



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>
and http://www.ams.usda.gov/mnreports/wa_lo100.txt

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/12/2015 to 06/18/2015

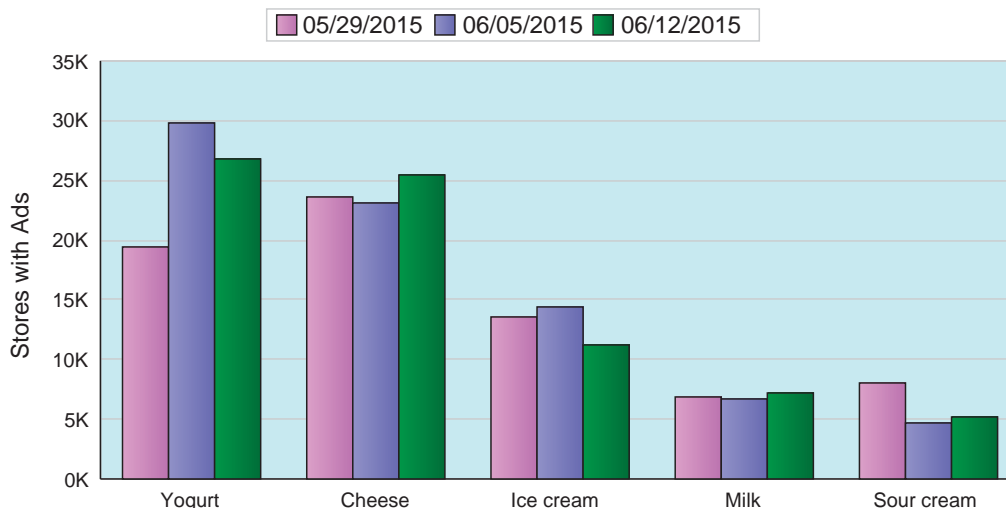
Flavored milk is a big early summer gainer in dairy ad volume. Half gallon ad numbers increased 76%, with a national weighted average advertised price of \$2.62. Gallon ad numbers more than doubled, with a price of \$2.77. Butter and ice cream are among dairy products losing ad volume but seeing price increases. The ad volume percentage change, national weighted average advertised price and price change from last week are: 1 # butter, -33%, \$3.31, +26 cents; and 48-64 oz. ice cream, -22%, \$3.01, +4 cents.

The average price of 4-6 ounce Greek yogurt, \$.99, is up 1 cent from last week, but even with a year ago. Yogurt in 4-6 ounce packages averages 49 cents, up 3 cents from last week, but down 5 cents from a year ago. Total yogurt ad numbers decreased 12% from last week.

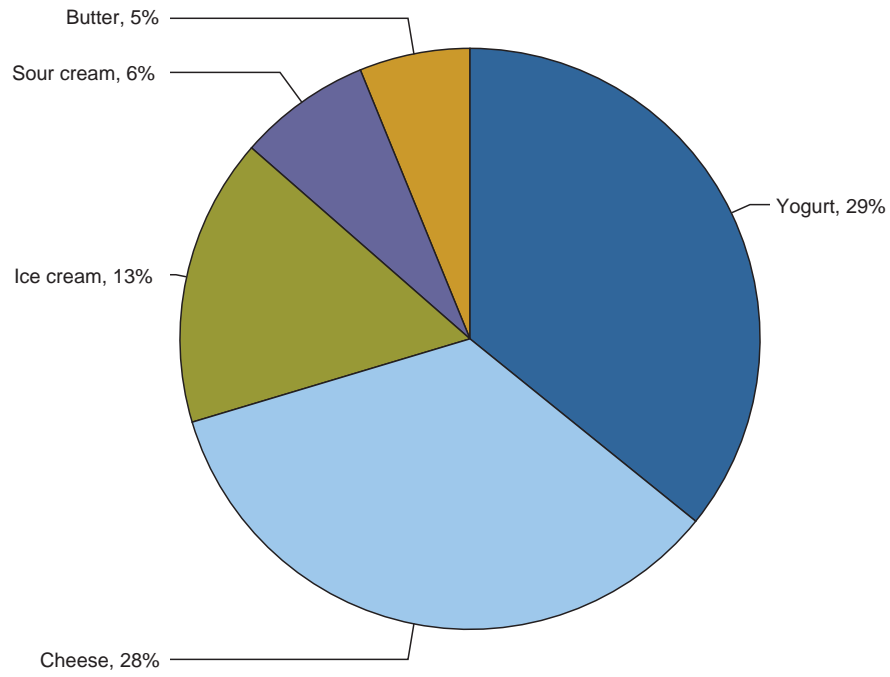
U.S. average advertised prices for 8 ounce cheese blocks average \$2.25, down 13 cents from one week ago, and down 37 cents from a year ago; while 8 ounce shredded cheese at \$2.58, is 17 cents above a week ago and 1 cent above one year ago. Total cheese ad numbers are up 7% from last week.

Organic - conventional half gallon milk has a price spread of \$1.36. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.82, and the average for organic half gallon milk, \$4.18.

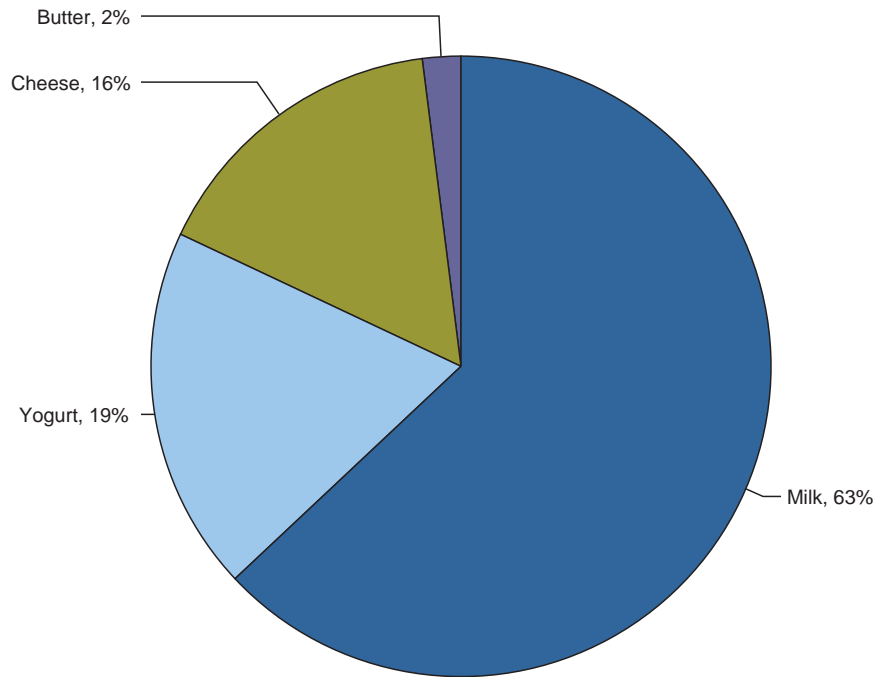
Top 5 Commodities Featured



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 #	4712	3.31	7059	3.05	3571	3.24
Cheese	Natural Varieties	8 oz block	9107	2.25	8192	2.38	5532	2.62
Cheese	Natural Varieties	1 # block	1082	3.46	3221	3.73	1403	4.05
Cheese	Natural Varieties	2 # block	1060	6.47	933	6.93	740	7.10
Cheese	Natural Varieties	8 oz shred	11408	2.58	7572	2.41	10063	2.57
Cheese	Natural Varieties	1 # shred	1998	3.09	3194	3.38	1688	3.73
Cottage cheese		16 oz	2823	2.32	2864	2.34	2994	2.33
Cream cheese		8 oz	3979	1.83	5066	2.06	8698	1.74
Flavored milk	All fat tests	half gallon	1708	2.62	973	2.60	50	2.99
Flavored milk	All fat tests	gallon	607	2.77	283	3.75	236	4.29
Ice cream		48-64oz	11222	3.01	14368	2.97	13255	2.97
Milk	All fat tests	half gallon	1128	2.82	848	1.88	102	1.99
Milk	All fat tests	gallon	2597	2.63	3410	2.27	2760	3.20
Sour cream		16 oz	5256	1.72	4727	1.51	3927	1.81
Yogurt	Greek	4-6 oz	11760	.99	14502	.98	12185	.99
Yogurt	Greek	32 oz	3652	4.25	1867	4.40	1376	4.29
Yogurt	Yogurt	4-6 oz	7872	.49	10631	.46	3712	.54
Yogurt	Yogurt	32 oz	2457	2.37	2362	2.18	708	2.25

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 #	1.97-3.99	1291	3.26	2.99-3.00	1013	3.00	2.50-6.29	635	3.76
Cheese	Natural Varieties	8 oz block	1.50-3.00	2668	2.22	1.59-3.00	2158	2.37	1.59-2.99	1975	2.16
Cheese	Natural Varieties	1 # block	3.99	137	3.99	2.99	324	2.99	3.49-3.89	319	3.76
Cheese	Natural Varieties	8 oz shred	1.77-3.00	2683	2.50	2.50-3.50	3692	2.86	1.79-2.99	840	2.36
Cheese	Natural Varieties	1 # shred	2.99	255	2.99	2.99	551	2.99	2.99-3.49	801	3.06
Cottage cheese		16 oz	1.66-3.00	1148	2.24	1.98-2.50	1345	2.39			
Cream cheese		8 oz	1.00-2.50	1533	1.74	1.50-2.49	398	1.96	1.49-2.49	925	1.83
Flavored milk	All fat tests	half gallon	2.50-2.69	182	2.61	2.69	1002	2.69	1.48-2.79	345	2.11
Flavored milk	All fat tests	gallon	4.99	137	4.99				2.50	119	2.50
Ice cream		48-64oz	1.99-4.49	3706	3.03	2.50-3.99	2856	2.90	2.49-4.00	1760	3.12
Milk	All fat tests	half gallon	1.99-3.99	607	3.11				1.99-2.99	176	2.31
Milk	All fat tests	gallon	2.50-3.49	334	3.31				1.99-2.99	261	2.40
Sour cream		16 oz	1.25-2.19	2660	1.76	1.00-2.28	524	1.57	1.00-2.00	617	1.48
Yogurt	Greek	4-6 oz	0.79-1.33	3687	1.00	0.75-1.00	3565	.97	0.79-1.00	1672	.99
Yogurt	Greek	32 oz	3.69-4.49	858	4.13	3.69-4.99	1524	4.66	3.69-5.00	768	4.00
Yogurt	Yogurt	4-6 oz	0.44-0.59	2291	.50	0.44-0.50	1707	.48	0.29-0.60	1740	.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	1.50-2.69	457	2.16	2.00-3.90	593	2.78	1.99-2.00	454	2.00

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	452	2.97	2.99-3.99	750	3.53	2.00-3.99	568	3.43
Cheese	Natural Varieties	8 oz block	1.59-2.99	990	2.31	1.50-2.50	1113	2.19	1.67-2.50	165	1.97
Cheese	Natural Varieties	1 # block	2.69-3.99	302	3.40						
Cheese	Natural Varieties	2 # block	5.99	210	5.99	4.99-7.99	767	6.55	6.99	66	6.99
Cheese	Natural Varieties	8 oz shred	1.68-3.00	1870	2.34	1.79-3.00	1492	2.47	1.67-2.50	743	2.38
Cheese	Natural Varieties	1 # shred	2.99-3.99	391	3.35						
Cottage cheese		16 oz	2.00	162	2.00				2.50	166	2.50
Cream cheese		8 oz	1.49-2.39	483	1.88	1.49-1.66	347	1.56	1.99-2.50	256	2.26
Flavored milk	All fat tests	half gallon	2.79	74	2.79				3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99	351	1.99						
Ice cream		48-64oz	2.49-3.99	1089	3.17	1.97-3.25	1167	2.72	2.98-3.49	476	3.09
Milk	All fat tests	half gallon				2.99	174	2.99	1.25-2.69	171	2.13
Milk	All fat tests	gallon	1.99-2.50	550	2.06	1.99-2.98	1115	2.37	3.79	289	3.79
Sour cream		16 oz	1.39-2.00	653	1.71	1.50-2.00	568	1.79	1.98-2.00	231	1.99
Yogurt	Greek	4-6 oz	0.88-1.00	895	.98	0.99-1.00	1294	1.00	0.88-1.00	598	.99
Yogurt	Greek	32 oz	2.50-3.69	292	3.12				3.69-4.99	210	4.34
Yogurt	Yogurt	4-6 oz	0.30-0.60	762	.51	0.40-0.50	1079	.49	0.39-0.88	234	.64
Yogurt	Yogurt	32 oz	2.00-2.50	348	2.37	2.00-2.50	468	2.37	2.50	132	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 #	3.00-4.00	3	3.67			
Cheese	Natural Varieties	8 oz block				3.00-3.50	38	3.45
Cheese	Natural Varieties	2 # block	5.99-6.99	17	6.61			
Cheese	Natural Varieties	8 oz shred	3.00	23	3.00	3.00-3.50	65	3.47
Cottage cheese		16 oz	2.50	2	2.50			
Cream cheese		8 oz	2.48	3	2.48	2.75	34	2.75
Ice cream		48-64oz	3.50-4.50	25	4.37	2.75-5.99	143	4.24
Milk	All fat tests	gallon	3.79	21	3.79	4.99	27	4.99
Sour cream		16 oz	1.99-2.00	3	2.00			
Yogurt	Greek	4-6 oz	1.25-1.48	15	1.30	1.50	34	1.50
Yogurt	Yogurt	4-6 oz	0.50-0.80	31	.77	0.60-0.69	28	.68
Yogurt	Yogurt	32 oz	2.50-3.28	5	2.97			



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 #	132	4.02				
Cheese	Natural Varieties	8 oz block	490	3.91			1351	3.63
Cheese	Natural Varieties	8 oz shred	391	3.86			1114	3.62
Milk	All fat tests	half gallon	2079	4.18	753	3.69	3377	3.44
Milk	All fat tests	gallon	375	4.19	1281	5.70	195	4.99
Milk	All fat tests	8 oz UHT	1001	1.00	336	1.00		
Yogurt	Greek	4-6 oz	74	1.41	200	1.29	334	1.25
Yogurt	Greek	32 oz	63	5.49	63	5.49		
Yogurt	Yogurt	4-6 oz	893	1.06	209	1.09	744	.57

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	3.49-3.99	174	3.70						
Cheese	Natural Varieties	8 oz shred	3.49	102	3.49						
Milk	All fat tests	half gallon	3.99-4.99	649	4.42				2.50	110	2.50
Milk	All fat tests	8 oz UHT	1.00	774	1.00				1.00	53	1.00
Yogurt	Yogurt	4-6 oz				1.00	233	1.00	1.00-1.25	450	1.12

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 #							3.99	121	3.99
Cheese	Natural Varieties	8 oz block							3.99	289	3.99
Cheese	Natural Varieties	8 oz shred							3.99	289	3.99
Milk	All fat tests	half gallon	4.29	239	4.29	4.29-4.49	701	4.39	3.49-4.29	349	3.63
Milk	All fat tests	gallon	3.99-5.49	375	4.19						
Milk	All fat tests	8 oz UHT							1.00	174	1.00
Yogurt	Greek	4-6 oz	1.39	63	1.39						
Yogurt	Greek	32 oz	5.49	63	5.49						

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
Yogurt	Yogurt	4-6 oz	1.00	210	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
Butter		1 #	4.39	11	4.39			
Cheese	Natural Varieties	8 oz block				4.49	27	4.49
Milk	All fat tests	half gallon				4.49-5.99	31	5.80
Yogurt	Greek	4-6 oz	1.50	11	1.50			

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