



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 06/05/2015 to 06/11/2015

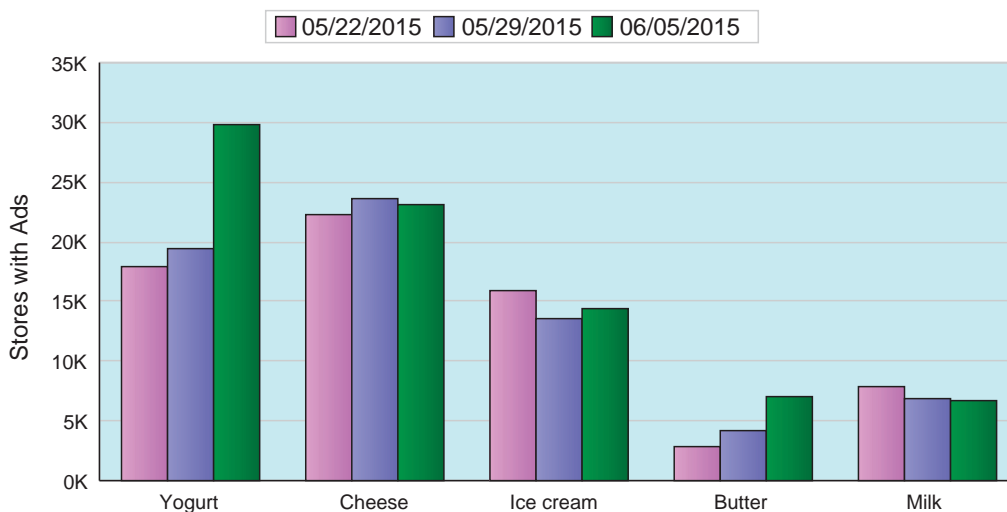
Butter and ice cream are among dairy products gaining ad volume as June dairy month opened. The ad volume percentage change, national weighted average advertised price and price change from last week are: 1 # butter, +65%, \$3.05, -13 cents; and 48-64 oz. ice cream, +8%, \$2.97, +2 cents. Other products among those losing ad volumes are: 16 oz. cottage cheese, -10%, \$2.34 +8 cents; 16 oz. sour cream, -41%, \$1.51, -3 cents; and 8 oz. cream cheese, -2%, \$2.06, +23 cents.

The U.S. average advertised price for 8 ounce cheese blocks, \$2.38, is up 15 cents from one week ago, and down 6 cents from a year ago; 8 ounce shredded cheese at \$2.41, is 7 cents above a week ago and 4 cents above one year ago. Total cheese ad numbers are down 1% from last week.

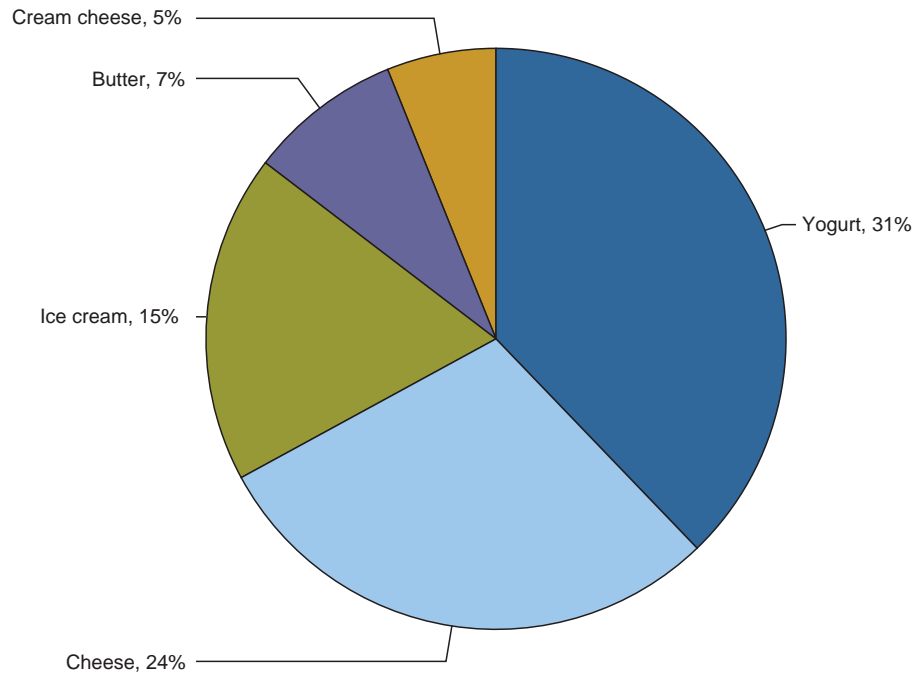
The average price of 4-6 ounce Greek yogurt, \$.98, is down 1 cent from last week, but even with a year ago. Yogurt in 4-6 ounce packages averages 46 cents, up 2 cents from last week but down 5 cents from a year ago. Total yogurt ad numbers increased 71% from last week.

The organic - conventional half gallon milk price spread is \$1.81. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.88, and the average for organic half gallon milk, \$3.69.

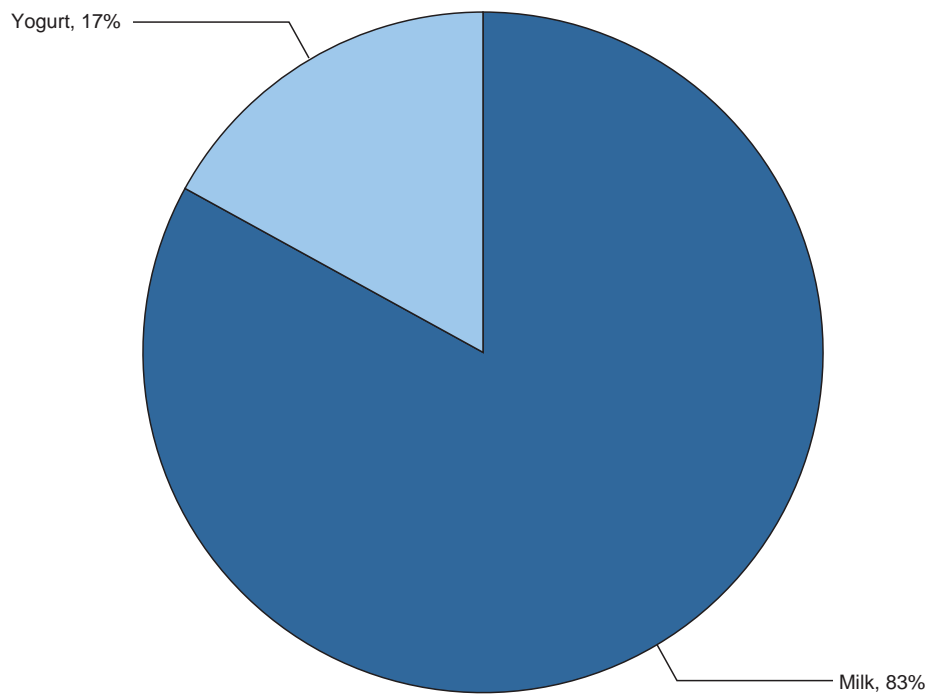
Top 5 Commodities Featured



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 #	7059	3.05	4269	3.18	4098	3.14
Cheese	Natural Varieties	8 oz block	8192	2.38	9950	2.23	8794	2.44
Cheese	Natural Varieties	1 # block	3221	3.73	462	4.12	878	4.32
Cheese	Natural Varieties	2 # block	933	6.93	1002	6.69	1351	7.55
Cheese	Natural Varieties	8 oz shred	7572	2.41	11332	2.34	8599	2.37
Cheese	Natural Varieties	1 # shred	3194	3.38	541	3.99	1239	3.42
Cottage cheese		16 oz	2864	2.34	3168	2.26	869	2.19
Cream cheese		8 oz	5066	2.06	5192	1.83	8761	1.81
Flavored milk	All fat tests	half gallon	973	2.60	322	3.14	721	2.72
Flavored milk	All fat tests	gallon	283	3.75	692	4.02	98	3.00
Ice cream		48-64oz	14368	2.97	13255	2.95	12348	3.04
Milk	All fat tests	half gallon	848	1.88	1128	1.59	228	2.24
Milk	All fat tests	gallon	3410	2.27	3016	2.53	1066	2.93
Sour cream		16 oz	4727	1.51	7968	1.54	7789	1.73
Yogurt	Greek	4-6 oz	14502	.98	9557	.99	8617	.98
Yogurt	Greek	32 oz	1867	4.40	2305	3.95	511	3.66
Yogurt	Yogurt	4-6 oz	10631	.46	4045	.44	8081	.51
Yogurt	Yogurt	32 oz	2362	2.18	1276	2.45	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 #	1.50-3.99	1737	2.95	2.50-3.68	2964	3.16	1.97-2.50	306	2.08
Cheese	Natural Varieties	8 oz block	1.59-3.00	3023	2.41	1.59-3.00	1905	2.38	1.66-2.99	1341	2.27
Cheese	Natural Varieties	1 # block	3.99-4.99	574	4.37	2.99-3.99	1186	3.83	2.99	304	2.99
Cheese	Natural Varieties	8 oz shred	1.47-3.00	2456	2.41	1.66-2.99	2087	2.46	1.66-2.99	1506	2.35
Cheese	Natural Varieties	1 # shred	2.99-3.99	365	3.29	2.99-3.99	1413	3.70	2.99	247	2.99
Cottage cheese		16 oz	1.99-2.69	1021	2.29	2.50	1002	2.50	1.69-2.69	331	2.37
Cream cheese		8 oz	1.50-2.99	1999	2.03	1.25-3.99	1575	1.86	1.48-2.50	353	1.80
Flavored milk	All fat tests	half gallon				2.50	502	2.50	2.49	119	2.49
Flavored milk	All fat tests	gallon				5.49	84	5.49	2.97-2.99	188	2.98
Ice cream		48-64oz	1.99-4.49	3244	2.88	1.99-3.99	4039	2.90	1.98-3.99	2098	2.95
Milk	All fat tests	half gallon	2.48	62	2.48	1.66	114	1.66	1.00-1.25	221	1.14
Milk	All fat tests	gallon	2.50-3.49	237	3.07	1.99-2.59	394	2.28	1.99-2.99	752	2.33
Sour cream		16 oz	0.98-2.00	1399	1.66	1.00-2.00	636	1.27	1.00-2.28	846	1.43
Yogurt	Greek	4-6 oz	0.80-1.25	2888	.98	0.80-1.25	3582	.95	0.88-1.25	2889	1.07
Yogurt	Greek	32 oz	3.69-5.99	943	4.74	3.69	227	3.69			
Yogurt	Yogurt	4-6 oz	0.44-0.60	1928	.51	0.33-0.60	3949	.44	0.38-0.50	2039	.45

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	32 oz	1.99-2.49	449	2.13	1.99	1002	1.99	1.89-1.99	707	1.91

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 #	1.99-3.49	408	2.77	1.99-3.99	893	2.99	1.88-3.99	698	3.42
Cheese	Natural Varieties	8 oz block	1.49-2.79	838	2.23	1.99-2.50	757	2.42	2.50-2.99	240	2.86
Cheese	Natural Varieties	1 # block	2.99	429	2.99	2.99-4.49	591	3.73	2.99-4.99	135	4.01
Cheese	Natural Varieties	2 # block	4.99-7.99	235	6.45	5.99-7.99	373	7.20	4.99-9.99	296	6.90
Cheese	Natural Varieties	8 oz shred	1.49-2.79	459	2.32	1.67-2.50	770	2.29	2.50-2.99	240	2.86
Cheese	Natural Varieties	1 # shred	2.99	742	2.99	2.99-3.50	361	3.33	2.99	66	2.99
Cottage cheese		16 oz				1.99-2.00	400	1.99	2.50	105	2.50
Cream cheese		8 oz	2.49	121	2.49	2.49	604	2.49	2.49-2.50	350	2.49
Flavored milk	All fat tests	half gallon	2.49-2.50	247	2.50				3.49	105	3.49
Ice cream		48-64oz	2.00-3.99	2096	3.10	1.99-3.99	2201	2.87	2.79-3.50	482	3.04
Milk	All fat tests	half gallon	0.99	99	.99	2.50	178	2.50	2.50-2.69	174	2.61
Milk	All fat tests	gallon	1.99	331	1.99	1.99-2.55	1195	2.18	1.99-2.50	463	2.07
Sour cream		16 oz	1.00-1.99	402	1.48	1.00-1.99	696	1.31	1.00-1.99	686	1.65
Yogurt	Greek	4-6 oz	0.79-1.00	1946	.93	0.60-1.00	2146	.92	0.88-1.25	965	1.00
Yogurt	Greek	32 oz	3.69-4.49	202	3.89	2.99-5.00	285	4.25	3.69-4.99	210	4.34
Yogurt	Yogurt	4-6 oz	0.33-0.50	794	.42	0.30-0.69	1298	.49	0.38-0.50	568	.47
Yogurt	Yogurt	32 oz				4.99	137	4.99	2.50	61	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 #	3.50	2	3.50	3.39-3.99	51	3.71
Cheese	Natural Varieties	8 oz block	1.66-2.99	17	2.62	2.83-3.50	71	3.18
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	2 # block	5.99	2	5.99	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	17	2.62	2.83-3.50	37	2.88
Cottage cheese		16 oz	2.50-3.00	5	2.70			
Cream cheese		8 oz	1.39-2.99	27	2.67	2.25-2.50	37	2.27
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	2.99-3.99	27	3.95	2.99-7.99	181	5.41
Milk	All fat tests	gallon	3.09-3.99	35	3.76	4.97	3	4.97
Sour cream		16 oz	1.99	11	1.99	2.29-2.99	51	2.66
Yogurt	Greek	4-6 oz	1.00-1.48	9	1.30	0.80-1.49	77	1.29
Yogurt	Yogurt	4-6 oz	0.60	28	.60	0.50	27	.50
Yogurt	Yogurt	32 oz	2.00-2.29	6	2.24			



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		
Ice cream		48-64oz			246	4.99		
Milk	All fat tests	half gallon	753	3.69	2437	3.47	2247	3.49
Milk	All fat tests	gallon	1281	5.70	84	6.99	70	5.99
Milk	All fat tests	8 oz UHT	336	1.00	158	1.00	201	1.00
Yogurt	Greek	4-6 oz	200	1.29	2228	1.24	674	1.12
Yogurt	Greek	32 oz	63	5.49				
Yogurt	Yogurt	4-6 oz	209	1.09				
Yogurt	Yogurt	32 oz					71	3.50

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	3.69-4.99	365	4.01	2.88	324	2.88			
Milk	All fat tests	gallon	6.99	84	6.99	4.28	195	4.28			
Milk	All fat tests	8 oz UHT							1.00	53	1.00
Yogurt	Greek	4-6 oz	1.25	137	1.25						
Yogurt	Yogurt	4-6 oz	1.25	72	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	gallon	5.49-6.19	353	5.83	6.39	360	6.39	5.29	289	5.29
Milk	All fat tests	8 oz UHT				1.00	178	1.00	1.00	105	1.00
Yogurt	Greek	4-6 oz	1.39	63	1.39						
Yogurt	Greek	32 oz	5.49	63	5.49						
Yogurt	Yogurt	4-6 oz				1.00	137	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				5.77-5.99	64	5.98

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