



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 08/14/2015 to 08/20/2015

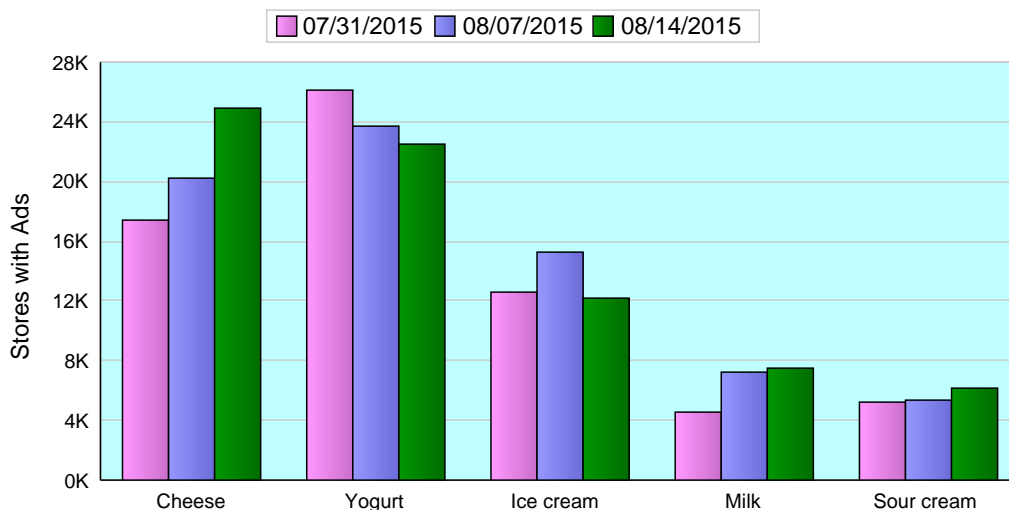
The 48-64 ounce ice cream ad volume is down 17%. The national weighted average advertised price for ice cream is \$3.11, 17 cents higher than the last week. This week, 4-6 ounce Greek yogurt is the most advertised dairy product; last week was ice cream. The conventional dairy ad volumes are similar to last week with minor price changes for most of the products.

The U.S. advertised price for 8 ounce cheese blocks averaged \$2.36, compared with \$2.56 a year ago, but up 7 cents from one week ago; 8 ounce shred cheese averaged \$2.35, compared with \$2.61 one year ago, but is 1 cent above a week ago. Conventional cheese ads increased 22% from the previous week.

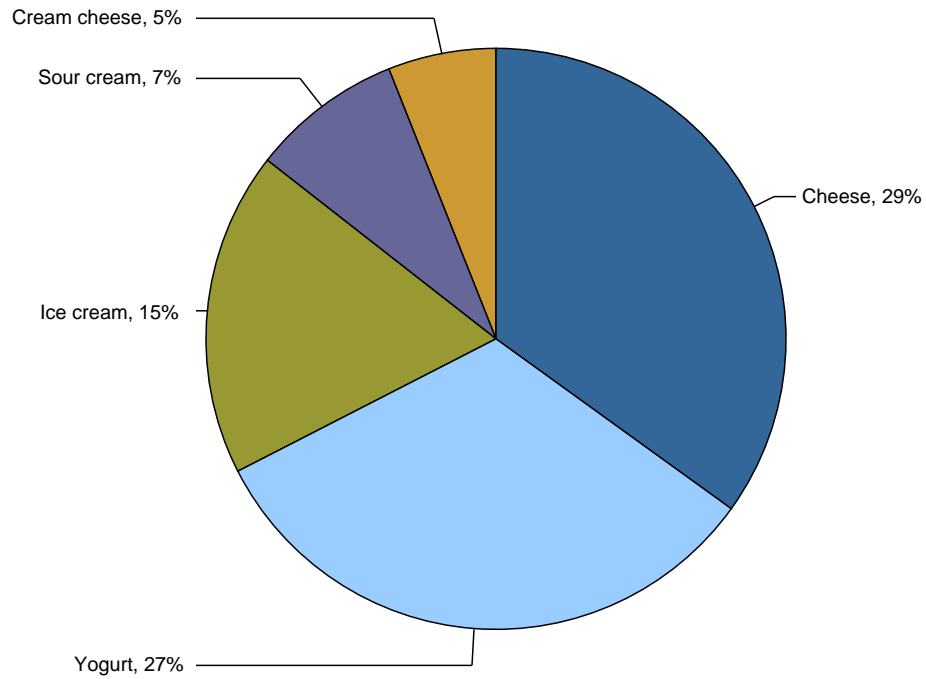
The average price of 4-6 ounce Greek yogurt is 92 cents, down 4 cents from last week and down 9 cents from a year ago. This week, yogurt in 4-6 ounce packages averaged 49 cents compared with 48 cents last week and 49 cents a year ago. Conventional yogurt ad numbers decreased 2% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.49. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.56 and the average for organic half gallon milk, \$4.05.

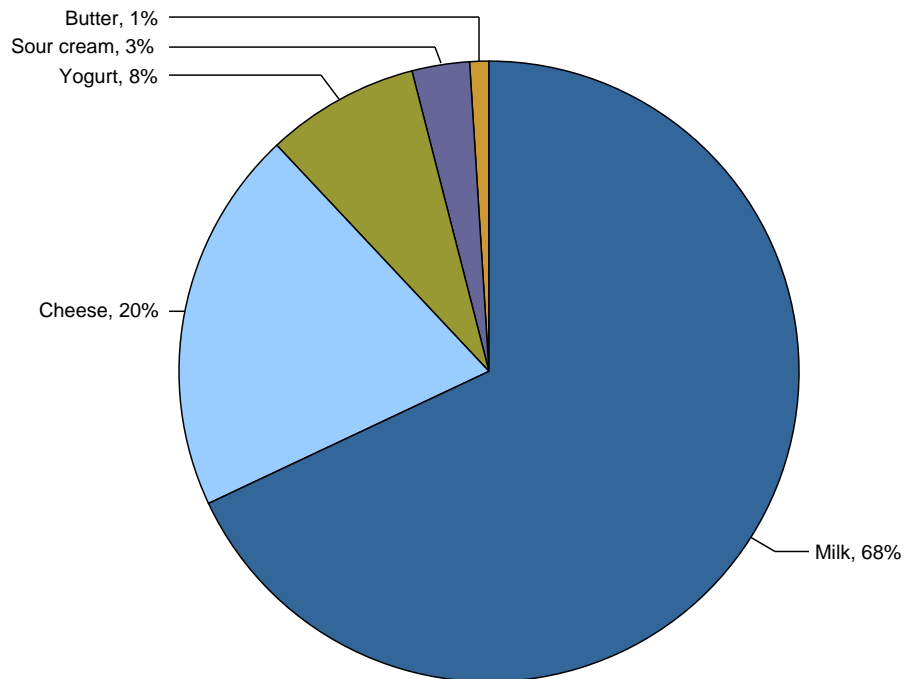
Top 5 Commodities Featured



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 #	3675	3.11	4267	2.96	2604	3.36
Cheese	Natural Varieties	8 oz block	8804	2.36	7488	2.29	8609	2.56
Cheese	Natural Varieties	1 # block	1016	3.11	798	4.12	858	4.30
Cheese	Natural Varieties	2 # block	927	6.33	804	6.21	370	6.79
Cheese	Natural Varieties	8 oz shred	11873	2.35	9910	2.34	9591	2.61
Cheese	Natural Varieties	1 # shred	1078	3.36	485	4.85	1442	3.90
Cottage cheese		16 oz	3081	1.96	2413	2.22	1810	2.05
Cream cheese		8 oz	4156	1.75	5334	1.75	5191	1.79
Flavored milk	All fat tests	half gallon	579	1.73	321	2.00	323	1.79
Flavored milk	All fat tests	gallon	11	3.49	194	2.20	321	4.74
Ice cream		48-64oz	12159	3.11	14685	2.94	12258	3.00
Milk	All fat tests	half gallon	1419	2.56	1066	2.42	128	1.99
Milk	All fat tests	gallon	1678	2.04	2995	2.50	2712	3.06
Sour cream		16 oz	6029	1.54	5225	1.77	5489	1.86
Yogurt	Greek	4-6 oz	13031	.92	13104	.96	11714	1.01
Yogurt	Greek	32 oz	1557	4.64	1807	4.15	1279	4.70
Yogurt	Yogurt	4-6 oz	5389	.49	6473	.48	5260	.49
Yogurt	Yogurt	32 oz	1853	2.61	1129	2.39	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 #	2.50-3.99	1202	3.19	2.97	1002	2.97	1.99-2.50	194	2.14
Cheese	Natural Varieties	8 oz block	1.49-3.49	2123	2.37	1.99-3.00	2952	2.59	1.50-2.99	1602	2.10
Cheese	Natural Varieties	1 # block	3.50	72	3.50	2.99	184	2.99	2.99	110	2.99
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2393	2.43	1.99-3.00	2238	2.39	1.49-2.99	3105	2.23
Cheese	Natural Varieties	1 # shred	3.99	108	3.99	2.99	184	2.99	2.99	110	2.99
Cottage cheese		16 oz	1.50-2.99	1051	2.23	1.00-2.50	1400	1.95	1.99	53	1.99
Cream cheese		8 oz	1.34-2.69	1300	1.77	1.00-2.39	1830	1.72	0.99-2.99	596	1.69
Flavored milk	All fat tests	half gallon				1.00	184	1.00	1.00-1.99	217	1.49
Ice cream		48-64oz	1.99-4.99	3304	2.89	2.50-3.99	2319	2.98	1.99-4.49	2167	3.14
Milk	All fat tests	half gallon	2.28-2.99	320	2.85	1.00-1.99	379	1.51	1.00-4.29	580	3.38
Milk	All fat tests	gallon	3.69	135	3.69				1.69-2.77	768	1.81
Sour cream		16 oz	1.49-2.00	1655	1.69	1.00-2.00	1982	1.54	1.00-2.00	480	1.49
Yogurt	Greek	4-6 oz	0.77-1.00	2679	.92	0.70-1.00	2001	.93	0.70-1.00	3275	.92
Yogurt	Greek	32 oz	3.99-5.99	944	4.94	5.00	214	5.00			
Yogurt	Yogurt	4-6 oz	0.33-0.75	1888	.51	0.50	1798	.50	0.40-0.50	447	.48
Yogurt	Yogurt	32 oz	1.99-2.49	377	2.28	2.50	1083	2.50	2.69	98	2.69

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
Butter		1 #	2.99-3.49	371	3.31				2.49-3.99	863	3.29
Cheese	Natural Varieties	8 oz block	1.69-2.99	1454	2.17	1.88-2.50	410	2.17	1.99-2.50	181	2.16
Cheese	Natural Varieties	1 # block	2.99-3.99	441	3.21	2.49	116	2.49	2.88	66	2.88
Cheese	Natural Varieties	2 # block	4.99	235	4.99	5.99-7.99	331	6.91	4.99-6.99	350	6.64
Cheese	Natural Varieties	8 oz shred	1.69-2.99	2792	2.37	1.88-2.67	861	2.35	1.99-2.67	416	2.40
Cheese	Natural Varieties	1 # shred	2.99	342	2.99	3.99	241	3.99	2.88	66	2.88
Cottage cheese		16 oz	1.00	210	1.00	0.99-2.50	298	1.89	1.25	66	1.25
Cream cheese		8 oz	1.49-2.99	297	1.86				1.39	69	1.39
Flavored milk	All fat tests	half gallon	2.50-3.29	178	2.77						
Ice cream		48-64oz	2.50-4.99	2072	3.27	1.99-3.99	1227	2.90	2.50-5.00	850	3.80
Milk	All fat tests	half gallon	1.59	74	1.59				0.99	66	.99
Milk	All fat tests	gallon	1.79-1.99	386	1.91	1.99-2.00	273	1.99	1.99	105	1.99
Sour cream		16 oz	1.00-1.79	839	1.32	1.00-1.50	268	1.33	1.25-1.79	719	1.50
Yogurt	Greek	4-6 oz	0.50-1.00	2873	.90	0.70-1.00	1181	.91	0.70-1.00	1017	.96
Yogurt	Greek	32 oz	3.69-4.29	225	3.89				3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.39-0.50	525	.44	0.50	167	.50	0.33-0.50	540	.45
Yogurt	Yogurt	32 oz							2.49-3.99	292	3.45

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 #	3.49-3.50	19	3.50	3.49	24	3.49
Cheese	Natural Varieties	8 oz block	1.99-2.50	17	2.32	2.50-4.25	65	3.62
Cheese	Natural Varieties	1 # block				4.99	27	4.99
Cheese	Natural Varieties	2 # block	7.99	11	7.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.50	25	2.70	2.50-3.50	43	3.09
Cheese	Natural Varieties	1 # shred				4.99	27	4.99
Cottage cheese		16 oz	2.98	3	2.98			
Cream cheese		8 oz	1.99	6	1.99	2.29-3.00	58	2.71
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.99-4.50	40	4.15	2.99-7.99	180	4.61
Milk	All fat tests	gallon	3.49	11	3.49			
Sour cream		16 oz	1.99-2.98	35	2.08	1.99-2.29	51	2.13
Yogurt	Greek	4-6 oz	1.00-1.25	5	1.15			
Yogurt	Yogurt	4-6 oz	0.60-0.80	24	.63			
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 #	69	4.79	183	4.91	54	4.28
Cheese	Natural Varieties	8 oz block	939	3.86	522	3.68	395	3.82
Cheese	Natural Varieties	8 oz shred	328	3.61	162	2.99	395	3.17
Flavored milk	All fat tests	half gallon					283	3.78
Ice cream		48-64oz			639	5.53		
Milk	All fat tests	half gallon	2651	4.05	2371	3.45	4038	3.54
Milk	All fat tests	gallon			425	5.78		
Milk	All fat tests	8 oz UHT	1727	.99	342	1.00	1914	.85
Sour cream		16 oz	183	1.99	190	1.99		
Yogurt	Greek	4-6 oz	392	1.18	595	1.25	119	1.25
Yogurt	Greek	32 oz			118	3.00		
Yogurt	Yogurt	4-6 oz	116	.97	147	1.00	71	.89
Yogurt	Yogurt	32 oz	11	4.39	69	3.50		

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 block	3.50-3.99	221	3.80						
Cheese	Natural Varieties	8 oz shred	3.50	84	3.50						
Milk	All fat tests	half gallon	3.99-4.29	337	4.22	3.49-4.49	1293	4.33			
Milk	All fat tests	8 oz UHT	0.99	156	.99	1.00	686	1.00	1.00	137	1.00
Yogurt	Greek	4-6 oz	1.00-1.25	215	1.14						
Yogurt	Yogurt	4-6 oz				0.95	53	.95			

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 #							4.79	69	4.79
Cheese	Natural Varieties	8 oz block	2.99-3.99	358	3.76	3.99	360	3.99			
Cheese	Natural Varieties	8 oz shred	2.99-3.99	244	3.65						
Milk	All fat tests	half gallon	2.50-4.29	613	3.37	4.29	174	4.29	3.50-4.29	234	3.83
Milk	All fat tests	8 oz UHT	1.00	433	1.00	0.80-1.00	210	.89	1.00	105	1.00
Sour cream		16 oz	1.99	114	1.99				1.99	69	1.99
Yogurt	Greek	4-6 oz				0.99	116	.99	1.69	61	1.69

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
Yogurt	Yogurt	4-6 oz	0.99	63	.99						

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	32 oz	4.39	11	4.39			

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