



Dairy Market News Branch

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/03/2015 to 07/09/2015

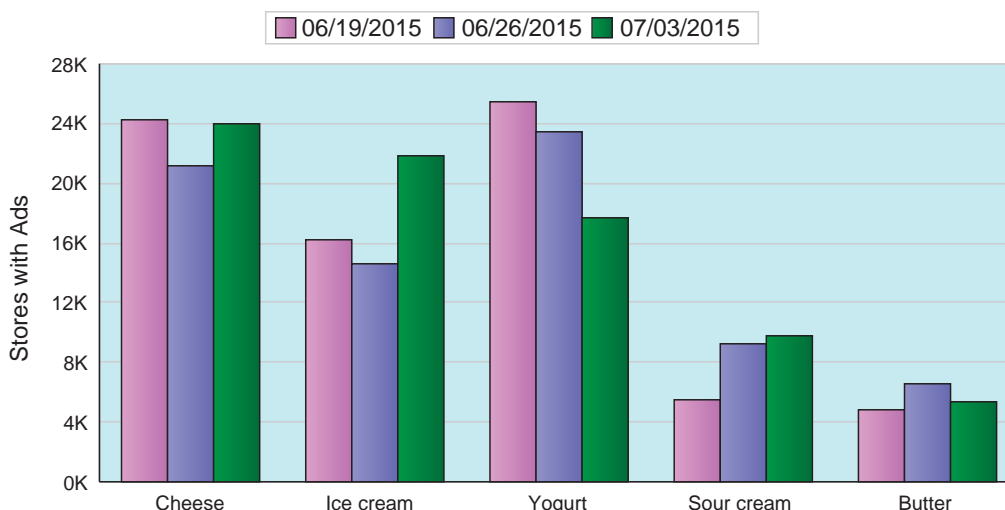
Ice cream in 48-64 oz. containers saw ad volume increase 41% leading into the 4th of July Holiday. This is the largest ad volume increase of any surveyed dairy product. The U.S. weighted average advertised price, \$3.03, is up 16 cents from last week. One year ago the price was also \$3.03.

The average price of 4-6 ounce Greek yogurt, \$.96, is down 1 cent from last year and last week. Yogurt in 4-6 ounce packages averages 49 cents, one year ago the average price was \$.56, and last week the price was 49 cents. Total yogurt ad numbers decreased 28% from last week.

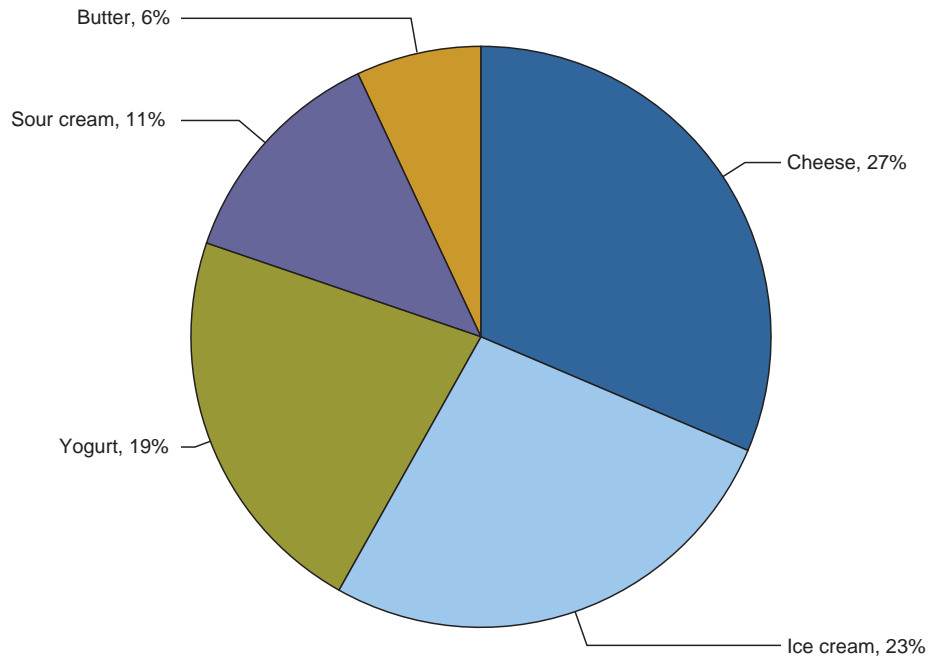
U.S. advertised prices for 8 ounce cheese blocks average \$2.45, compares with \$2.44 a year ago, and is up 28 cents from one week ago; while 8 ounce shredded cheese at \$2.45, compares with \$2.30 one year ago, and is 17 cents above a week ago. Total cheese ad numbers are up 13% from last week.

Organic - conventional half gallon milk has a price spread of \$2.63. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.83, and the average for organic half gallon milk, \$4.46.

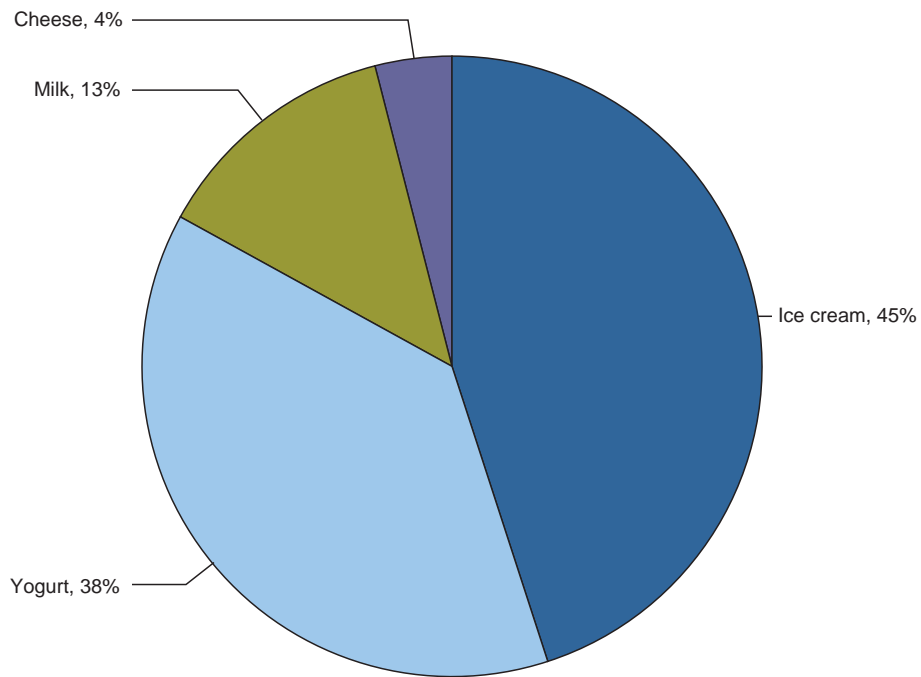
Top 5 Commodities Featured



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 #	5409	3.04	6461	3.42	3570	3.51
Cheese	Natural Varieties	8 oz block	8680	2.45	7508	2.17	6613	2.44
Cheese	Natural Varieties	1 # block	2003	3.48	1855	3.63	1279	4.43
Cheese	Natural Varieties	2 # block	434	7.69	997	7.52	1143	7.84
Cheese	Natural Varieties	8 oz shred	10469	2.45	8212	2.28	7824	2.30
Cheese	Natural Varieties	1 # shred	2301	3.26	2578	3.26	873	4.72
Cottage cheese		16 oz	2730	1.88	2415	1.82	2128	2.58
Cream cheese		8 oz	4920	1.93	6357	1.82	6152	1.72
Flavored milk	All fat tests	half gallon	482	2.01	610	2.39	494	2.47
Flavored milk	All fat tests	gallon			423	2.88	105	5.99
Ice cream		48-64oz	20547	3.03	14567	2.87	11516	3.03
Milk	All fat tests	half gallon	386	1.83	1001	2.28	305	1.25
Milk	All fat tests	gallon	1481	2.09	2856	2.38	2572	3.11
Sour cream		16 oz	9811	1.67	9184	1.72	5160	1.94
Yogurt	Greek	4-6 oz	9906	.96	11775	.97	12631	.97
Yogurt	Greek	32 oz	1203	3.83	2110	3.98	438	4.32
Yogurt	Yogurt	4-6 oz	4139	.49	7986	.49	7597	.56
Yogurt	Yogurt	32 oz	1361	2.54	1084	2.54	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 #	2.50-3.99	1933	2.95	2.50-3.50	858	3.43	2.49-2.89	710	2.82
Cheese	Natural Varieties	8 oz block	1.49-3.00	2114	2.20	1.66-3.50	2303	2.85	1.65-2.49	1161	2.04
Cheese	Natural Varieties	1 # block	2.99-3.99	144	3.49	2.99-3.29	508	3.11	2.99-3.99	540	3.60
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2344	2.31	1.66-3.00	2858	2.67	1.68-2.49	972	2.12
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99-3.29	508	3.11	2.99	923	2.99
Cottage cheese		16 oz	1.99-2.99	782	2.39	1.00-1.25	324	1.09	1.00-2.19	601	1.51
Cream cheese		8 oz	1.50-2.39	1365	1.75	0.99-2.39	1381	2.11	1.49-2.49	454	2.09
Flavored milk	All fat tests	half gallon				1.25-1.66	324	1.51	2.50	53	2.50
Ice cream		48-64oz	1.99-3.99	3534	2.71	2.39-3.99	6867	3.11	1.99-3.99	4009	2.92
Milk	All fat tests	half gallon				1.25-1.66	324	1.51			
Milk	All fat tests	gallon	2.29	255	2.29				1.69-2.77	935	1.94
Sour cream		16 oz	1.29-2.00	2483	1.57	1.00-2.00	2086	1.78	0.99-2.19	1165	1.48
Yogurt	Greek	4-6 oz	0.79-1.33	3020	.97	0.79-1.00	2051	.95	0.79-1.25	1849	.95
Yogurt	Greek	32 oz	2.99-5.99	441	3.92				3.69	588	3.69
Yogurt	Yogurt	4-6 oz	0.33-0.80	1616	.52	0.40-0.50	1532	.47	0.40-0.50	348	.46
Yogurt	Yogurt	32 oz	1.99-2.50	404	2.27	3.99	84	3.99	1.99	106	1.99

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
Butter		1 #	2.50-4.00	47	3.57	2.50-3.29	28	3.18
Cheese	Natural Varieties	8 oz block	2.00-3.50	55	3.34	3.00-3.33	61	3.13
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	55	3.34	2.49-3.33	88	2.93
Cottage cheese		16 oz	2.59	6	2.59			
Cream cheese		8 oz	1.99-2.98	9	2.32	2.00-2.25	37	2.23
Ice cream		48-64oz	2.50-8.48	93	5.84	2.75-7.99	189	4.81
Milk	All fat tests	gallon				4.88	3	4.88
Sour cream		16 oz	1.98-3.50	37	3.18	1.88-2.29	51	2.07
Yogurt	Greek	4-6 oz	1.25	2	1.25	1.25-1.50	61	1.39
Yogurt	Yogurt	4-6 oz				0.55-0.69	27	.67
Yogurt	Yogurt	32 oz	4.50	28	4.50			

Commodity Type Pack Size								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Wtd Avg - Simple weighted average								



			With Ads	Price	With Ads	Price	With Ads	Price
Butter		1 #			84	5.49	202	3.98
Cheese	Natural Varieties	8 oz block			59	5.99	1553	3.61
Cheese	Natural Varieties	8 oz shred	114	3.29			1441	3.61
Cream cheese		8 oz					202	1.98
Ice cream		48-64oz	1281	3.89	59	4.49		
Milk	All fat tests	half gallon	222	4.46	1058	3.61	1121	3.80
Milk	All fat tests	gallon	137	6.98	367	5.56	2503	5.50
Milk	All fat tests	8 oz UHT			267	1.00	1149	1.04
Yogurt	Greek	4-6 oz	1022	1.01	301	1.28	1487	1.00
Yogurt	Greek	32 oz	63	5.49	63	5.49	201	2.99
Yogurt	Yogurt	4-6 oz			106	.96		
Yogurt	Yogurt	32 oz	2	4.49	2	4.29	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
Ice cream		48-64oz				3.50	1083	3.50			
Milk	All fat tests	half gallon	4.29-4.69	219	4.44						
Yogurt	Greek	4-6 oz				1.00	184	1.00			

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
Cheese	Natural Varieties	8 oz shred	3.29	114	3.29						
Ice cream		48-64oz							5.99	187	5.99
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz	0.88-1.39	387	1.07	0.88-1.00	451	.97			
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
Ice cream		48-64oz	6.59	11	6.59			
Milk	All fat tests	half gallon				5.97	3	5.97

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	4.49	2	4.49			

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