



Dairy Market News Branch

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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 08/21/2015 to 08/27/2015

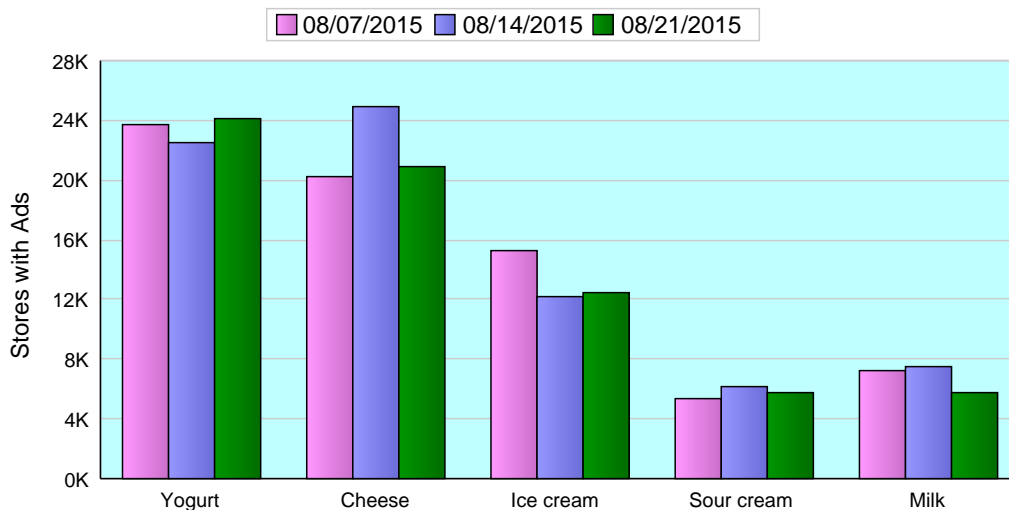
Dairy ad volumes decreased by 5% for conventional products. The ad volumes of butter, cottage cheese, cream cheese and sour cream are lower. This week, the national weighted average advertised price, and price change from last week are: 1 pound butter, \$2.98, down 13 cents; 16 ounce cottage cheese, \$1.92, down 4 cents and 8 ounce cream cheese, \$1.92, up 17 cents. Similar to last week, 4-6 ounce Greek yogurt is the most advertised dairy product with an increase of 16% in ad volume.

The average price of 4-6 ounce Greek yogurt is 96 cents, up 4 cents from last week, but down 5 cents from a year ago. This week, yogurt in 4-6 ounce packages averaged 49 cents, unchanged from last week, but up 1 cent from a year ago. Conventional yogurt ad numbers increased 8% from the previous week.

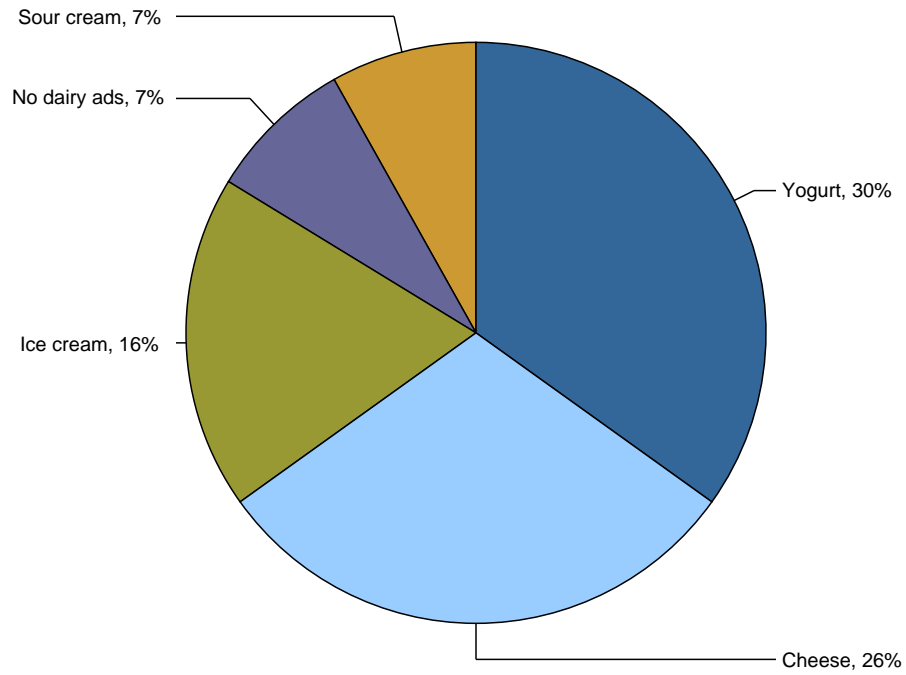
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.31, the same price as a year ago, but down 5 cents from one week ago; 8 ounce shred cheese averaged \$2.34, compared with \$2.42 one year ago, but down 1 cent from one week ago. Conventional cheese ads decreased 13% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.61. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.14 and the average for organic half gallon milk, \$3.75.

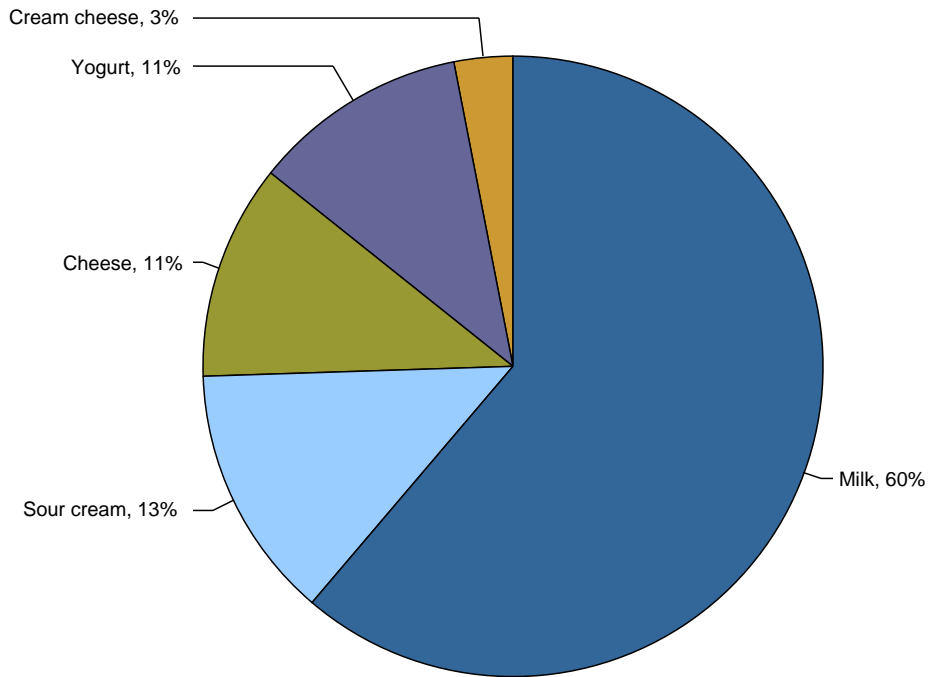
Top 5 Commodities Featured



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 #	3218	2.98	3675	3.11	1651	3.36
Cheese	Natural Varieties	8 oz block	8185	2.31	8804	2.36	3647	2.31
Cheese	Natural Varieties	1 # block	2763	3.42	1016	3.11	1111	4.26
Cheese	Natural Varieties	2 # block	98	6.08	927	6.33		
Cheese	Natural Varieties	8 oz shred	6664	2.34	11873	2.35	6170	2.42
Cheese	Natural Varieties	1 # shred	2781	3.45	1078	3.36	1408	3.64
Cottage cheese		16 oz	2575	1.92	3081	1.96	3821	1.81
Cream cheese		8 oz	2974	1.92	4156	1.75	4378	1.74
Flavored milk	All fat tests	half gallon	69	1.66	579	1.73	70	1.66
Flavored milk	All fat tests	gallon	106	2.99	11	3.49	251	5.23
Ice cream		48-64oz	12464	3.02	12159	3.11	12585	2.89
Milk	All fat tests	half gallon	1152	2.14	1419	2.56	528	1.79
Milk	All fat tests	gallon	2601	2.57	1678	2.04	3551	3.09
Sour cream		16 oz	5337	1.77	6029	1.54	4286	1.74
Yogurt	Greek	4-6 oz	15076	.96	13031	.92	15856	1.01
Yogurt	Greek	32 oz	1453	4.08	1557	4.64	80	3.00
Yogurt	Yogurt	4-6 oz	5278	.49	5389	.49	5468	.48
Yogurt	Yogurt	32 oz	1716	2.68	1853	2.61	287	2.51

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 #	2.49-3.99	1365	3.23	1.99-3.00	245	2.24	1.99-2.39	311	2.26
Cheese	Natural Varieties	8 oz block	1.47-2.99	2843	2.17	1.99-3.00	3370	2.62	1.50-2.50	1207	1.97
Cheese	Natural Varieties	1 # block	3.99	135	3.99	3.33	184	3.33	2.99-3.79	595	3.17
Cheese	Natural Varieties	8 oz shred	1.99-3.00	1879	2.30	1.99-3.00	2093	2.63	1.50-2.50	1091	1.96
Cheese	Natural Varieties	1 # shred				3.33	184	3.33	2.99-3.79	958	3.29
Cottage cheese		16 oz	1.88-2.50	1211	2.23	2.50	62	2.50	1.00-2.39	670	1.51
Cream cheese		8 oz	1.00-2.50	1678	1.83	2.00	502	2.00	0.98	119	.98
Flavored milk	All fat tests	half gallon							1.66	69	1.66
Flavored milk	All fat tests	gallon							2.99	106	2.99
Ice cream		48-64oz	1.88-4.99	4575	3.03	2.39-3.50	2431	2.94	1.79-3.99	2150	2.97
Milk	All fat tests	half gallon	1.89	135	1.89	1.00	184	1.00	1.00-2.95	767	2.55
Milk	All fat tests	gallon	3.69	137	3.69	2.50	1083	2.50	2.77	122	2.77
Sour cream		16 oz	1.29-2.50	2612	1.82	1.99-2.50	1296	2.08	1.00-1.99	699	1.24
Yogurt	Greek	4-6 oz	0.80-1.25	3758	1.05	0.89-1.25	2487	1.00	0.70-1.00	3051	.87
Yogurt	Greek	32 oz	3.99-4.99	511	4.40				3.69-4.99	768	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.60	2089	.50	0.50	1358	.50	0.39-0.50	884	.43

Wtd Avg - Simple weighted average



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	2.79	62	2.79	2.50-3.79	1297	2.71	1.99	119	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 #	1.99-2.99	493	2.56	2.99-3.48	381	3.17	2.99-3.99	394	3.26
Cheese	Natural Varieties	8 oz block	1.49-2.50	399	1.90	1.88-2.50	237	2.34	1.99	105	1.99
Cheese	Natural Varieties	1 # block	2.77-3.99	705	3.31	2.77-4.99	588	4.35	2.49-2.99	545	2.71
Cheese	Natural Varieties	2 # block				5.99	90	5.99			
Cheese	Natural Varieties	8 oz shred	1.67-2.98	838	2.09	1.99-3.00	315	2.43	1.99-2.50	394	2.36
Cheese	Natural Varieties	1 # shred	2.77-3.99	495	3.54	2.77-4.99	588	4.35	2.49-2.99	545	2.71
Cottage cheese		16 oz	1.69-2.00	235	1.84	1.50-1.69	307	1.65	1.25	66	1.25
Cream cheese		8 oz	1.49-2.50	304	1.99	2.50	244	2.50	2.50	69	2.50
Ice cream		48-64oz	2.00-4.50	1148	3.00	2.00-3.99	1454	2.95	2.50-4.99	548	3.30
Milk	All fat tests	half gallon							0.99	66	.99
Milk	All fat tests	gallon	1.99-3.29	353	2.76	1.99-2.98	617	2.32	2.50	289	2.50
Sour cream		16 oz	1.50-1.79	186	1.61	1.29-1.89	304	1.77	0.99-1.49	240	1.28
Yogurt	Greek	4-6 oz	0.77-1.00	1996	.93	0.80-1.00	2381	.94	0.70-1.00	1318	.95
Yogurt	Greek	32 oz							3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.50	129	.50	0.39-0.50	594	.45	0.60	105	.60
Yogurt	Yogurt	32 oz							2.00-3.99	232	2.79

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	2	3.50	5.99	27	5.99
Cheese	Natural Varieties	8 oz block				2.50	24	2.50
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	2 # block	6.99-7.49	8	7.12			
Cheese	Natural Varieties	8 oz shred				2.50-3.49	54	3.01
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz				2.69	24	2.69
Cream cheese		8 oz				1.99-2.25	58	2.14
Ice cream		48-64oz	3.99-4.99	36	4.24	2.75-5.99	122	4.38
Yogurt	Greek	4-6 oz	1.00-1.25	23	1.02	0.95-1.70	62	1.27
Yogurt	Yogurt	4-6 oz	0.60-1.33	31	1.26	0.60-0.79	88	.66
Yogurt	Yogurt	32 oz	3.28	3	3.28	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	69	4.79	169	4.99
Cheese	Natural Varieties	8 oz block	365	3.99	939	3.86		
Cheese	Natural Varieties	8 oz shred			328	3.61		
Cream cheese		8 oz	84	2.50				
Milk	All fat tests	half gallon	727	3.75	2651	4.05	2502	3.34
Milk	All fat tests	gallon	586	6.36				
Milk	All fat tests	8 oz UHT	651	.83	1727	.99	4344	1.00
Sour cream		16 oz	434	1.99	183	1.99		
Yogurt	Greek	4-6 oz	284	1.13	392	1.18	811	1.24
Yogurt	Yogurt	4-6 oz	72	1.00	116	.97	184	1.25
Yogurt	Yogurt	32 oz			11	4.39	680	2.82

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
Cream cheese		8 oz	2.50	84	2.50						
Milk	All fat tests	half gallon	3.99	134	3.99				2.99	137	2.99
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT							0.80	137	.80
Yogurt	Greek	4-6 oz	1.00-1.25	284	1.13						
Yogurt	Yogurt	4-6 oz	1.00	72	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 #							4.79	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	3.49	78	3.49	3.49-4.99	257	4.46	2.99	121	2.99
Milk	All fat tests	gallon	5.99	121	5.99	5.99-6.98	381	6.35			
Milk	All fat tests	8 oz UHT	0.80	78	.80	0.80	331	.80	1.00	105	1.00
Sour cream		16 oz	1.99	121	1.99	1.99	244	1.99	1.99	69	1.99



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

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