



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

Volume 82- Number 30

Issued Weekly

Friday, July 31, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 07/31/2015 to 08/06/2015

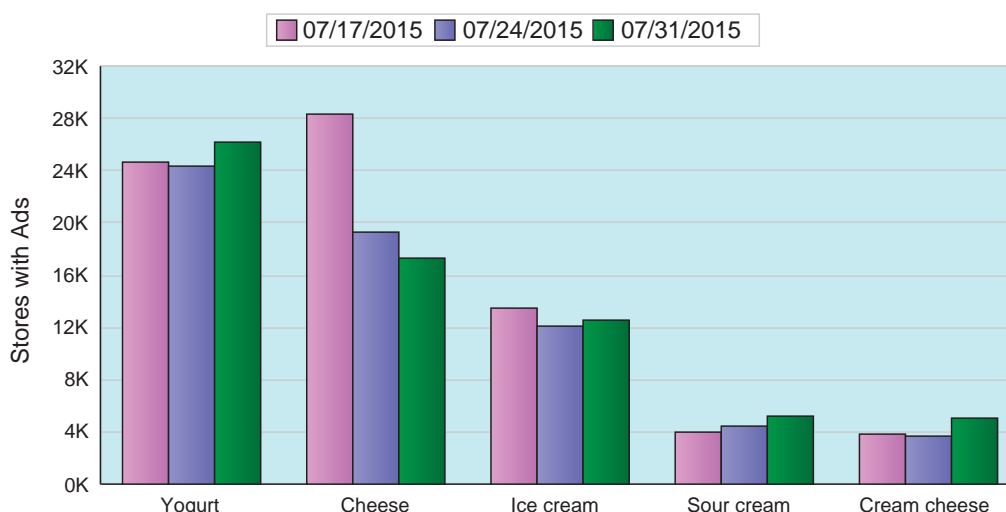
Butter, cottage cheese and cream cheese are all up in ad volume and price this week. The change in ad volume, national weighted average advertised price, and price change from last week are: 1 pound butter, +79%, \$3.36, up 7 cents; 16 ounce cottage cheese, +23%, \$2.38, up 37 cents; and 8 ounce cream cheese, +35%, \$1.98, up 31 cents. Overall conventional dairy ad volume is up only slightly from last week.

The U.S. advertised prices for 8 ounce cheese blocks average \$2.22, compared with \$2.57 a year ago, and are down 5 cents from one week ago; 8 ounce shred cheese averaged \$2.21, compared with \$2.33 one year ago, and are 22 cents below a week ago. Conventional cheese ads decreased 11% from the previous week.

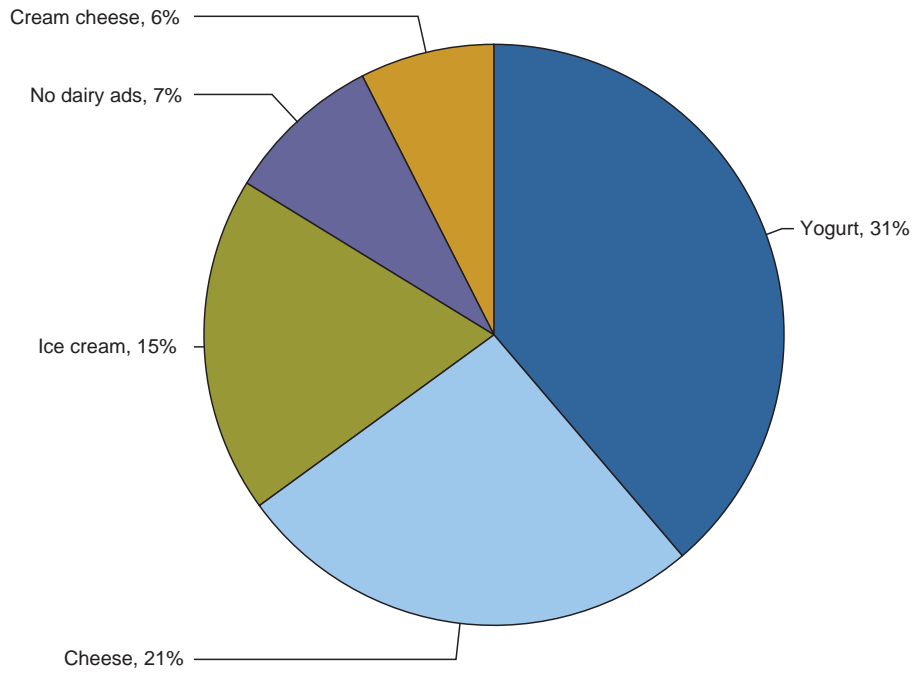
The average price of 4-6 ounce Greek yogurt is \$1.00, up 5 cents from last week, and up 1 cent from a year ago. This week, yogurt in 4-6 ounce packages average \$0.51 compared with 47 cents last week and 48 cents a year ago. Conventional yogurt ad numbers increased 5% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.24. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.18 and the average for organic half gallon milk, \$3.42.

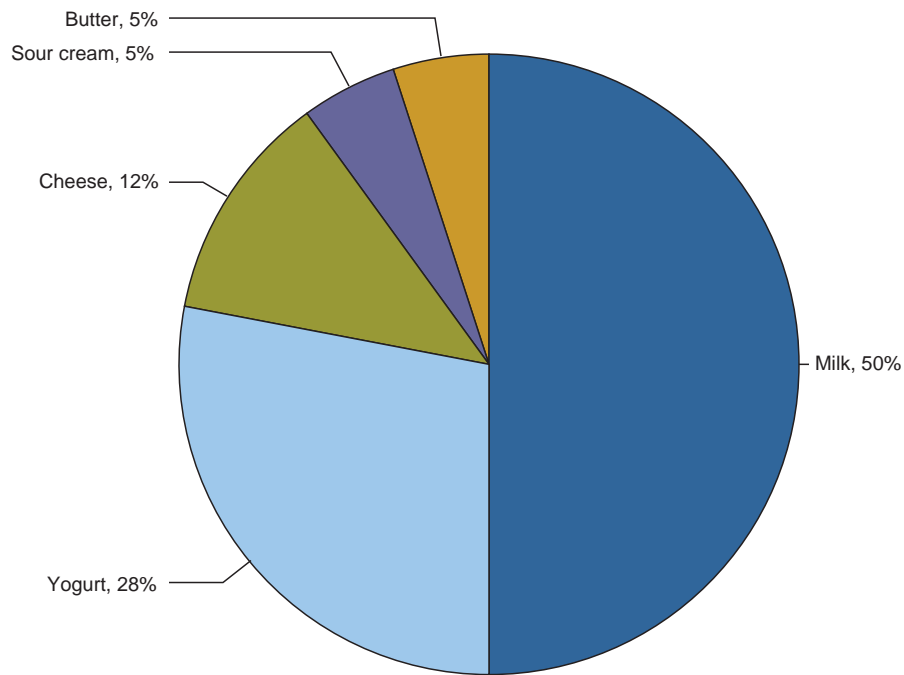
Top 5 Commodities Featured



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 #	4473	3.36	2497	3.29	3076	3.49
Cheese	Natural Varieties	8 oz block	5744	2.22	6892	2.27	4905	2.57
Cheese	Natural Varieties	1 # block	2114	3.39	2061	3.17	1895	4.40
Cheese	Natural Varieties	2 # block	263	7.46	939	6.02	116	4.99
Cheese	Natural Varieties	8 oz shred	7444	2.21	7340	2.43	10672	2.33
Cheese	Natural Varieties	1 # shred	1352	3.27	1798	3.07	588	4.63
Cottage cheese		16 oz	2660	2.38	2169	2.01	2417	2.20
Cream cheese		8 oz	5038	1.98	3727	1.67	7142	1.74
Flavored milk	All fat tests	half gallon	456	1.91	799	2.46	520	2.84
Flavored milk	All fat tests	gallon	826	2.74	565	2.86	144	4.21
Ice cream		48-64oz	12595	2.83	12031	2.89	12949	3.17
Milk	All fat tests	half gallon	678	2.18	515	1.80	533	2.36
Milk	All fat tests	gallon	1920	2.36	4641	2.49	3008	3.04
Sour cream		16 oz	5038	1.59	4379	1.51	2886	1.78
Yogurt	Greek	4-6 oz	11334	1.00	12366	.95	10523	.99
Yogurt	Greek	32 oz	1277	4.62	1405	4.19	461	4.15
Yogurt	Yogurt	4-6 oz	8705	.51	8845	.47	4415	.48
Yogurt	Yogurt	32 oz	3775	2.09	1207	2.14	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 #	2.48-3.99	1507	3.72	2.97	1002	2.97	2.50-2.88	237	2.79
Cheese	Natural Varieties	8 oz block	1.99-2.99	1178	2.27	1.49-2.00	443	1.79	1.49-2.50	971	1.94
Cheese	Natural Varieties	1 # block	3.99	304	3.99	2.99-3.50	538	3.19	2.99	348	2.99
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2061	2.47	1.49-2.50	1197	2.32	1.49-2.50	1008	1.91
Cheese	Natural Varieties	1 # shred	3.49	62	3.49	2.99	324	2.99	2.99	348	2.99
Cottage cheese		16 oz	1.67-2.99	1387	2.52				2.49	119	2.49
Cream cheese		8 oz	1.49-2.69	1674	1.79	1.25-2.50	1935	2.14	1.50-2.00	454	1.86
Flavored milk	All fat tests	half gallon	2.00	137	2.00	1.66	114	1.66	1.50	127	1.50
Flavored milk	All fat tests	gallon	3.99	62	3.99	2.50	184	2.50	2.50-3.99	205	3.28
Ice cream		48-64oz	1.99-3.99	2989	2.62	2.50-4.99	2921	3.08	1.88-3.99	2973	2.70
Milk	All fat tests	half gallon	1.99-2.00	209	2.00	1.66-2.99	442	2.17			
Milk	All fat tests	gallon				1.99-2.59	456	2.38	1.99-2.77	278	2.32
Sour cream		16 oz	1.29-2.50	1756	1.70	1.00-2.99	503	1.41	1.00-2.00	926	1.39
Yogurt	Greek	4-6 oz	0.79-1.00	2482	.97	1.00-1.25	2952	1.02	0.79-1.25	1868	1.00
Yogurt	Greek	32 oz	4.99	304	4.99	3.88	195	3.88			
Yogurt	Yogurt	4-6 oz	0.39-0.60	2037	.50	0.44-0.60	3833	.52	0.50-0.88	548	.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	1.99-2.50	556	2.40	1.99-2.00	2085	2.00	1.89-1.99	707	1.91

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 #	2.99-3.49	293	3.20	1.99-5.49	696	3.50	2.49-3.99	734	3.25
Cheese	Natural Varieties	8 oz block	1.49-3.00	1179	2.03	1.49-2.99	891	1.93	1.99-3.99	1066	3.06
Cheese	Natural Varieties	1 # block	2.99-3.99	397	3.69	2.99-3.99	527	3.31			
Cheese	Natural Varieties	2 # block				6.99-7.99	223	7.47			
Cheese	Natural Varieties	8 oz shred	1.48-2.98	1267	1.90	1.49-2.99	1182	1.94	1.99-3.00	716	2.69
Cheese	Natural Varieties	1 # shred	2.99	121	2.99	2.99-5.49	497	3.68			
Cottage cheese		16 oz	2.00-2.88	364	2.40	1.49-1.99	345	1.73	2.00-2.50	419	2.42
Cream cheese		8 oz	2.00-2.50	250	2.20	1.67-2.50	559	2.02	1.39-2.50	130	1.91
Flavored milk	All fat tests	half gallon	1.99	54	1.99						
Flavored milk	All fat tests	gallon				1.99-2.50	364	2.33			
Ice cream		48-64oz	1.99-3.99	1724	2.67	1.97-3.99	1330	2.54	2.50-5.00	614	4.05
Milk	All fat tests	gallon	1.99-2.99	426	2.54	1.99-2.98	680	2.29	1.69	69	1.69
Sour cream		16 oz	1.29-2.88	842	1.77	1.29-1.88	512	1.46	1.49-2.00	493	1.60
Yogurt	Greek	4-6 oz	0.75-1.25	1877	.99	1.00	1137	1.00	0.88-1.00	978	.98
Yogurt	Greek	32 oz				4.99-5.00	315	5.00	3.50-4.99	463	4.43
Yogurt	Yogurt	4-6 oz	0.29-0.99	1038	.50	0.40-0.60	1093	.49	0.50	132	.50
Yogurt	Yogurt	32 oz	1.99	54	1.99				2.49-2.50	353	2.50

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 #	3.00-4.00	4	3.50			
Cheese	Natural Varieties	8 oz block	2.49-3.48	16	2.74			
Cheese	Natural Varieties	2 # block	5.99-7.49	13	6.22	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.49-3.00	13	2.57			
Cottage cheese		16 oz	3.00	2	3.00	2.50	24	2.50
Cream cheese		8 oz	2.50	2	2.50	2.00	34	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	3.49-4.00	10	3.74	7.99	34	7.99
Milk	All fat tests	half gallon				2.98-3.79	27	3.70
Milk	All fat tests	gallon	3.49	11	3.49			
Sour cream		16 oz	1.99	6	1.99			
Yogurt	Greek	4-6 oz	1.25	2	1.25	1.00-1.39	38	1.35
Yogurt	Yogurt	4-6 oz				0.50	24	.50
Yogurt	Yogurt	32 oz	2.39-2.79	17	2.65	3.50	3	3.50

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 #	187	4.92	335	5.93		
Cheese	Natural Varieties	8 oz block	365	3.99	162	3.99		
Cheese	Natural Varieties	8 oz shred	84	3.99	84	3.99		
Cottage cheese		16 oz			121	2.99		
Milk	All fat tests	half gallon	1502	3.42	1883	3.43	2400	3.30
Milk	All fat tests	gallon	332	5.39	628	5.26	477	6.38
Milk	All fat tests	8 oz UHT	105	1.00	156	.99	1351	1.19
Sour cream		16 oz	206	2.33	121	1.99		
Yogurt	Greek	4-6 oz	313	1.05	573	1.19	1542	1.13
Yogurt	Yogurt	4-6 oz	315	1.12				
Yogurt	Yogurt	32 oz	353	3.51				

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
Cheese	Natural Varieties	8 oz shred	3.99	84	3.99						
Milk	All fat tests	half gallon	3.99	320	3.99				2.95-4.96	1116	3.29
Milk	All fat tests	gallon				4.28	195	4.28			
Sour cream		16 oz	2.50	137	2.50						
Yogurt	Greek	4-6 oz							1.00	235	1.00
Yogurt	Yogurt	4-6 oz	1.25	59	1.25	1.00	195	1.00			
Yogurt	Yogurt	32 oz	4.29	147	4.29				2.69	137	2.69

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	118	4.99				4.79	69	4.79
Cheese	Natural Varieties	8 oz block	3.99	121	3.99	3.99	244	3.99			
Milk	All fat tests	half gallon							2.99	66	2.99
Milk	All fat tests	gallon				6.98	137	6.98			

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	8 oz UHT							1.00	105	1.00
Sour cream		16 oz							1.99	69	1.99
Yogurt	Greek	4-6 oz	1.20	78	1.20						
Yogurt	Yogurt	4-6 oz							1.39	61	1.39
Yogurt	Yogurt	32 oz							3.50	69	3.50

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

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