



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>
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 07/24/2015 to 07/30/2015

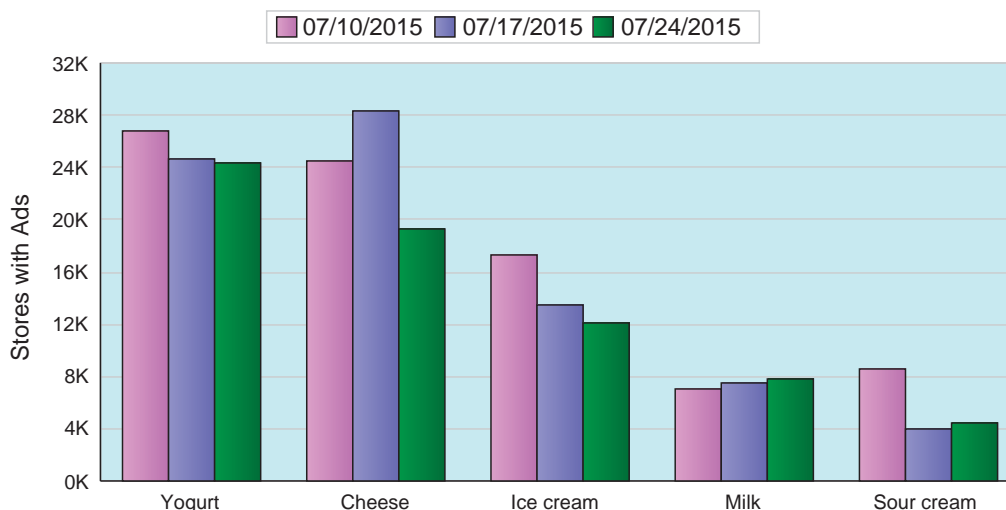
Total conventional dairy ad volumes declined 15% this week from last week. Even ice cream ads are down 11% as many states really heat up. Ice cream in 48-64 ounce containers has a national weighted average advertised price of \$2.89, up 5 cents from last week but 28 cents below a year ago. Half gallon flavored milk as numbers are up 43%, with an average price of \$2.46, 36 cents above a week ago but 38 cents below a year ago.

The U.S. advertised prices for 8 ounce cheese blocks average \$2.27, compared with \$2.57 a year ago, and are down 9 cents from one week ago; 8 ounce shredded cheese averaged \$2.43, compared with \$2.33 one year ago, and are 14 cents above a week ago. Conventional cheese ads decreased 32% from the previous week and organic cheese ads decreased 44% from the previous week.

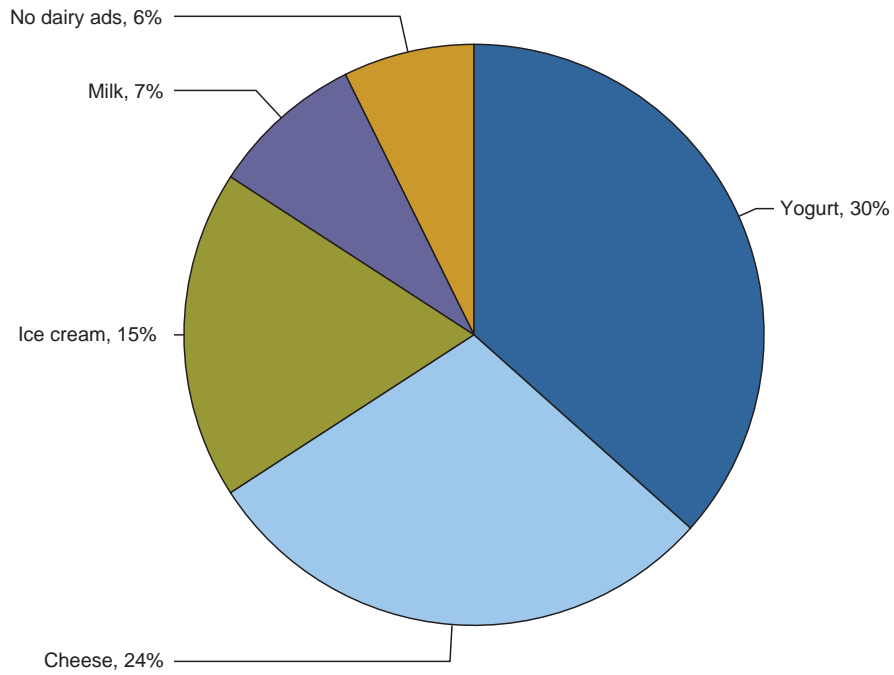
The average price of 4-6 ounce Greek yogurt is \$.95, down 1 cent from last week, and down 4 cents from a year ago. This week, yogurt in 4-6 ounce packages averages \$0.47 compared to 48 cents a year ago, and last week. Conventional yogurt ad numbers declined 1% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.63. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.80, and the average for organic half gallon milk, \$3.43.

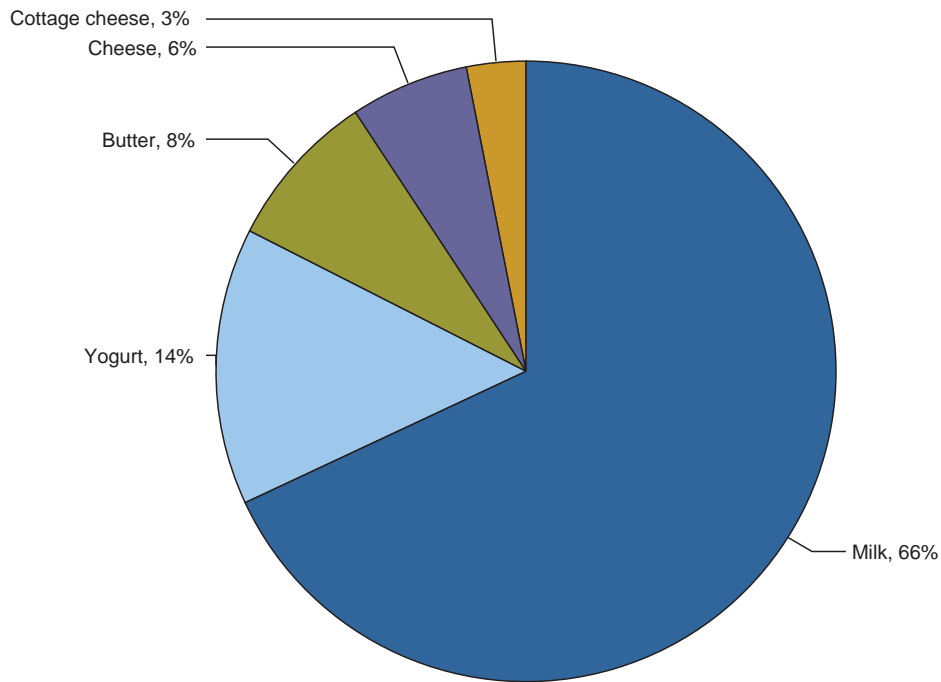
Top 5 Commodities Featured



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 #	2497	3.29	3167	3.26	3076	3.49
Cheese	Natural Varieties	8 oz block	6892	2.27	11636	2.36	4905	2.57
Cheese	Natural Varieties	1 # block	2061	3.17	2570	4.41	1895	4.40
Cheese	Natural Varieties	2 # block	939	6.02	563	5.50	116	4.99
Cheese	Natural Varieties	8 oz shred	7340	2.43	11240	2.29	10672	2.33
Cheese	Natural Varieties	1 # shred	1798	3.07	1806	4.86	588	4.63
Cottage cheese		16 oz	2169	2.01	3741	2.08	2417	2.20
Cream cheese		8 oz	3727	1.67	3822	1.67	7142	1.74
Flavored milk	All fat tests	half gallon	799	2.46	560	2.10	520	2.84
Flavored milk	All fat tests	gallon	565	2.86	461	2.29	144	4.21
Ice cream		48-64oz	12031	2.89	13492	2.84	12949	3.17
Milk	All fat tests	half gallon	515	1.80	1124	2.82	533	2.36
Milk	All fat tests	gallon	4641	2.49	4786	2.98	3008	3.04
Sour cream		16 oz	4379	1.51	3865	1.74	2886	1.78
Yogurt	Greek	4-6 oz	12366	.95	13459	.96	10523	.99
Yogurt	Greek	32 oz	1405	4.19	1012	4.83	461	4.15
Yogurt	Yogurt	4-6 oz	8845	.47	8798	.48	4415	.48
Yogurt	Yogurt	32 oz	1207	2.14	842	2.36	427	2.84

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 #	1.99-3.99	632	2.96	3.00	214	3.00	2.50	270	2.50
Cheese	Natural Varieties	8 oz block	1.88-3.29	2233	2.42	1.99-3.00	2508	2.19	1.67-3.29	921	2.10
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.99	184	2.99	2.89-2.99	194	2.96
Cheese	Natural Varieties	2 # block	6.99	84	6.99						
Cheese	Natural Varieties	8 oz shred	1.99-3.49	1875	2.50	2.00-3.00	2943	2.53	1.49-3.29	876	2.04
Cheese	Natural Varieties	1 # shred				2.99	184	2.99	2.99-3.99	256	3.45
Cottage cheese		16 oz	1.66-2.50	783	2.06	1.78-2.00	390	1.89	1.49-1.50	319	1.50
Cream cheese		8 oz	0.99-2.69	1081	1.58	1.00-2.00	890	1.60	1.00-2.69	761	1.54
Flavored milk	All fat tests	half gallon				2.50	502	2.50	1.66	69	1.66
Flavored milk	All fat tests	gallon				3.99	214	3.99			
Ice cream		48-64oz	1.99-3.99	3589	2.77	1.99-3.50	3564	2.92	1.88-3.00	1561	2.61
Milk	All fat tests	half gallon	1.99	135	1.99	2.00	233	2.00	1.66	69	1.66
Milk	All fat tests	gallon	1.99-2.59	271	2.23	2.50-2.59	2085	2.54	2.37	53	2.37
Sour cream		16 oz	1.49-1.99	1568	1.67	1.00-1.99	237	1.22	1.00-1.79	542	1.40
Yogurt	Greek	4-6 oz	0.88-1.00	3171	.99	0.80-1.00	3005	.93	0.78-1.00	2215	.96
Yogurt	Greek	32 oz	4.49	59	4.49	5.49	61	5.49	3.69-4.49	908	3.85

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	0.33-0.60	2099	.48	0.40-0.50	1726	.47	0.29-0.50	2274	.46
Yogurt	Yogurt	32 oz	1.89-2.69	461	2.19	1.89	227	1.89			

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	121	2.99	2.99-5.49	638	3.86	2.50-3.99	565	3.47
Cheese	Natural Varieties	8 oz block	1.88-2.50	532	2.14	1.99-2.50	465	2.30	1.99-2.99	201	2.50
Cheese	Natural Varieties	1 # block	2.49-2.99	501	2.92	2.99-3.99	494	3.50	2.50-4.29	540	3.00
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99	334	5.99	4.99-7.99	350	5.51
Cheese	Natural Varieties	8 oz shred	1.88-2.29	495	2.09	1.99-2.50	465	2.30	1.99-3.50	656	2.61
Cheese	Natural Varieties	1 # shred	2.49-2.99	501	2.92	2.99-3.99	378	3.35	2.50-3.99	479	2.84
Cottage cheese		16 oz	2.00-2.99	276	2.58	1.59	116	1.59	1.89-2.99	279	2.20
Cream cheese		8 oz	1.29-2.00	317	1.75	2.39-3.29	257	2.87	1.25-2.50	419	1.49
Flavored milk	All fat tests	half gallon	2.50-2.89	228	2.63						
Flavored milk	All fat tests	gallon	1.99-2.29	351	2.17						
Ice cream		48-64oz	1.99-3.50	1061	2.71	1.99-3.99	1475	2.95	2.99-5.00	639	3.99
Milk	All fat tests	half gallon	1.00	78	1.00						
Milk	All fat tests	gallon	1.99-2.99	751	2.35	1.99-3.29	1165	2.51	2.50	289	2.50
Sour cream		16 oz	1.00-1.69	1011	1.24	1.00-2.79	617	1.65	0.99-1.89	331	1.56
Yogurt	Greek	4-6 oz	0.78-1.00	1180	.91	0.88-1.00	1673	.97	0.75-1.00	1074	.88
Yogurt	Greek	32 oz	4.99	114	4.99	4.99	200	4.99	3.49	61	3.49
Yogurt	Yogurt	4-6 oz	0.33-0.53	1003	.45	0.33-0.50	1082	.44	0.38-0.50	589	.46
Yogurt	Yogurt	32 oz	1.89	151	1.89	1.99	167	1.99	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 #	2.99-4.00	27	3.78	3.77-4.99	30	4.87
Cheese	Natural Varieties	8 oz block	1.99-3.00	8	2.24	2.99	24	2.99
Cheese	Natural Varieties	1 # block	3.99-5.99	13	4.30			
Cheese	Natural Varieties	2 # block	6.99-8.99	23	7.16	8.99	27	8.99
Cheese	Natural Varieties	8 oz shred	1.99	6	1.99	2.99	24	2.99
Cottage cheese		16 oz	2.48	3	2.48	2.77	3	2.77
Cream cheese		8 oz	1.67	2	1.67			
Ice cream		48-64oz	3.49-4.50	58	3.55	3.50-6.99	84	4.11
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	1.25-1.67	22	1.46	2.49-2.59	51	2.54
Yogurt	Greek	4-6 oz	0.99	11	.99	0.99-1.00	37	1.00
Yogurt	Greek	32 oz	4.00	2	4.00			
Yogurt	Yogurt	4-6 oz	0.69	21	.69	0.60-0.89	51	.74
Yogurt	Yogurt	32 oz				2.99	27	2.99

Wtd Avg - Simple weighted average



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 #	335	5.93	230	5.00		
Cheese	Natural Varieties	8 oz block	162	3.99	162	3.99		
Cheese	Natural Varieties	8 oz shred	84	3.99	276	3.79		
Cottage cheese		16 oz	121	2.99				
Milk	All fat tests	half gallon	1883	3.43	1280	4.00	2400	3.30
Milk	All fat tests	gallon	628	5.26	203	6.33	477	6.38
Milk	All fat tests	8 oz UHT	156	.99	53	1.00	1351	1.19
Sour cream		16 oz	121	1.99	121	1.99		
Yogurt	Greek	4-6 oz	573	1.19	323	1.19	1542	1.13
Yogurt	Yogurt	4-6 oz			143	.93		

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 shred	3.99	84	3.99						
Milk	All fat tests	half gallon	2.95-4.99	617	3.79	2.95	227	2.95	2.99-3.79	317	3.44
Milk	All fat tests	gallon				4.29	288	4.29			
Milk	All fat tests	8 oz UHT	0.99	156	.99						
Yogurt	Greek	4-6 oz	1.00-1.25	284	1.13						

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	114	4.99	6.99	137	6.99			
Cheese	Natural Varieties	8 oz block	3.99	162	3.99						
Cottage cheese		16 oz	2.99	121	2.99						
Milk	All fat tests	half gallon	2.95-2.99	484	2.98	2.99-4.49	227	3.90			

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				5.69-6.98	274	6.34	4.99	66	4.99
Sour cream		16 oz	1.99	121	1.99						
Yogurt	Greek	4-6 oz							1.25	289	1.25

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	half gallon	3.29	11	3.29			

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