



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>

Volume 82- Number 24

Issued Weekly

Friday, June 19, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/19/2015 to 06/25/2015

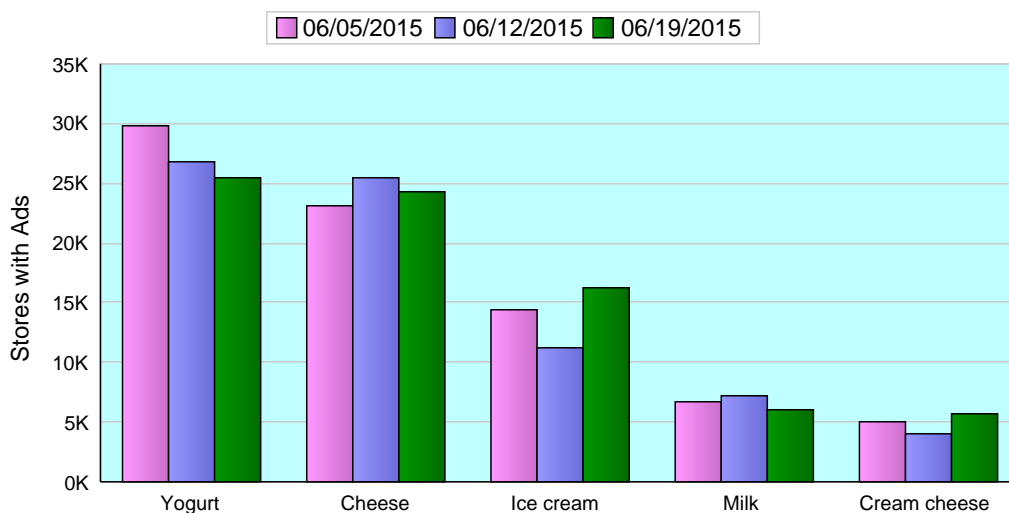
Ice cream ads were up 45% compared to a week ago, with a US weighted average advertised price of \$2.77, down 24 cents from a week ago. The ad volume percentage changes, national weighted average advertised prices and price changes from last week are: 1 # butter, +2%, \$3.11, -20 cents; 16 oz. cottage cheese, +13%, \$1.94, -38 cents; 16 oz. sour cream, +6%, \$1.69, -3 cents; and 8 oz. cream cheese, +44%, \$1.84, +1 cent.

The average price of 4-6 ounce Greek yogurt, \$.99, is unchanged from last week, and unchanged compared to a year ago. Yogurt in 4-6 ounce packages averages 52 cents, up 3 cents from last week, but down 2 cents from a year ago. Total yogurt ad numbers decreased 6% from last week.

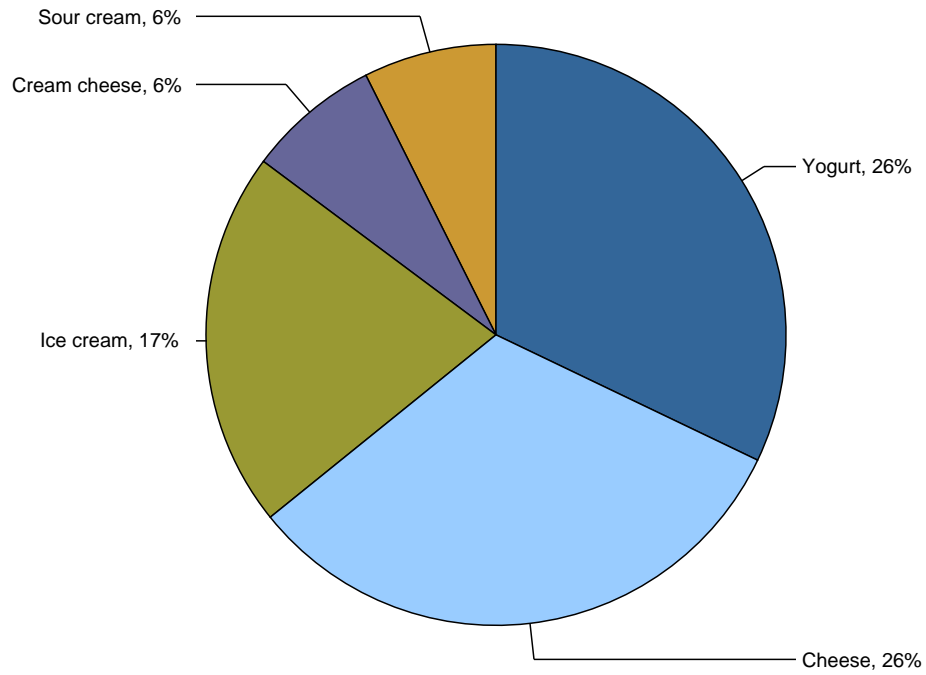
U.S. average advertised prices for 8 ounce cheese blocks average \$2.23, down 2 cents from one week ago, and down 39 cents from a year ago; while 8 ounce shredded cheese at \$2.37, is 21 cents below a week ago and 20 cents below one year ago. Total cheese ad numbers are down 2% from last week.

Organic - conventional half gallon milk has a price spread of \$1.81. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.12, and the average for organic half gallon milk, \$3.93.

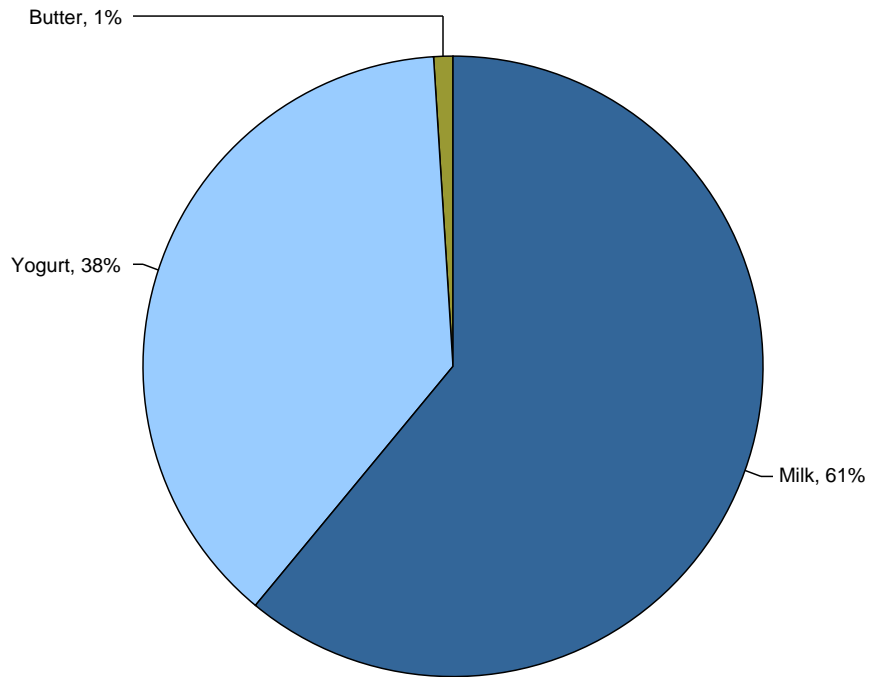
Top 5 Commodities Featured



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 #	4811	3.11	4712	3.31	3571	3.24
Cheese	Natural Varieties	8 oz block	8423	2.23	9107	2.25	5532	2.62
Cheese	Natural Varieties	1 # block	2292	5.17	1082	3.46	1403	4.05
Cheese	Natural Varieties	2 # block	446	5.48	1060	6.47	740	7.10
Cheese	Natural Varieties	8 oz shred	9573	2.37	11408	2.58	10063	2.57
Cheese	Natural Varieties	1 # shred	3468	4.31	1998	3.09	1688	3.73
Cottage cheese		16 oz	3186	1.94	2823	2.32	2994	2.33
Cream cheese		8 oz	5710	1.84	3979	1.83	8698	1.74
Flavored milk	All fat tests	half gallon	688	1.94	1708	2.62	50	2.99
Flavored milk	All fat tests	gallon	202	4.59	607	2.77	236	4.29
Ice cream		48-64oz	16222	2.77	11222	3.01	13255	2.97
Milk	All fat tests	half gallon	1039	2.12	1128	2.82	102	1.99
Milk	All fat tests	gallon	3272	2.52	2597	2.63	2760	3.20
Sour cream		16 oz	5546	1.69	5256	1.72	3927	1.81
Yogurt	Greek	4-6 oz	11796	.99	11760	.99	12185	.99
Yogurt	Greek	32 oz	3350	4.29	3652	4.25	1376	4.29
Yogurt	Yogurt	4-6 oz	7684	.52	7872	.49	3712	.54
Yogurt	Yogurt	32 oz	1458	2.77	2457	2.37	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 #	2.50-3.99	1017	3.13	2.99-3.00	1042	3.00	2.50-3.00	705	2.91
Cheese	Natural Varieties	8 oz block	1.59-2.99	2135	2.23	1.59-3.50	1866	2.61	1.59-2.50	1974	1.87
Cheese	Natural Varieties	1 # block	3.99	161	3.99	5.99	1083	5.99	3.99-4.99	332	4.63
Cheese	Natural Varieties	2 # block				4.99-5.49	324	5.18			
Cheese	Natural Varieties	8 oz shred	1.99-3.69	2146	2.33	1.66-3.50	2676	2.64	1.50-2.00	1263	1.90
Cheese	Natural Varieties	1 # shred	2.99-5.99	559	4.02	2.99-5.99	1310	5.47	2.99-4.99	920	3.58
Cottage cheese		16 oz	1.00-2.99	1369	2.06	2.00	214	2.00	1.48-2.00	563	1.81
Cream cheese		8 oz	1.00-2.50	1074	1.64	1.25-2.50	2364	1.96	1.49-1.50	671	1.49
Flavored milk	All fat tests	half gallon				1.25-1.99	301	1.45	1.50-2.00	282	1.88
Flavored milk	All fat tests	gallon				5.49	84	5.49	3.99	107	3.99
Ice cream		48-64oz	1.99-3.99	3840	2.84	1.99-3.49	4010	2.70	1.88-4.00	3504	2.69
Milk	All fat tests	half gallon	1.89-2.48	197	2.08	1.00-1.66	418	1.29	3.49	180	3.49
Milk	All fat tests	gallon				2.50-2.89	1400	2.57	1.50-4.98	473	2.64
Sour cream		16 oz	1.00-1.99	1807	1.66	1.25-2.00	1136	1.75	1.00-2.00	987	1.60
Yogurt	Greek	4-6 oz	0.75-1.25	3468	1.01	0.89-1.25	3205	1.01	0.67-1.19	2077	.96
Yogurt	Greek	32 oz	3.69-3.99	559	3.85	3.69-4.99	1310	4.76	3.69-4.00	920	3.80

Wtd Avg - Simple weighted average



National Retail Report - Dairy Vol 82 - No. 24
Friday, June 19, 2015 - Page 4

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	0.44-0.60	1974	.50	0.40-0.50	2591	.48	0.40-1.00	1194	.49
Yogurt	Yogurt	32 oz	2.49-3.69	495	3.11	2.00-3.69	746	2.59			

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 #	2.49-3.49	672	2.98	2.50-5.49	969	3.43	2.49-3.50	356	3.09
Cheese	Natural Varieties	8 oz block	1.59-3.50	1341	2.25	1.67-2.88	874	2.13	1.99-3.00	196	2.48
Cheese	Natural Varieties	1 # block	3.49	74	3.49	2.88-6.99	510	4.96	2.99	121	2.99
Cheese	Natural Varieties	2 # block				5.99	90	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.50	1529	2.37	1.67-2.99	1510	2.18	1.99-3.50	328	2.90
Cheese	Natural Varieties	1 # shred	2.59-2.99	290	2.80	2.88-4.99	257	4.00	2.99	121	2.99
Cottage cheese		16 oz				1.25-2.00	708	1.83	1.25-2.50	295	1.87
Cream cheese		8 oz	1.19-2.50	546	1.90	1.49-2.50	703	1.89	1.99-2.49	256	2.12
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Ice cream		48-64oz	1.49-3.99	1864	2.76	1.88-2.99	2047	2.74	2.50-3.49	837	3.00
Milk	All fat tests	half gallon	1.59	74	1.59	3.49	62	3.49	2.69	105	2.69
Milk	All fat tests	gallon	1.79-1.99	482	1.93	1.99-3.99	885	2.64			
Sour cream		16 oz	1.00-2.00	409	1.50	1.29-2.00	875	1.88	1.25-2.00	295	1.69
Yogurt	Greek	4-6 oz	0.66-1.00	882	.95	0.88-1.00	1379	.98	0.69-1.00	728	.94
Yogurt	Greek	32 oz	3.69	151	3.69	4.99	200	4.99	3.69-4.99	210	4.34
Yogurt	Yogurt	4-6 oz	0.44-0.59	620	.50	0.49-0.50	515	.50	0.42-1.00	713	.72
Yogurt	Yogurt	32 oz							2.50	182	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 #	2.99-4.00	13	3.15	3.77-4.25	37	4.21
Cheese	Natural Varieties	8 oz block	2.00-3.50	34	3.24	2.00	3	2.00
Cheese	Natural Varieties	1 # block	3.29	11	3.29			
Cheese	Natural Varieties	2 # block	5.99-7.49	32	7.12			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	57	3.14	2.00-3.50	64	2.90
Cheese	Natural Varieties	1 # shred	3.29	11	3.29			
Cottage cheese		16 oz	1.39-2.50	13	1.56	2.69	24	2.69
Cream cheese		8 oz	2.39	11	2.39	1.89-2.50	85	2.17
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.49-4.50	32	4.20	3.78-5.00	88	4.26
Milk	All fat tests	half gallon				2.98	3	2.98
Milk	All fat tests	gallon	3.49-3.99	32	3.82			
Sour cream		16 oz	1.39-2.00	13	1.48	2.29	24	2.29
Yogurt	Greek	4-6 oz	0.99	6	.99	1.15-1.39	51	1.26
Yogurt	Yogurt	4-6 oz	0.49-1.25	40	1.02	0.55-0.69	37	.56

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
Yogurt	Yogurt	32 oz	2.79	11	2.79	3.49	24	3.49

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 #	27	7.99	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	1062	3.93	2079	4.18	3377	3.44
Milk	All fat tests	gallon	547	5.91	375	4.19	195	4.99
Milk	All fat tests	8 oz UHT	158	1.00	1001	1.00		
Yogurt	Greek	4-6 oz	579	1.10	74	1.41	334	1.25
Yogurt	Greek	32 oz	90	5.79	63	5.49		
Yogurt	Yogurt	4-6 oz	237	1.55	893	1.06	744	.57
Yogurt	Yogurt	32 oz	213	3.00				

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	3.49-4.99	376	4.70	2.99-4.49	417	3.83	2.99	137	2.99
Milk	All fat tests	8 oz UHT							1.00	53	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	513	1.07						
Yogurt	Yogurt	4-6 oz							1.00-2.19	237	1.55
Yogurt	Yogurt	32 oz							3.00	213	3.00



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
Milk	All fat tests	half gallon							2.99	121	2.99
Milk	All fat tests	gallon	6.19	121	6.19	6.98	137	6.98	5.29	289	5.29
Milk	All fat tests	8 oz UHT							1.00	105	1.00
Yogurt	Greek	4-6 oz	1.39	63	1.39						
Yogurt	Greek	32 oz	5.49	63	5.49						

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 #				7.99	27	7.99
Milk	All fat tests	half gallon	3.29	11	3.29			
Yogurt	Greek	4-6 oz				1.50	3	1.50
Yogurt	Greek	32 oz				6.49	27	6.49

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