



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>
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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 08/07/2015 to 08/13/2015

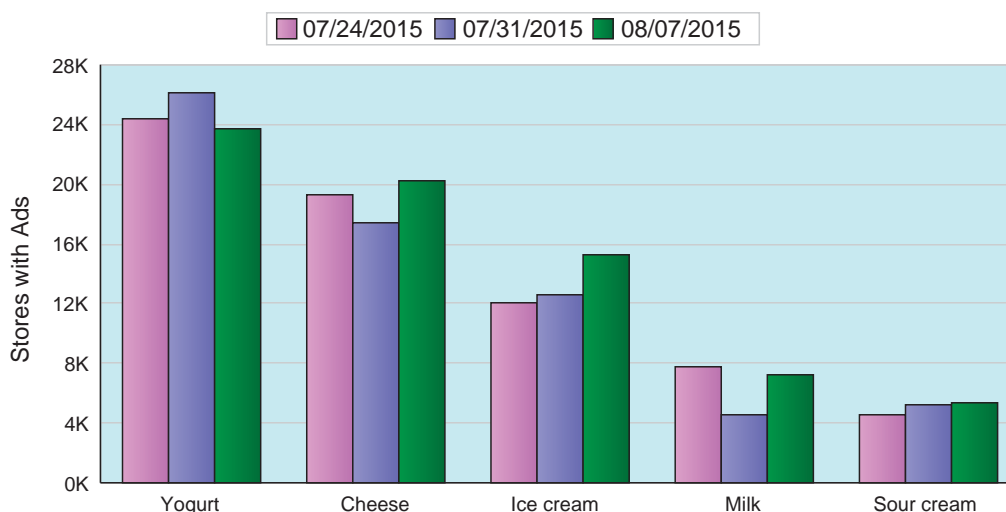
As late summer begins, 48-64 ounce ice cream ad volume is up 17% and the national weighted average advertised price is up 11 cents from a week ago to \$2.94. One year ago the average price was \$3.00. For other summer favorites, the change in ad volume, national weighted average advertised price, and price change from last week are: 16 ounce cottage cheese, -9%, \$2.22, down 16 cents; 8 ounce cream cheese, +6%, \$1.75, down 23 cents; and 16 ounce sour cream, +4%, \$1.77, up 18 cents. Overall ad volume for all conventional dairy products is up slightly from last week and last year.

The U.S. advertised prices for 8 ounce cheese blocks average \$2.29, compared with \$2.56 a year ago, and are up 7 cents from one week ago; 8 ounce shred cheese averaged \$2.34, compared with \$2.61 one year ago, and are 13 cents above a week ago. Conventional cheese ads increased 15% from the previous week.

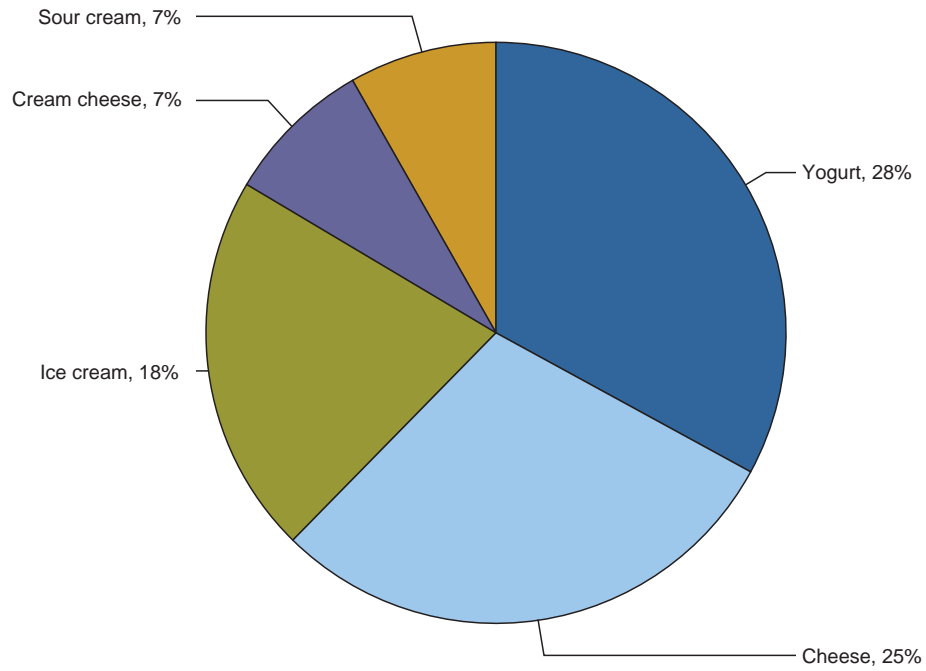
The average price of 4-6 ounce Greek yogurt is 96 cents, down 4 cents from last week, and down 5 cents from a year ago. This week, yogurt in 4-6 ounce packages average 48 cents compared with 51 cents last week and 49 cents a year ago. Conventional yogurt ad numbers decreased 10% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.03. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.42 and the average for organic half gallon milk, \$3.45.

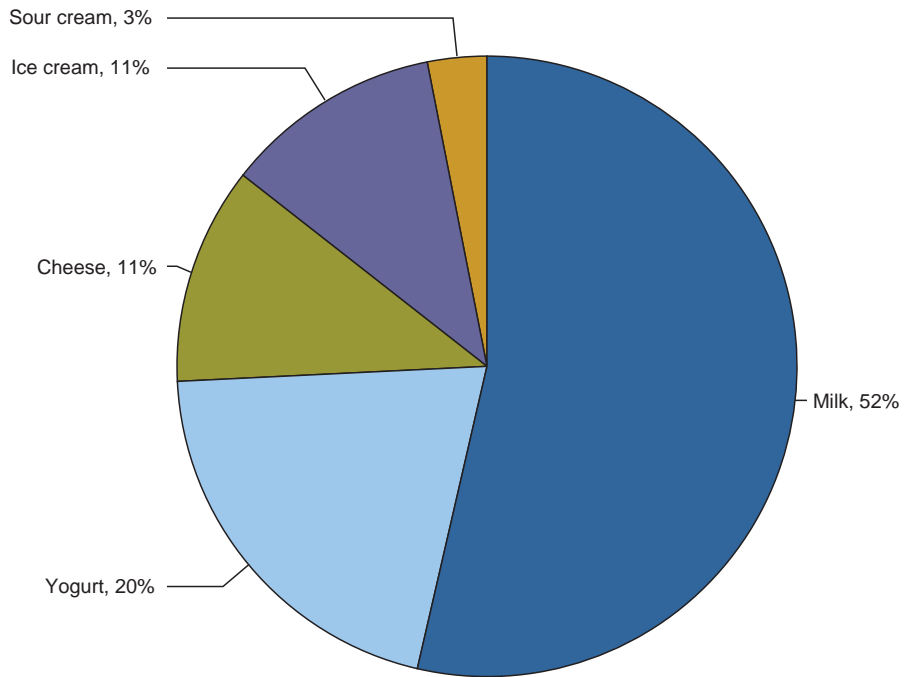
Top 5 Commodities Featured



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 #	4267	2.96	4473	3.36	2604	3.36
Cheese	Natural Varieties	8 oz block	7488	2.29	5744	2.22	8609	2.56
Cheese	Natural Varieties	1 # block	798	4.12	2114	3.39	858	4.30
Cheese	Natural Varieties	2 # block	804	6.21	263	7.46	370	6.79
Cheese	Natural Varieties	8 oz shred	9910	2.34	7444	2.21	9591	2.61
Cheese	Natural Varieties	1 # shred	485	4.85	1352	3.27	1442	3.90
Cottage cheese		16 oz	2413	2.22	2660	2.38	1810	2.05
Cream cheese		8 oz	5334	1.75	5038	1.98	5191	1.79
Flavored milk	All fat tests	half gallon	321	2.00	456	1.91	323	1.79
Flavored milk	All fat tests	gallon	194	2.20	826	2.74	321	4.74
Ice cream		48-64oz	14685	2.94	12595	2.83	12258	3.00
Milk	All fat tests	half gallon	1066	2.42	678	2.18	128	1.99
Milk	All fat tests	gallon	2995	2.50	1920	2.36	2712	3.06
Sour cream		16 oz	5225	1.77	5038	1.59	5489	1.86
Yogurt	Greek	4-6 oz	13104	.96	11334	1.00	11714	1.01
Yogurt	Greek	32 oz	1807	4.15	1277	4.62	1279	4.70
Yogurt	Yogurt	4-6 oz	6473	.48	8705	.51	5260	.49
Yogurt	Yogurt	32 oz	1129	2.39	3775	2.09	976	2.18

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 #	2.99-3.49	677	3.19	2.50-3.00	1799	2.94	2.50-2.69	270	2.65
Cheese	Natural Varieties	8 oz block	1.49-3.49	1909	2.35	2.00-3.00	2291	2.60	1.49-2.50	579	1.77
Cheese	Natural Varieties	1 # block	2.50-3.99	291	3.62	3.99	101	3.99	3.99-4.99	332	4.63
Cheese	Natural Varieties	2 # block	2.00	72	2.00						
Cheese	Natural Varieties	8 oz shred	1.66-3.29	2499	2.33	2.00-3.00	2076	2.65	1.49-2.50	1191	2.06
Cheese	Natural Varieties	1 # shred	3.99	135	3.99				4.99	213	4.99
Cottage cheese		16 oz	1.88-2.99	1396	2.27	2.00	214	2.00	1.99	81	1.99
Cream cheese		8 oz	1.49-2.50	1150	1.72	1.50-2.39	2649	1.94	1.00-1.98	1034	1.38
Flavored milk	All fat tests	half gallon	2.00	108	2.00				2.00	213	2.00
Flavored milk	All fat tests	gallon							2.77	53	2.77
Ice cream		48-64oz	1.78-3.99	3420	2.86	1.99-3.99	2772	3.07	1.99-3.50	4545	2.55
Milk	All fat tests	half gallon	2.49-2.99	761	2.60	2.50	61	2.50	0.99	107	.99
Milk	All fat tests	gallon	2.99	62	2.99	3.50	214	3.50	1.99-3.00	565	2.55
Sour cream		16 oz	1.49-2.99	1946	1.79	1.99	1083	1.99	1.69-2.98	425	2.05
Yogurt	Greek	4-6 oz	0.75-1.25	4285	.96	0.75-1.00	2621	.93	0.80-1.25	1692	.97
Yogurt	Greek	32 oz	3.99-5.99	982	4.99	3.50	214	3.50	1.00-3.00	238	2.00

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	1898	.50	0.45-0.50	1127	.50	0.39-0.60	1792	.46
Yogurt	Yogurt	32 oz	2.00-2.50	566	2.35				2.00-2.69	246	2.36

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 #	1.99-3.00	644	2.69	2.49-3.48	381	2.85	2.49-3.99	453	3.23
Cheese	Natural Varieties	8 oz block	1.49-3.00	1578	2.17	1.49-2.25	898	1.89	2.00-2.50	192	2.34
Cheese	Natural Varieties	1 # block	3.99	74	3.99						
Cheese	Natural Varieties	2 # block				5.99-7.99	373	6.89	5.99-7.99	350	6.34
Cheese	Natural Varieties	8 oz shred	1.48-3.00	2089	2.22	1.49-2.67	1533	2.17	2.00-2.67	427	2.48
Cheese	Natural Varieties	1 # shred				5.49	137	5.49			
Cottage cheese		16 oz	2.00-2.99	171	2.66	1.49-2.49	422	2.07	1.49	69	1.49
Cream cheese		8 oz	2.00	55	2.00	1.50	62	1.50	1.39-1.50	358	1.48
Flavored milk	All fat tests	gallon	1.99	141	1.99						
Ice cream		48-64oz	2.49-3.99	1392	3.33	2.49-3.99	1549	2.92	2.50-5.00	795	3.98
Milk	All fat tests	half gallon				2.49	137	2.49			
Milk	All fat tests	gallon	1.79-3.19	800	2.15	1.99-3.49	1062	2.51	2.50	289	2.50
Sour cream		16 oz	1.39-2.00	579	1.53	1.49-1.50	531	1.50	1.49-1.79	598	1.52
Yogurt	Greek	4-6 oz	0.69-1.29	1762	.93	0.88-1.00	1727	.99	0.88-1.25	953	.97
Yogurt	Greek	32 oz				2.50-4.48	199	3.86	3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.33-0.69	499	.50	0.45-0.50	474	.49	0.33-0.50	620	.43
Yogurt	Yogurt	32 oz				2.50	178	2.50	2.49	105	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 #				3.50-4.25	43	4.11
Cheese	Natural Varieties	8 oz block	3.49-3.50	34	3.50	2.50-3.50	7	2.93
Cheese	Natural Varieties	2 # block	5.49-8.99	9	7.32			
Cheese	Natural Varieties	8 oz shred	3.48-3.50	42	3.49	2.50-3.75	53	3.58
Cottage cheese		16 oz	2.69	6	2.69	2.79-2.99	54	2.89
Cream cheese		8 oz	1.79-2.00	23	1.81	2.50	3	2.50
Ice cream		48-64oz	4.49	11	4.49	3.25-7.99	201	4.38
Milk	All fat tests	gallon				4.88	3	4.88
Sour cream		16 oz	2.29	6	2.29	2.29-2.99	57	2.71
Yogurt	Greek	4-6 oz	0.80-1.25	6	.88	1.25-1.30	58	1.25
Yogurt	Yogurt	4-6 oz	0.60	2	.60	0.50-0.75	61	.72
Yogurt	Yogurt	32 oz				2.25	34	2.25



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 #	183	4.91	187	4.92	54	4.28
Cheese	Natural Varieties	8 oz block	522	3.68	365	3.99	395	3.82
Cheese	Natural Varieties	8 oz shred	162	2.99	84	3.99	395	3.17
Ice cream		48-64oz	639	5.53				
Milk	All fat tests	half gallon	2371	3.45	1502	3.42	4038	3.54
Milk	All fat tests	gallon	425	5.78	332	5.39		
Milk	All fat tests	8 oz UHT	342	1.00	105	1.00	1914	.85
Sour cream		16 oz	190	1.99	206	2.33		
Yogurt	Greek	4-6 oz	595	1.25	313	1.05	119	1.25
Yogurt	Greek	32 oz	118	3.00				
Yogurt	Yogurt	4-6 oz	147	1.00	315	1.12	71	.89
Yogurt	Yogurt	32 oz	69	3.50	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
Milk	All fat tests	half gallon	3.69-4.79	366	3.97	2.99-3.49	394	3.26	2.99-3.49	235	3.20
Milk	All fat tests	gallon	5.69	304	5.69						
Milk	All fat tests	8 oz UHT	0.99	156	.99				1.00	81	1.00
Yogurt	Yogurt	4-6 oz				1.00	84	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
Butter		1 #	4.99	114	4.99				4.79	69	4.79
Cheese	Natural Varieties	8 oz block	2.99	162	2.99	3.99	360	3.99			
Cheese	Natural Varieties	8 oz shred	2.99	162	2.99						
Ice cream		48-64oz	5.49	429	5.49	5.49-5.79	210	5.62			
Milk	All fat tests	half gallon	2.99	627	2.99	2.79-5.49	347	4.04	2.99-3.79	361	3.32
Milk	All fat tests	gallon	5.99	121	5.99						

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	121	1.99				1.99	69	1.99
Yogurt	Greek	4-6 oz	1.25	117	1.25	1.25	189	1.25	1.25	289	1.25
Yogurt	Greek	32 oz	3.00	118	3.00						
Yogurt	Yogurt	4-6 oz	0.99	63	.99						
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
Milk	All fat tests	half gallon	3.29	11	3.29	5.77-5.99	30	5.97

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