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 #	1.49-3.99	1296	3.05	2.50-3.50	1297	3.34	2.00-3.50	515	2.78
Cheese	Natural Varieties	8 oz block	1.66-3.00	2457	2.40	1.66-2.99	3457	1.96	1.50-2.99	1452	2.14
Cheese	Natural Varieties	1 # block	3.99	108	3.99				3.99	172	3.99
Cheese	Natural Varieties	2 # block	7.99	84	7.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2674	2.32	1.66-2.99	2802	1.96	1.50-2.99	1316	2.08
Cheese	Natural Varieties	1 # shred	3.99	267	3.99				3.99	169	3.99
Cottage cheese		16 oz	1.99-2.99	962	2.66	2.00-2.49	1150	2.11	1.99-2.28	138	2.11
Cream cheese		8 oz	0.99-2.58	1028	2.08	1.50-1.98	1492	1.59	0.98-2.00	413	1.61
Flavored milk	All fat tests	half gallon							2.79	119	2.79
Flavored milk	All fat tests	gallon							2.99-3.99	213	3.49
Ice cream		48-64oz	1.99-3.99	3161	2.73	2.19-3.99	3295	2.76	2.49-3.99	2302	2.88
Milk	All fat tests	half gallon							0.88-1.25	468	1.03
Milk	All fat tests	gallon	3.99	62	3.99	2.50	295	2.50	1.99-2.99	355	2.33
Sour cream		16 oz	1.19-2.00	2535	1.79	1.00-2.00	1604	1.39	1.00-1.88	1413	1.29
Yogurt	Greek	4-6 oz	0.75-1.00	2725	.97	1.00	1910	1.00	0.79-1.25	2019	1.00
Yogurt	Greek	32 oz	3.99-4.99	748	4.69						

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	0.45-0.50	778	.49	0.33-0.50	741	.41	0.39-0.50	954	.42
Yogurt	Yogurt	32 oz	1.99-2.79	229	2.21	3.50	101	3.50	1.99-2.00	188	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 #	2.00-3.69	183	3.12	1.99-3.69	804	3.30	3.29-3.99	174	3.57
Cheese	Natural Varieties	8 oz block	1.67-3.50	1335	2.37	1.99-2.99	1051	2.61	1.99-2.49	135	2.25
Cheese	Natural Varieties	1 # block							3.99-4.99	182	4.33
Cheese	Natural Varieties	2 # block	7.99	114	7.99	4.99-6.99	388	6.22	4.99-6.99	394	6.46
Cheese	Natural Varieties	8 oz shred	1.67-3.00	1456	2.36	1.49-3.50	2308	2.84	1.99-3.00	713	2.65
Cheese	Natural Varieties	1 # shred							3.99	105	3.99
Cottage cheese		16 oz				1.39-2.79	425	2.23	0.99-2.50	452	1.84
Cream cheese		8 oz	0.98-2.00	364	1.62	1.69-2.58	1126	2.08	0.99-2.58	645	1.65
Flavored milk	All fat tests	half gallon	2.79	74	2.79				3.49	105	3.49
Flavored milk	All fat tests	gallon	4.49	121	4.49	3.50-4.49	358	4.17			
Ice cream		48-64oz	2.50-3.99	1446	3.25	1.99-4.49	2295	3.19	2.99-3.99	545	3.34
Milk	All fat tests	half gallon	1.00-2.25	339	1.37	3.50	62	3.50	0.99-2.99	232	2.29
Milk	All fat tests	gallon	1.99	472	1.99	1.99-3.99	1784	2.62			
Sour cream		16 oz	1.00-2.19	1077	1.42	1.00-1.99	904	1.63	0.99-1.99	397	1.49
Yogurt	Greek	4-6 oz	0.88-1.00	735	.98	0.88-1.19	1425	1.00	0.88-1.25	650	.98
Yogurt	Greek	32 oz	2.99-3.45	235	3.21	2.99-4.50	1085	3.52	3.69-4.99	210	4.34
Yogurt	Yogurt	4-6 oz	0.39-0.50	709	.43	0.39-0.49	514	.43	0.38-0.44	292	.40
Yogurt	Yogurt	32 oz	1.89	151	1.89	2.50	62	2.50	2.00-2.99	531	2.65

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	1.66-3.50	39	3.22	2.99	24	2.99
Cheese	Natural Varieties	2 # block	7.49-8.99	22	7.56			
Cheese	Natural Varieties	8 oz shred	1.66-3.50	39	3.22	2.99	24	2.99
Cottage cheese		16 oz	1.29-2.49	14	1.55	2.77-2.89	27	2.88
Cream cheese		8 oz	1.29-3.18	48	2.32	2.00-3.18	76	2.65
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	2.98-4.99	52	3.86	2.75-5.77	159	4.43
Milk	All fat tests	half gallon				2.98-3.79	27	3.70
Milk	All fat tests	gallon	3.79	21	3.79	4.99	27	4.99
Sour cream		16 oz	1.29-2.29	14	1.46	2.50	24	2.50
Yogurt	Greek	4-6 oz	1.20	2	1.20	0.99-1.50	91	1.27
Yogurt	Greek	32 oz				3.99	27	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.70	6	.58	0.50-1.00	51	.76
Yogurt	Yogurt	32 oz	2.79	11	2.79	3.50	3	3.50

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
Cheese	Natural Varieties	8 oz block	393	3.91	770	3.99		
Cheese	Natural Varieties	8 oz shred			770	3.99		
Ice cream		48-64oz	246	4.99	66	5.49		
Milk	All fat tests	half gallon	2437	3.47	1368	3.50	2247	3.49
Milk	All fat tests	gallon	84	6.99	1186	5.78	70	5.99
Milk	All fat tests	8 oz UHT	158	1.00	1068	1.06	201	1.00
Yogurt	Greek	4-6 oz	2228	1.24	1761	1.31	674	1.12
Yogurt	Greek	32 oz			214	3.79		
Yogurt	Yogurt	4-6 oz			69	1.25		

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						
Milk	All fat tests	half gallon				2.50-2.99	508	2.86	2.88-4.39	497	3.76
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT							1.00	53	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	203	1.16	1.25	184	1.25	1.25	137	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	3.49	63	3.49	3.99	246	3.99			
Ice cream		48-64oz				4.99	246	4.99			
Milk	All fat tests	half gallon	2.50-3.99	563	3.11	3.99-4.49	360	4.33	2.99-4.99	471	3.43
Milk	All fat tests	8 oz UHT							1.00	105	1.00
Yogurt	Greek	4-6 oz	1.25	543	1.25	1.00-1.25	811	1.21	1.25	289	1.25

Wtd Avg - Simple weighted average



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	3.29	11	3.29	5.99	27	5.99
Yogurt	Greek	4-6 oz				1.50-1.99	61	1.77

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