



## 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 25

Issued Weekly

Friday, June 26, 2015

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 06/26/2015 to 07/02/2015

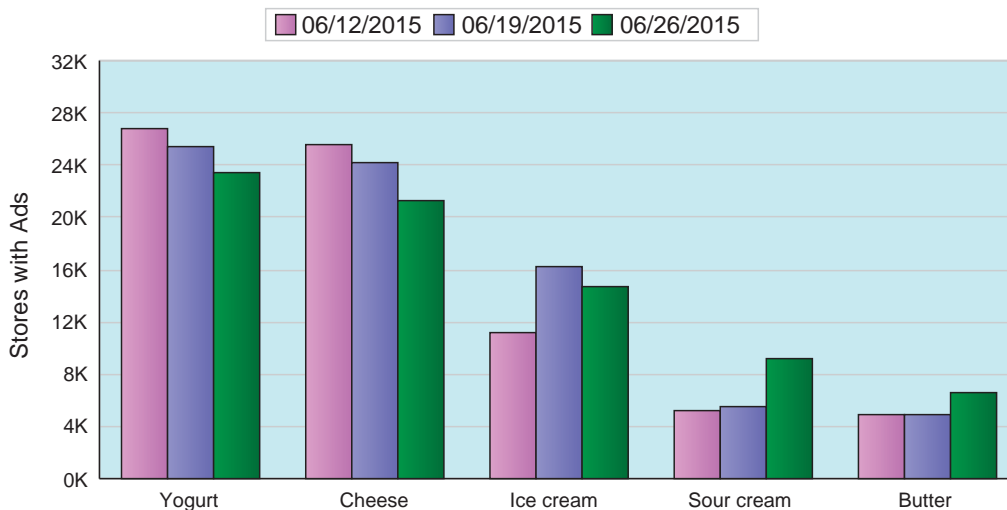
One gallon flavored milk ads more than double in volume from a week ago, with a US weighted average advertised price of \$2.88, down \$1.71 from a week ago and down \$3.11 from a year ago. Ads for 1 # butter increased 34% in volume, with an average price this week of \$3.42, up 31 cents from last week and up 9 cents from a year ago. In contrast, a usual summer favorite, 48-64 oz. ice cream ad volume declined 10%, with a US weighted average advertised price of \$2.87, up 10 cents from a week ago but down 16 cents from a year ago.

The average price of 4-6 ounce Greek yogurt, \$.97, is down 2 cents from last week, but even with a year ago. Yogurt in 4-6 ounce packages averages 49 cents, down 3 cents from last week, and down 7 cents from a year ago. Total yogurt ad numbers decreased 5% from last week.

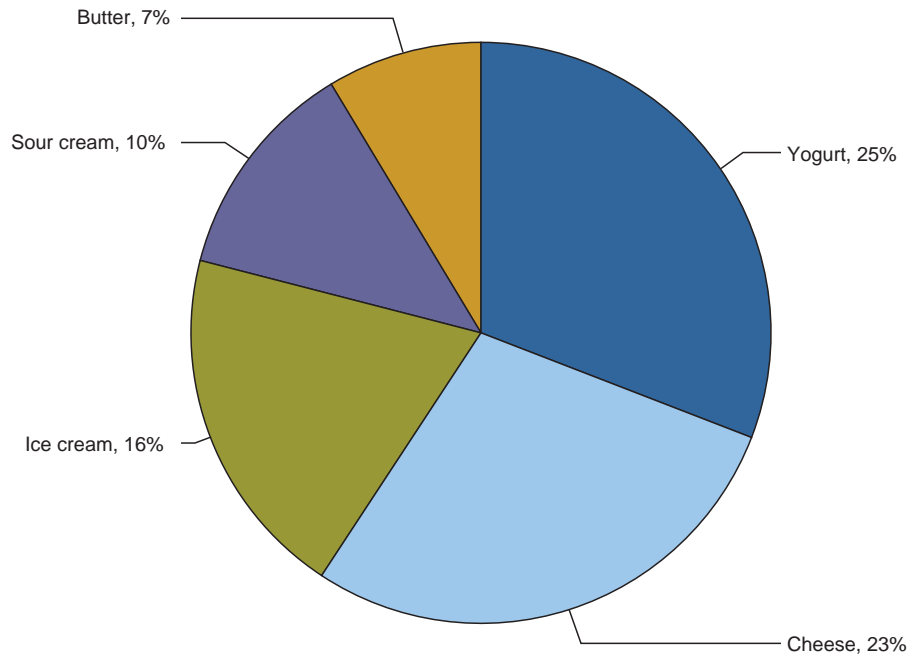
U.S. advertised prices for 8 ounce cheese blocks average \$2.17, down 6 cents from one week ago, and down 27 cents from a year ago; while 8 ounce shredded cheese at \$2.28, is 9 cents below a week ago and 2 cents below one year ago. Total cheese ad numbers are down 13% from last week.

Organic - conventional half gallon milk has a price spread of \$1.33. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.28, and the average for organic half gallon milk, \$3.61.

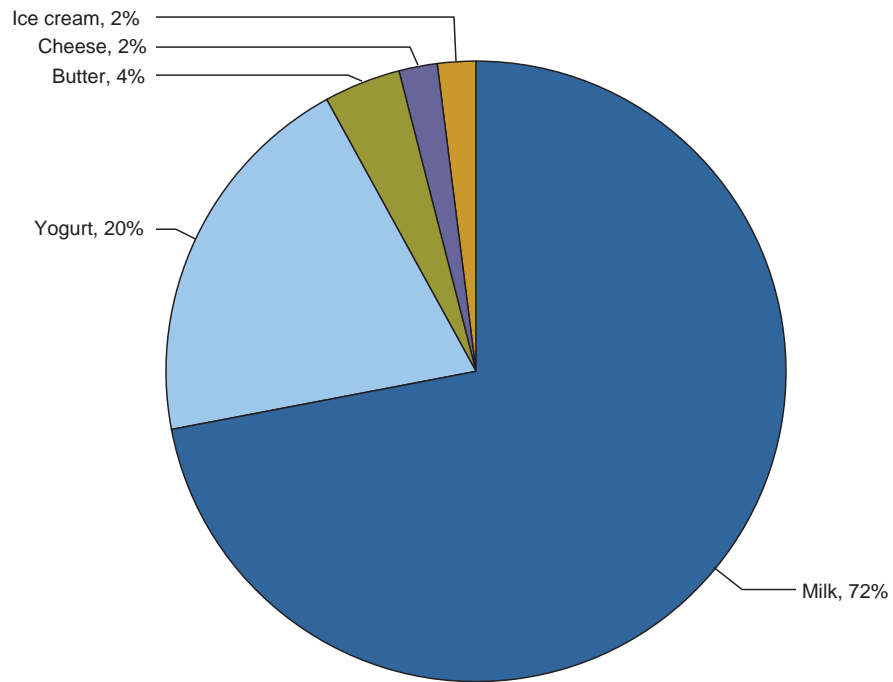
Top 5 Commodities Featured



### 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 #	6461	3.42	4811	3.11	3570	3.51
Cheese	Natural Varieties	8 oz block	7508	2.17	8423	2.23	6613	2.44
Cheese	Natural Varieties	1 # block	1855	3.63	2292	5.17	1279	4.43
Cheese	Natural Varieties	2 # block	997	7.52	446	5.48	1143	7.84
Cheese	Natural Varieties	8 oz shred	8212	2.28	9573	2.37	7824	2.30
Cheese	Natural Varieties	1 # shred	2578	3.26	3468	4.31	873	4.72
Cottage cheese		16 oz	2415	1.82	3186	1.94	2128	2.58
Cream cheese		8 oz	6357	1.82	5710	1.84	6152	1.72
Flavored milk	All fat tests	half gallon	610	2.39	688	1.94	494	2.47
Flavored milk	All fat tests	gallon	423	2.88	202	4.59	105	5.99
Ice cream		48-64oz	14567	2.87	16222	2.77	11516	3.03
Milk	All fat tests	half gallon	1001	2.28	1039	2.12	305	1.25
Milk	All fat tests	gallon	2856	2.38	3272	2.52	2572	3.11
Sour cream		16 oz	9184	1.72	5546	1.69	5160	1.94
Yogurt	Greek	4-6 oz	11775	.97	11796	.99	12631	.97
Yogurt	Greek	32 oz	2110	3.98	3350	4.29	438	4.32
Yogurt	Yogurt	4-6 oz	7986	.49	7684	.52	7597	.56
Yogurt	Yogurt	32 oz	1084	2.54	1458	2.77	767	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 #	1.98-4.99	1320	3.56	2.89-4.19	2801	3.62	2.99-3.49	749	3.07
Cheese	Natural Varieties	8 oz block	1.59-3.00	1748	2.37	1.59-2.50	1462	2.15	1.59-2.99	2332	1.93
Cheese	Natural Varieties	1 # block	2.50-6.99	144	4.75				3.33-3.50	122	3.40
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1542	2.42	1.66-2.50	1357	2.28	1.66-2.99	2087	2.04
Cheese	Natural Varieties	1 # shred	2.99-3.99	339	3.24	2.99	337	2.99	2.99-3.50	710	3.06
Cottage cheese		16 oz	1.50-2.99	474	2.32	1.00-2.00	443	1.58	1.00-3.00	378	1.95
Cream cheese		8 oz	1.25-2.50	2044	2.11	0.99-2.39	2855	1.70	1.33-2.49	751	1.70
Flavored milk	All fat tests	half gallon	3.00	147	3.00	1.25	184	1.25	2.00-2.19	150	2.10
Flavored milk	All fat tests	gallon							2.79-2.99	172	2.93
Ice cream		48-64oz	1.99-3.79	2576	2.62	1.99-3.99	4452	2.90	1.88-4.69	2622	2.62
Milk	All fat tests	half gallon	2.50-3.49	436	2.98	1.25	184	1.25			
Milk	All fat tests	gallon	1.99-3.69	433	2.99	2.50-3.00	350	2.84	1.69-2.98	844	1.92
Sour cream		16 oz	1.29-2.00	2564	1.76	1.00-2.00	2887	1.79	1.00-2.00	855	1.55
Yogurt	Greek	4-6 oz	0.88-1.00	2825	.97	0.88-1.00	3684	.95	0.88-1.00	1992	.98
Yogurt	Greek	32 oz	3.69-3.99	536	3.81	3.69	227	3.69	3.69-3.99	694	3.74
Yogurt	Yogurt	4-6 oz	0.44-0.50	2275	.49	0.40-0.50	1755	.47	0.40-0.88	1604	.55

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	2.49-2.69	318	2.53	2.49	64	2.49	1.99-2.39	249	2.28

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 #	1.77-3.69	603	2.73	2.99-3.50	241	3.37	2.00-3.50	629	3.18
Cheese	Natural Varieties	8 oz block	1.50-2.69	1042	2.14	1.99-2.50	734	2.35	2.49	69	2.49
Cheese	Natural Varieties	1 # block	2.99-3.99	617	3.54	2.99-4.99	895	3.53	3.88	66	3.88
Cheese	Natural Varieties	2 # block	7.99	162	7.99	6.99-8.99	661	8.07	4.99-5.00	174	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1432	2.26	1.99-2.99	1121	2.44	1.99-3.00	551	2.40
Cheese	Natural Varieties	1 # shred	2.99-3.88	664	3.18	1.99-4.99	451	3.79	3.88	66	3.88
Cottage cheese		16 oz	1.00-2.00	543	1.27	1.00	90	1.00	1.50-2.50	397	1.99
Cream cheese		8 oz	0.99-1.50	323	1.41	1.50-1.99	285	1.81	1.39	69	1.39
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99-3.99	240	2.82						
Ice cream		48-64oz	1.99-4.69	2067	2.98	1.99-3.99	2281	3.08	2.99-4.49	421	3.23
Milk	All fat tests	half gallon	1.00-1.59	152	1.29				0.99-2.69	171	2.03
Milk	All fat tests	gallon	1.79-2.98	487	2.05	1.99-2.55	394	2.33	2.50	289	2.50
Sour cream		16 oz	1.00-2.00	1060	1.51	1.00-1.99	1069	1.67	1.50-2.00	708	1.91
Yogurt	Greek	4-6 oz	0.88-1.00	1579	.98	0.89-1.00	1360	.98	1.00	295	1.00
Yogurt	Greek	32 oz	3.69-4.99	265	4.25	5.00	178	5.00	3.69-4.99	210	4.34
Yogurt	Yogurt	4-6 oz	0.33-0.50	879	.42	0.40-0.50	736	.47	0.38-0.50	683	.48
Yogurt	Yogurt	32 oz				2.50-2.98	381	2.67	2.79	66	2.79

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 #	2.50-4.00	57	3.93	4.29-4.99	61	4.60
Cheese	Natural Varieties	8 oz block	1.98-2.50	9	2.33	2.00-3.99	112	2.93
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	8 oz shred	1.98-4.50	37	3.97	2.00-3.00	85	2.60
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz	1.79-2.98	39	2.64	2.69-3.99	51	3.38
Cream cheese		8 oz	2.50	6	2.50	2.00	24	2.00
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	4.50	2	4.50	2.75-7.99	146	4.48
Milk	All fat tests	half gallon				3.39-3.79	58	3.56
Milk	All fat tests	gallon	3.49-3.79	32	3.69	4.99	27	4.99
Sour cream		16 oz	1.79-2.69	17	2.11	2.59	24	2.59
Yogurt	Greek	4-6 oz	1.00-1.60	33	1.52	1.30-1.50	7	1.39
Yogurt	Yogurt	4-6 oz	0.50-0.60	27	.58	0.60	27	.60

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	2.99	6	2.99			

## 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 #	84	5.49	27	7.99	202	3.98
Cheese	Natural Varieties	8 oz block	59	5.99			1553	3.61
Ice cream		48-64oz	59	4.49				
Milk	All fat tests	half gallon	1058	3.61	1062	3.93	1121	3.80
Milk	All fat tests	gallon	367	5.56	547	5.91	2503	5.50
Milk	All fat tests	8 oz UHT	267	1.00	158	1.00	1149	1.04
Yogurt	Greek	4-6 oz	301	1.28	579	1.10	1487	1.00
Yogurt	Greek	32 oz	63	5.49	90	5.79	201	2.99
Yogurt	Yogurt	4-6 oz	106	.96	237	1.55		
Yogurt	Yogurt	32 oz	2	4.29	213	3.00	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
Butter		1 #	5.49	84	5.49						
Cheese	Natural Varieties	8 oz block	5.99	59	5.99						
Ice cream		48-64oz	4.49	59	4.49						
Milk	All fat tests	half gallon	3.99-4.99	219	4.66	2.99-3.29	324	3.10	2.99	348	2.99
Yogurt	Greek	4-6 oz	1.25	124	1.25						
Yogurt	Yogurt	4-6 oz	1.00	72	1.00						

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST U.S.
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Wtd Avg - Simple weighted average



			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				4.49	167	4.49			
Milk	All fat tests	gallon	5.49-6.19	235	5.85				4.99	121	4.99
Milk	All fat tests	8 oz UHT	1.00	162	1.00				1.00	105	1.00
Yogurt	Greek	4-6 oz	1.25-1.39	177	1.30						
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
Milk	All fat tests	gallon	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz				0.89	34	.89
Yogurt	Yogurt	32 oz	4.29	2	4.29			

#### 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