



Dairy Market News Branch

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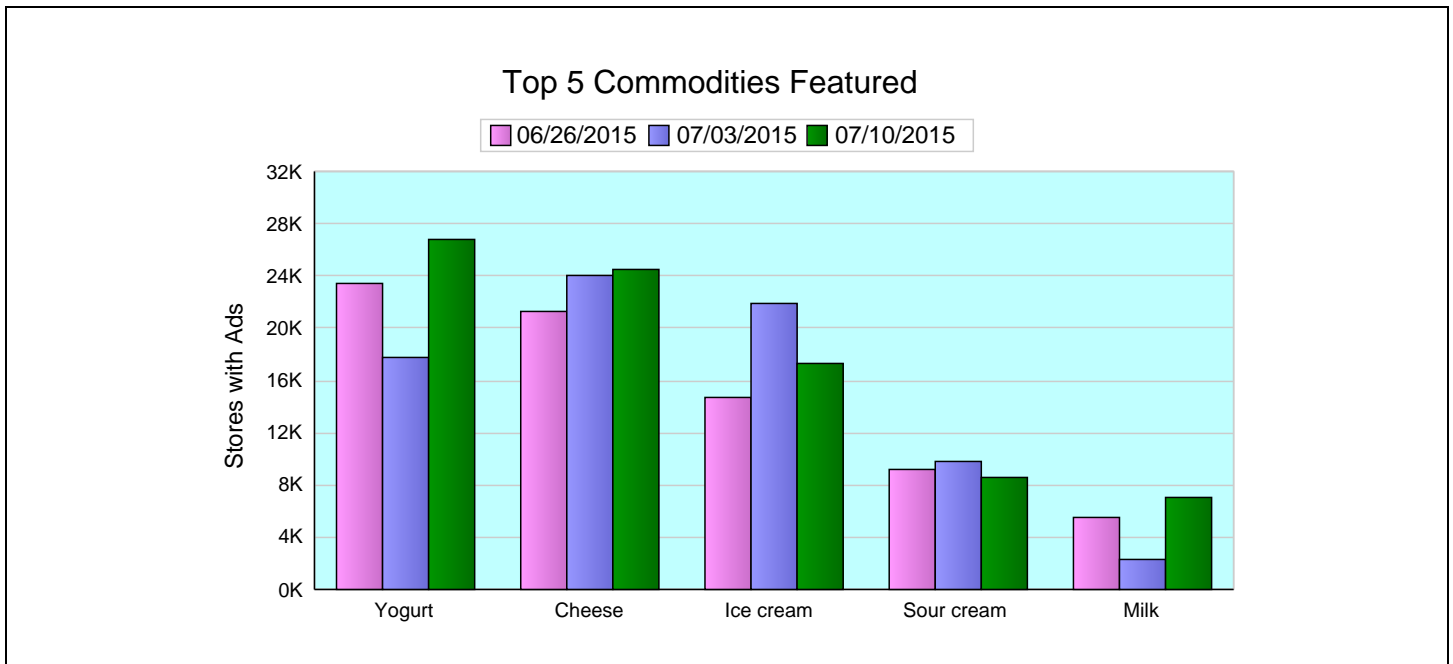
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/10/2015 to 07/16/2015

Ads numbers are significantly lower this week for 1 # butter, -46%; with drops also for cream cheese, -9%; 48-64 oz. ice cream, -16%, and sour cream, -15%. The national average prices and changes compared to last week are: 48-64 oz. ice cream, \$3.10, +7 cents; butter \$3.02, -2 cents; cream cheese \$1.80, -13 cents; and sour cream \$1.77, +10 cents.

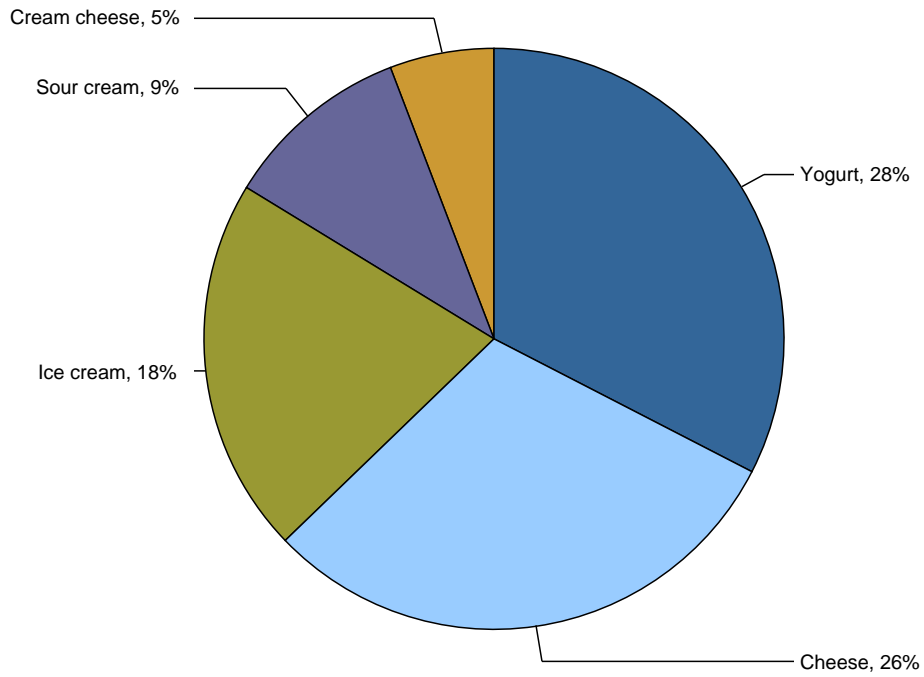
The average price of 4-6 ounce Greek yogurt is \$.93, down 5 cents from last year, and 3 cents from the previous week. This week, yogurt in 4-6 ounce packages averages 50 cents, compared to 53 cents a year ago and 49 cents last week. Total yogurt ad numbers grew 58% over last week.

The U.S. advertised prices for 8 ounce cheese blocks average \$2.28, compared with \$2.57 a year ago, and is down 17 cents from one week ago; 8 ounce shredded cheese at \$2.34, compared with \$2.58 one year ago, and is 11 cents below a week ago. Total cheese ads increased 1% from last week.

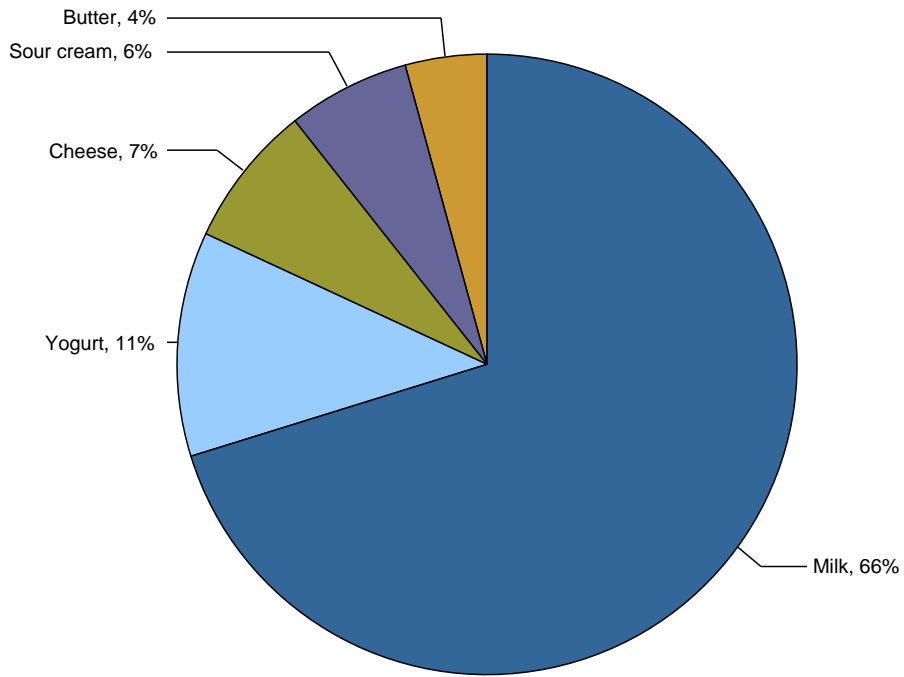
Organic - conventional half gallon milk has a price spread of \$1.13. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.50, and the average for organic half gallon milk, \$3.63.



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 #	2931	3.02	5409	3.04	3970	3.04
Cheese	Natural Varieties	8 oz block	7951	2.28	8680	2.45	7422	2.57
Cheese	Natural Varieties	1 # block	2791	4.27	2003	3.48	361	3.99
Cheese	Natural Varieties	2 # block	2062	6.83	434	7.69	1486	8.15
Cheese	Natural Varieties	8 oz shred	9463	2.34	10469	2.45	9407	2.58
Cheese	Natural Varieties	1 # shred	1936	3.93	2301	3.26	1570	3.23
Cottage cheese		16 oz	3659	2.11	2730	1.88	1513	2.25
Cream cheese		8 oz	4458	1.80	4920	1.93	7248	1.65
Flavored milk	All fat tests	half gallon	942	2.10	482	2.01		
Flavored milk	All fat tests	gallon	294	3.13			235	3.84
Ice cream		48-64oz	17234	3.10	20547	3.03	15760	3.15
Milk	All fat tests	half gallon	822	2.50	386	1.83	947	3.14
Milk	All fat tests	gallon	3146	2.81	1481	2.09	2299	3.04
Sour cream		16 oz	8303	1.77	9811	1.67	10813	1.82
Yogurt	Greek	4-6 oz	18119	.93	9906	.96	11630	.98
Yogurt	Greek	32 oz	1049	4.19	1203	3.83	165	3.50
Yogurt	Yogurt	4-6 oz	5941	.50	4139	.49	5467	.53
Yogurt	Yogurt	32 oz	1184	2.44	1361	2.54	1386	2.52

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	845	3.08	2.00-2.99	268	2.31	2.00-2.50	323	2.33
Cheese	Natural Varieties	8 oz block	1.49-2.66	2307	2.25	1.66-2.99	2119	2.24	1.99-2.99	1132	2.24
Cheese	Natural Varieties	1 # block	3.99	218	3.99	2.99-4.99	2289	4.37			
Cheese	Natural Varieties	2 # block				6.98	195	6.98	6.49	122	6.49
Cheese	Natural Varieties	8 oz shred	1.99-2.66	2303	2.33	1.66-2.99	2100	2.24	1.99-2.99	1660	2.23
Cheese	Natural Varieties	1 # shred	3.99	318	3.99	2.99-3.99	1206	3.82	3.99	116	3.99
Cottage cheese		16 oz	1.50-2.50	1381	2.06	2.00-2.49	473	2.07	2.00-2.99	348	2.41
Cream cheese		8 oz	1.00-2.50	1063	1.85	1.25-2.39	1506	1.65	1.50-1.99	332	1.81
Flavored milk	All fat tests	half gallon	2.49	62	2.49	2.50	502	2.50	0.99-1.99	323	1.32
Flavored milk	All fat tests	gallon				5.49	84	5.49	2.79	69	2.79
Ice cream		48-64oz	1.98-3.99	3656	2.76	1.99-4.99	6516	3.24	2.50-4.00	3419	3.22
Milk	All fat tests	half gallon				3.50	447	3.50	0.88-1.00	247	.93
Milk	All fat tests	gallon	2.99-3.49	199	3.33	4.49	84	4.49	1.99-2.99	421	2.47
Sour cream		16 oz	1.29-2.00	2574	1.73	1.25-2.00	2351	1.69	1.33-2.00	586	1.57
Yogurt	Greek	4-6 oz	0.75-1.25	3161	.96	0.75-1.00	4109	.93	0.75-1.00	3563	.88
Yogurt	Greek	32 oz	2.00-5.00	412	4.33						

Wtd Avg - Simple weighted average



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	0.33-0.69	1374	.49	0.39-0.50	1489	.48	0.50-0.60	928	.53
Yogurt	Yogurt	32 oz				2.41	64	2.41	1.99	57	1.99

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 #	2.99	82	2.99	2.00-5.49	1009	3.13	2.79-3.99	376	3.58
Cheese	Natural Varieties	8 oz block	1.66-3.00	1429	2.27	1.99-2.99	762	2.44	2.00-2.29	126	2.15
Cheese	Natural Varieties	1 # block				2.99-3.99	215	3.43	4.49	69	4.49
Cheese	Natural Varieties	2 # block	5.99-6.49	351	6.29	4.99-9.99	844	7.61	4.99-7.99	529	5.97
Cheese	Natural Varieties	8 oz shred	1.66-2.50	1734	2.19	1.99-3.00	1366	2.69	2.00-3.50	231	2.76
Cheese	Natural Varieties	1 # shred				2.99-4.99	227	4.20	4.49	69	4.49
Cottage cheese		16 oz	1.50-2.00	186	1.81	1.50-2.50	1004	2.12	1.88-2.99	243	2.25
Cream cheese		8 oz	1.99-2.50	402	2.21	1.49-1.99	607	1.69	1.69-2.49	476	1.88
Flavored milk	All fat tests	half gallon	2.50	55	2.50						
Flavored milk	All fat tests	gallon	1.88	141	1.88						
Ice cream		48-64oz	1.99-4.49	1281	3.06	1.99-3.50	1513	2.87	2.99-3.50	672	3.16
Milk	All fat tests	half gallon	2.88	62	2.88				1.25	66	1.25
Milk	All fat tests	gallon	1.79-3.29	624	2.26	1.99-3.99	1397	2.81	1.99-3.79	394	3.31
Sour cream		16 oz	1.00-1.79	487	1.43	1.50-2.50	1745	2.05	1.79-2.00	560	1.87
Yogurt	Greek	4-6 oz	0.59-1.00	2338	.89	0.80-1.00	3242	.95	0.88-1.00	1624	.97
Yogurt	Greek	32 oz	2.50-4.99	215	3.36	4.49	422	4.49			
Yogurt	Yogurt	4-6 oz	0.39-0.69	890	.50	0.50-0.69	654	.53	0.39-0.50	545	.49
Yogurt	Yogurt	32 oz	1.99	54	1.99	2.50	604	2.50	2.00-2.79	357	2.49

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 #	4.50	28	4.50			
Cheese	Natural Varieties	8 oz block	1.99-3.00	8	2.24	3.25-3.50	68	3.38
Cheese	Natural Varieties	2 # block	6.49	21	6.49			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	8	2.24	3.25-3.50	61	3.36
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz	2.19	11	2.19	2.00-2.50	61	2.28
Ice cream		48-64oz	3.49-4.00	15	3.77	2.75-5.99	162	4.75
Milk	All fat tests	gallon				4.99	27	4.99
Yogurt	Greek	4-6 oz	1.19-1.25	24	1.20	1.00-1.25	58	1.13
Yogurt	Yogurt	4-6 oz	0.60-1.25	34	1.14	0.79	27	.79
Yogurt	Yogurt	32 oz	2.19	21	2.19	2.29-3.50	27	2.42



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 #	180	5.99				
Cheese	Natural Varieties	8 oz block	162	2.99				
Cheese	Natural Varieties	8 oz shred	162	2.99	114	3.29		
Cottage cheese		16 oz	137	4.99				
Ice cream		48-64oz	142	4.98	1281	3.89	143	5.99
Milk	All fat tests	half gallon	2486	3.63	222	4.46	2707	3.82
Milk	All fat tests	gallon	550	5.49	137	6.98		
Milk	All fat tests	8 oz UHT	84	1.00			440	.84
Sour cream		16 oz	289	1.99			112	2.39
Yogurt	Greek	4-6 oz	509	1.11	1022	1.01	867	1.05
Yogurt	Greek	32 oz			63	5.49		
Yogurt	Yogurt	32 oz			2	4.49	1351	3.85

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 #							5.99	180	5.99
Milk	All fat tests	half gallon	2.50-4.99	742	3.84	2.99	184	2.99	2.99	137	2.99
Milk	All fat tests	gallon	5.69	304	5.69						
Milk	All fat tests	8 oz UHT	1.00	84	1.00						
Yogurt	Greek	4-6 oz				1.00	184	1.00	1.00	137	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 block	2.99	162	2.99						
Cheese	Natural Varieties	8 oz shred	2.99	162	2.99						
Cottage cheese		16 oz				4.99	137	4.99			
Ice cream		48-64oz	4.99	141	4.99						
Milk	All fat tests	half gallon	2.99-4.29	705	3.23	3.29-4.49	618	4.03	3.00	66	3.00

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
Milk	All fat tests	gallon	5.49	114	5.49				4.99	121	4.99
Sour cream		16 oz							1.99	289	1.99
Yogurt	Greek	4-6 oz	1.25-1.39	177	1.30						

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	3.49	1	3.49			
Milk	All fat tests	half gallon				6.99	34	6.99
Milk	All fat tests	gallon	5.29	11	5.29			
Yogurt	Greek	4-6 oz	1.25	11	1.25			

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