



Dairy Market News Branch

Agricultural
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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 07/17/2015 to 07/23/2015

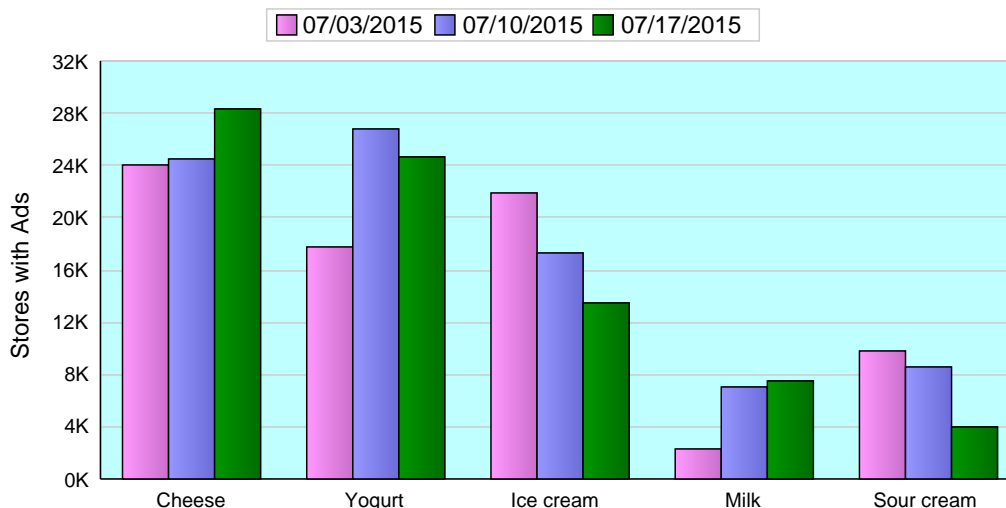
Ad volumes declined this week for several popular dairy products. The ad volume percentage change, national weighted average advertised price and price change from the previous week are: 8 oz. cream cheese, -14%, \$1.67, -13 cents; sour cream, -53%, \$1.74, -3 cents; cottage cheese, +2%, \$2.08, -3 cents, and 48-64 oz. ice cream, -22%, \$2.84, -26 cents.

The average price of 4-6 ounce Greek yogurt is \$.96, down 2 cents from last year, but up 3 cents from the previous week. This week, yogurt in 4-6 ounce packages averages \$0.48 compared to 53 cents a year ago, and 50 cents last week. Total yogurt ad numbers declined 8% over the previous week.

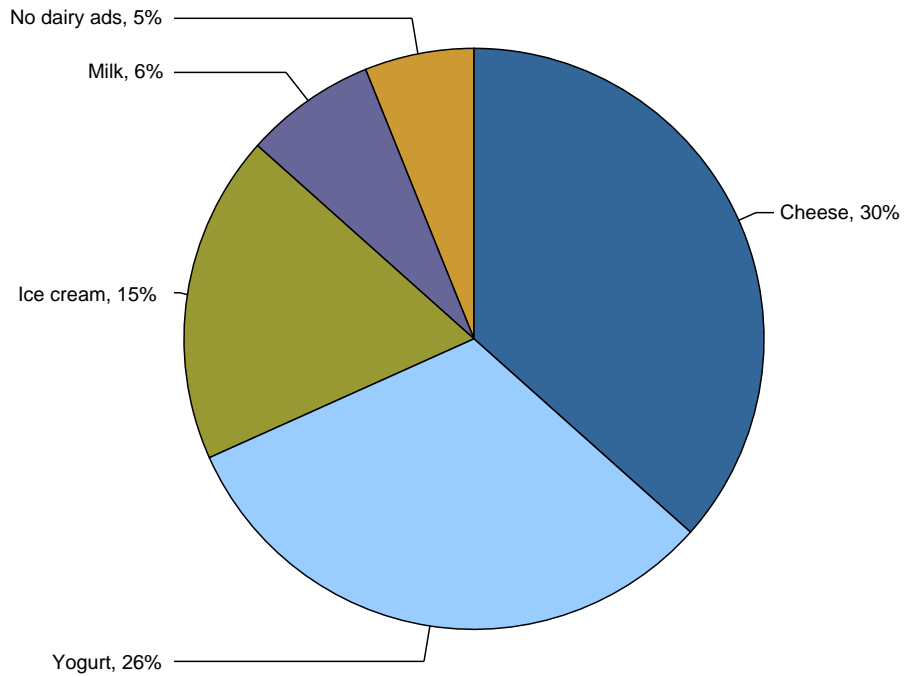
The U.S. advertised prices for 8 ounce cheese blocks average \$2.36, compared with \$2.57 a year ago, and are up 8 cents from one week ago; 8 ounce shredded cheese averaged \$2.29, compared with \$2.58 one year ago, and are 5 cents below a week ago. Conventional cheese ads increased 15% over the previous week and organic cheese ads increased 35% over the previous week.

Organic - conventional half gallon milk has a price spread of \$1.18. 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, \$4.00.

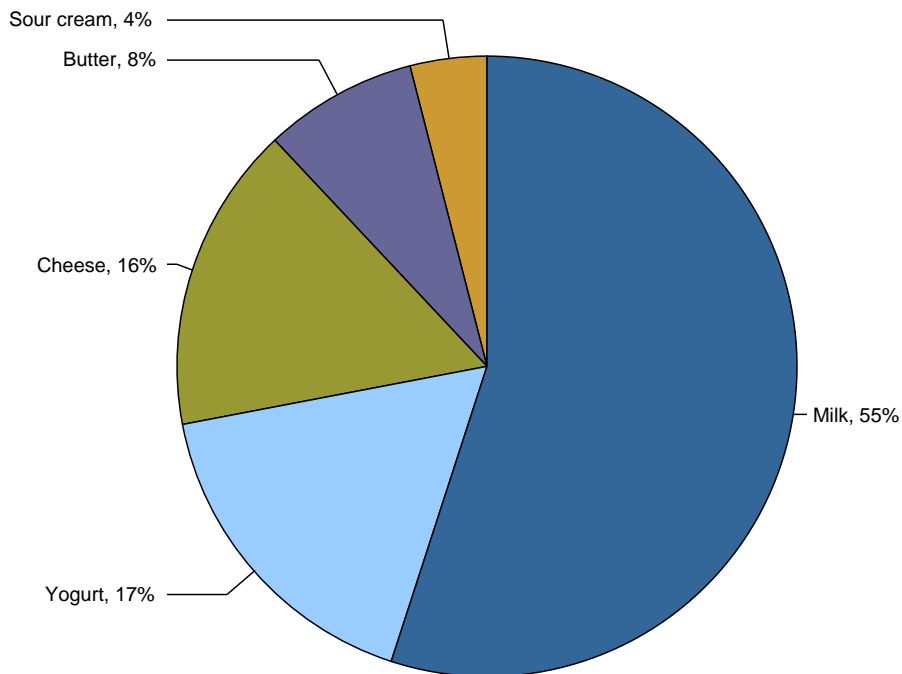
Top 5 Commodities Featured



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 #	3167	3.26	2931	3.02	3970	3.04
Cheese	Natural Varieties	8 oz block	11636	2.36	7951	2.28	7422	2.57
Cheese	Natural Varieties	1 # block	2570	4.41	2791	4.27	361	3.99
Cheese	Natural Varieties	2 # block	563	5.50	2062	6.83	1486	8.15
Cheese	Natural Varieties	8 oz shred	11240	2.29	9463	2.34	9407	2.58
Cheese	Natural Varieties	1 # shred	1806	4.86	1936	3.93	1570	3.23
Cottage cheese		16 oz	3741	2.08	3659	2.11	1513	2.25
Cream cheese		8 oz	3822	1.67	4458	1.80	7248	1.65
Flavored milk	All fat tests	half gallon	560	2.10	942	2.10		
Flavored milk	All fat tests	gallon	461	2.29	294	3.13	235	3.84
Ice cream		48-64oz	13492	2.84	17234	3.10	15760	3.15
Milk	All fat tests	half gallon	1124	2.82	822	2.50	947	3.14
Milk	All fat tests	gallon	4786	2.98	3146	2.81	2299	3.04
Sour cream		16 oz	3865	1.74	8303	1.77	10813	1.82
Yogurt	Greek	4-6 oz	13459	.96	18119	.93	11630	.98
Yogurt	Greek	32 oz	1012	4.83	1049	4.19	165	3.50
Yogurt	Yogurt	4-6 oz	8798	.48	5941	.50	5467	.53
Yogurt	Yogurt	32 oz	842	2.36	1184	2.44	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	1333	3.41	2.00-2.50	424	2.39	2.50-2.99	224	2.80
Cheese	Natural Varieties	8 oz block	1.99-3.00	3853	2.45	1.99-3.98	3361	2.34	1.79-2.50	1518	2.38
Cheese	Natural Varieties	1 # block	3.99	272	3.99	2.99-4.99	1361	4.74	3.50-3.99	389	3.77
Cheese	Natural Varieties	2 # block				2.50	62	2.50			
Cheese	Natural Varieties	8 oz shred	1.67-3.00	3481	2.39	1.99-2.99	3147	2.28	1.79-2.50	930	2.30
Cheese	Natural Varieties	1 # shred	3.90	135	3.90	4.99	1083	4.99	2.99-3.50	313	3.28
Cottage cheese		16 oz	1.79-2.99	1286	2.18	1.78-2.00	1456	1.96	1.79-3.00	318	2.58
Cream cheese		8 oz	1.33-2.69	1615	1.97	1.00-1.79	751	1.39	1.00-2.39	805	1.60
Flavored milk	All fat tests	half gallon	2.50	258	2.50	1.66	114	1.66	1.25	119	1.25
Flavored milk	All fat tests	gallon				1.99-2.99	240	2.49			
Ice cream		48-64oz	1.99-3.99	4201	3.04	1.99-3.50	4007	2.73	1.50-3.99	1895	2.64
Milk	All fat tests	half gallon	2.28	62	2.28	1.66-2.99	348	2.55	1.00-1.25	217	1.14
Milk	All fat tests	gallon	2.50-3.99	439	3.38	1.99-4.29	1765	2.71	1.99-3.00	682	2.27
Sour cream		16 oz	1.50-2.00	1685	1.76	1.50-2.00	358	1.85	1.50-2.29	352	1.65
Yogurt	Greek	4-6 oz	0.88-1.33	3623	1.01	0.75-1.00	1781	.96	0.75-1.00	2936	.90
Yogurt	Greek	32 oz	3.99-5.49	454	5.02						

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	4-6 oz	0.44-0.50	2939	.50	0.50-0.60	1375	.50	0.33-0.55	1975	.44
Yogurt	Yogurt	32 oz	2.00-2.49	279	2.21				1.99-2.00	176	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 #	2.99-4.99	232	4.01	2.49-3.48	262	3.01	2.50-3.99	626	3.46
Cheese	Natural Varieties	8 oz block	1.50-3.00	1345	2.27	1.49-2.50	1073	2.11	1.99-2.50	366	2.17
Cheese	Natural Varieties	1 # block				3.99-4.50	383	4.17	3.99-4.49	138	4.24
Cheese	Natural Varieties	2 # block	4.99	141	4.99	5.99-6.99	153	6.40	4.99-6.99	191	6.03
Cheese	Natural Varieties	8 oz shred	1.66-3.00	1349	2.19	1.49-2.50	1426	2.12	1.99-3.50	760	2.28
Cheese	Natural Varieties	1 # shred				9.00	137	9.00	3.99-4.49	138	4.24
Cottage cheese		16 oz	1.99	176	1.99	0.99-2.00	240	1.25	2.00-2.99	174	2.39
Cream cheese		8 oz	1.00-1.29	350	1.05				1.00-2.50	251	1.64
Flavored milk	All fat tests	half gallon							2.79	69	2.79
Flavored milk	All fat tests	gallon	1.99	210	1.99						
Ice cream		48-64oz	1.99-3.99	1093	2.78	1.99-3.00	1644	2.75	2.50-2.99	476	2.56
Milk	All fat tests	half gallon	1.59-1.87	152	1.73	4.29-5.49	311	4.82			
Milk	All fat tests	gallon	1.98-3.29	464	2.36	2.98-5.00	1425	3.72			
Sour cream		16 oz	1.99	118	1.99	0.99-1.99	775	1.73	1.49-1.89	524	1.58
Yogurt	Greek	4-6 oz	0.69-1.00	1632	.93	0.88-1.00	2614	.98	0.77-1.00	837	.96
Yogurt	Greek	32 oz	3.69	151	3.69	4.99-5.00	383	5.00			
Yogurt	Yogurt	4-6 oz	0.32-0.50	834	.44	0.40-0.95	864	.59	0.38-0.50	777	.41
Yogurt	Yogurt	32 oz	2.69	210	2.69				2.50-2.59	174	2.55

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 #	2.48-4.00	32	3.79	4.00	34	4.00
Cheese	Natural Varieties	8 oz block	2.49-3.50	55	3.06	1.69-4.00	65	3.03
Cheese	Natural Varieties	1 # block				5.99	27	5.99
Cheese	Natural Varieties	2 # block	5.49-6.99	16	6.49			
Cheese	Natural Varieties	8 oz shred	2.49-3.50	55	3.06	1.69-4.00	92	2.87
Cottage cheese		16 oz	1.99	6	1.99	2.69-2.79	85	2.76
Cream cheese		8 oz	1.69-2.50	16	1.85	2.50	34	2.50
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.99-4.79	27	4.17	3.50-5.99	149	4.38
Milk	All fat tests	half gallon				3.99	34	3.99
Milk	All fat tests	gallon	3.49	11	3.49			
Sour cream		16 oz	1.79-2.00	29	1.98	2.29	24	2.29
Yogurt	Greek	4-6 oz	1.00	2	1.00	0.99-1.25	34	1.01
Yogurt	Greek	32 oz				5.69	24	5.69

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	4-6 oz				0.60	34	.60
Yogurt	Yogurt	32 oz				2.50	3	2.50

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 #	230	5.00	180	5.99		
Cheese	Natural Varieties	8 oz block	162	3.99	162	2.99		
Cheese	Natural Varieties	8 oz shred	276	3.79	162	2.99		
Cottage cheese		16 oz			137	4.99		
Ice cream		48-64oz			142	4.98	143	5.99
Milk	All fat tests	half gallon	1280	4.00	2486	3.63	2707	3.82
Milk	All fat tests	gallon	203	6.33	550	5.49		
Milk	All fat tests	8 oz UHT	53	1.00	84	1.00	440	.84
Sour cream		16 oz	121	1.99	289	1.99	112	2.39
Yogurt	Greek	4-6 oz	323	1.19	509	1.11	867	1.05
Yogurt	Yogurt	4-6 oz	143	.93				
Yogurt	Yogurt	32 oz					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 #	4.99	167	4.99						
Milk	All fat tests	half gallon	3.99-4.29	496	4.14	2.99	90	2.99			
Milk	All fat tests	8 oz UHT							1.00	53	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	209	1.16						



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 #							4.99	61	4.99
Cheese	Natural Varieties	8 oz block	3.99	162	3.99						
Cheese	Natural Varieties	8 oz shred	3.50-3.99	276	3.79						
Milk	All fat tests	half gallon	2.99-4.29	357	3.86	3.99	246	3.99	4.29	60	4.29
Milk	All fat tests	gallon				6.98	137	6.98	4.99	66	4.99
Sour cream		16 oz	1.99	121	1.99						
Yogurt	Greek	4-6 oz	1.25	114	1.25						
Yogurt	Yogurt	4-6 oz	0.88-0.99	141	.93						

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 #	5.99	2	5.99			
Milk	All fat tests	half gallon				4.29-5.99	31	5.77
Yogurt	Yogurt	4-6 oz	1.00	2	1.00			

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