



## 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](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 08/28/2015 to 09/03/2015

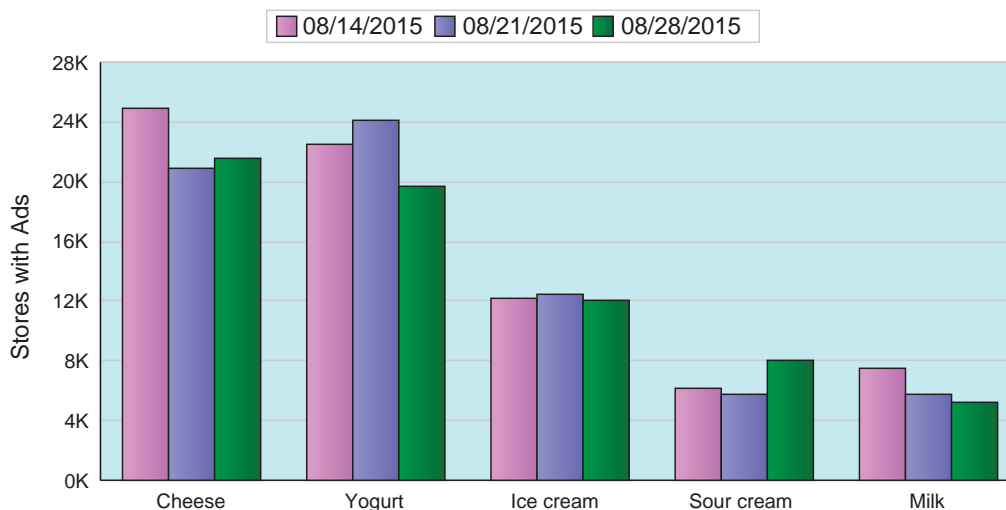
Conventional dairy ad volumes are steady with last week. The price for 1 pound butter increased 18 cents to \$3.16, and butter ads increased 53% from last week. The price for ice cream 48-64 ounce increased 10 cents to \$3.12. Ice cream was the most advertised dairy item followed by Greek 4-6 ounce yogurt and cheese 8 ounce shred.

The average price of 4-6 ounce Greek yogurt is 96 cents, unchanged from last week, but down 5 cents from a year ago. Yogurt in 4-6 ounce packages averaged 55 cents, up 6 cents from last week and up 7 cents from a year ago. Conventional yogurt ad numbers decreased 21% from the previous week.

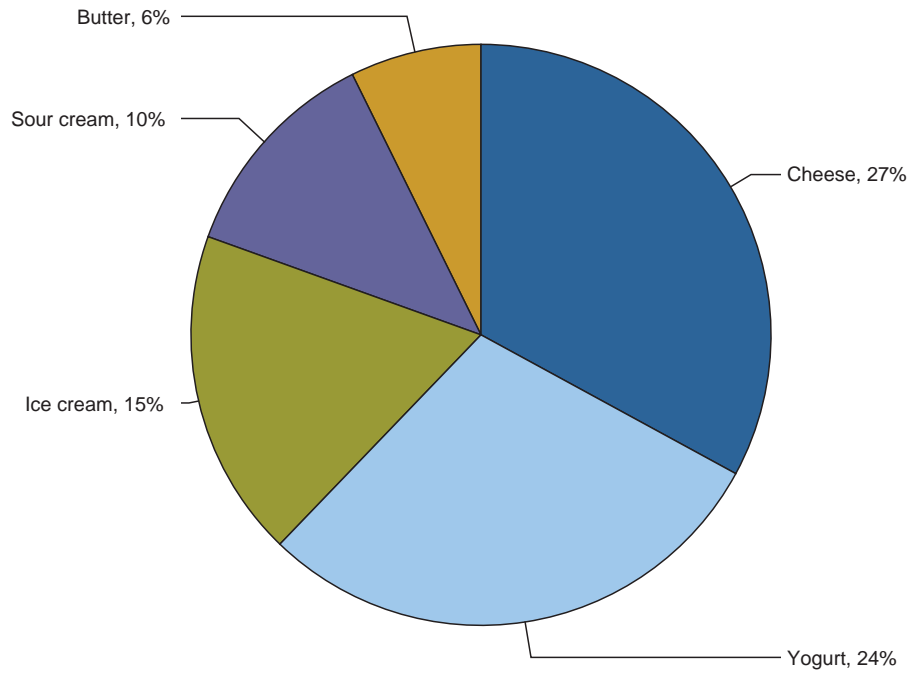
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.34, up 3 cents from both a week ago and a year ago; 8 ounce shred cheese averaged \$2.46, up 12 cents from one week ago and up 4 cents from one year ago. Conventional cheese ads increased 3% from the previous week.

Organic - conventional half gallon milk has a price spread of \$1.91. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.96 and the average for organic half gallon milk, \$3.87. Organic dairy ad volumes for all items grew 55%.

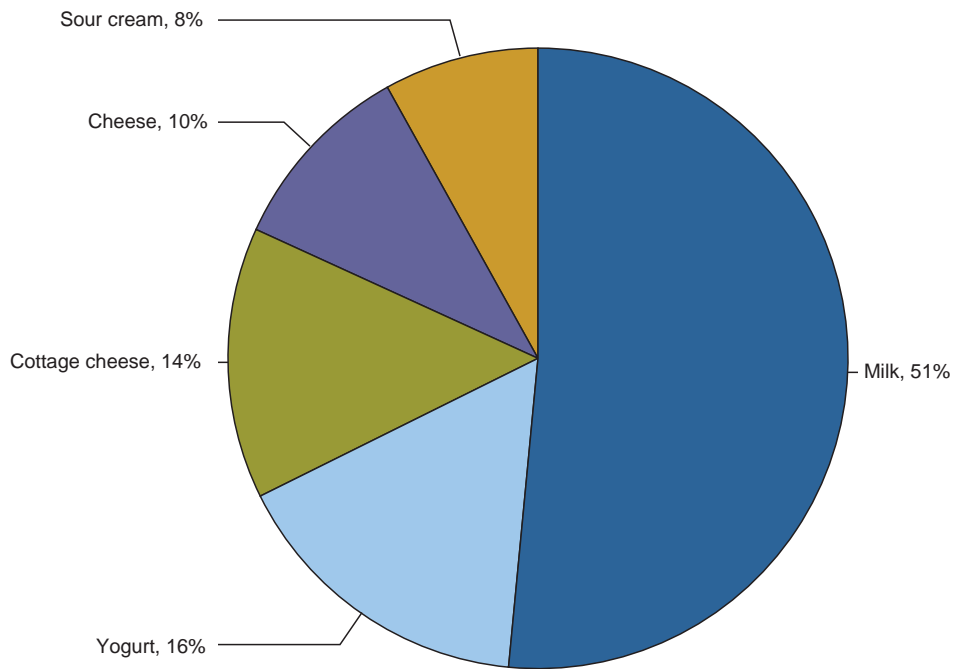
Top 5 Commodities Featured



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 #	4934	3.16	3218	2.98	1651	3.36
Cheese	Natural Varieties	8 oz block	6981	2.34	8185	2.31	3647	2.31
Cheese	Natural Varieties	1 # block	2856	3.37	2763	3.42	1111	4.26
Cheese	Natural Varieties	2 # block	340	7.55	98	6.08		
Cheese	Natural Varieties	8 oz shred	7910	2.46	6664	2.34	6170	2.42
Cheese	Natural Varieties	1 # shred	2923	3.26	2781	3.45	1408	3.64
Cottage cheese		16 oz	3319	1.95	2575	1.92	3821	1.81
Cream cheese		8 oz	3679	1.89	2974	1.92	4378	1.74
Flavored milk	All fat tests	half gallon	143	2.00	69	1.66	70	1.66
Flavored milk	All fat tests	gallon	351	1.99	106	2.99	251	5.23
Ice cream		48-64oz	12084	3.12	12464	3.02	12585	2.89
Milk	All fat tests	half gallon	879	1.96	1152	2.14	528	1.79
Milk	All fat tests	gallon	1757	2.51	2601	2.57	3551	3.09
Sour cream		16 oz	7595	1.71	5337	1.77	4286	1.74
Yogurt	Greek	4-6 oz	11377	.96	15076	.96	15856	1.01
Yogurt	Greek	32 oz	1482	3.98	1453	4.08	80	3.00
Yogurt	Yogurt	4-6 oz	4403	.55	5278	.49	5468	.48
Yogurt	Yogurt	32 oz	1518	2.21	1716	2.68	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 #	2.50-4.99	1547	3.44	2.50-3.00	1297	2.92	1.99	180	1.99
Cheese	Natural Varieties	8 oz block	1.79-3.50	2752	2.42	1.99-2.50	1785	2.35	1.99-2.50	1154	2.09
Cheese	Natural Varieties	1 # block	3.49-3.99	462	3.84	2.99	184	2.99	2.99-3.99	634	3.40
Cheese	Natural Varieties	8 oz shred	1.88-3.69	2681	2.36	1.99-3.50	2015	2.87	1.99-2.50	996	2.16
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99	184	2.99	2.99-3.99	1206	3.35
Cottage cheese		16 oz	1.66-3.00	1567	2.23	2.00	214	2.00	1.00-2.00	566	1.76
Cream cheese		8 oz	1.49-2.50	1989	1.93	1.50	214	1.50	1.00-2.29	645	1.73
Flavored milk	All fat tests	half gallon							1.50	119	1.50
Ice cream		48-64oz	1.99-4.99	3683	3.14	2.39-3.99	3280	3.03	2.50-3.99	1749	3.10
Milk	All fat tests	half gallon							1.00-2.99	656	2.19
Milk	All fat tests	gallon	2.99-3.69	209	3.45	2.50	62	2.50	1.79-2.98	253	2.56
Sour cream		16 oz	1.29-2.50	2818	1.87	1.00-2.00	1982	1.79	1.00-2.00	1160	1.58
Yogurt	Greek	4-6 oz	0.88-1.25	3226	1.02	0.80-1.00	2378	.91	0.80-1.00	2184	.95
Yogurt	Greek	32 oz	3.99-5.00	734	4.18				3.50-4.68	393	4.04
Yogurt	Yogurt	4-6 oz	0.44-0.50	1558	.49	0.50-1.25	515	.90	0.39-1.00	1271	.44
Yogurt	Yogurt	32 oz	1.89-2.69	737	2.22	1.89	227	1.89	2.39	81	2.39

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 #	1.59-2.99	646	2.83	2.79-3.99	813	3.26	3.50-3.99	394	3.63
Cheese	Natural Varieties	8 oz block	1.67-2.99	368	2.10	1.66-3.00	497	2.18	1.67-3.00	419	2.78
Cheese	Natural Varieties	1 # block	2.99-3.99	513	3.31	2.88-3.99	796	3.30	2.99	256	2.99
Cheese	Natural Varieties	2 # block							6.99	289	6.99
Cheese	Natural Varieties	8 oz shred	1.67-2.99	860	2.21	1.66-3.00	905	2.22	1.67-3.00	419	2.78
Cheese	Natural Varieties	1 # shred	2.99-3.99	513	3.31	2.88-3.49	629	3.11	2.99	256	2.99
Cottage cheese		16 oz	1.00-1.69	422	1.18	1.49-2.49	284	2.08	1.00-1.50	187	1.18
Cream cheese		8 oz	1.00-2.29	362	1.26	1.50-2.99	303	2.69	1.99-2.50	138	2.25
Flavored milk	All fat tests	gallon	1.99	351	1.99						
Ice cream		48-64oz	2.50-3.99	1177	3.24	1.99-3.99	1533	3.05	2.99-3.99	602	3.30
Milk	All fat tests	half gallon	1.00	78	1.00				0.99	121	.99
Milk	All fat tests	gallon	1.79-2.98	576	2.06	1.99-2.98	588	2.51	3.29	69	3.29
Sour cream		16 oz	1.00-1.79	639	1.31	1.00-1.99	571	1.52	1.00-1.50	397	1.34
Yogurt	Greek	4-6 oz	0.75-1.00	1076	.91	0.75-1.00	1351	.93	0.83-1.00	1080	.95
Yogurt	Greek	32 oz				3.50	178	3.50	3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.50	136	.50	0.40-0.88	351	.73	0.50-0.60	455	.52
Yogurt	Yogurt	32 oz	1.89-2.50	368	2.25				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 #	3.50-4.00	23	3.96	4.00	34	4.00
Cheese	Natural Varieties	8 oz block	2.50	6	2.50			
Cheese	Natural Varieties	1 # block	4.99	11	4.99			
Cheese	Natural Varieties	2 # block	5.99-12.98	51	10.71			
Cheese	Natural Varieties	8 oz shred	2.50-3.48	34	3.31			
Cottage cheese		16 oz	3.28	28	3.28	2.79-2.99	51	2.90
Cream cheese		8 oz	2.98	28	2.98			
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	3.99-4.99	36	4.14	3.50	24	3.50
Milk	All fat tests	half gallon				3.79	24	3.79
Sour cream		16 oz	3.28	28	3.28			
Yogurt	Greek	4-6 oz	1.25-1.48	31	1.46	1.19-1.25	51	1.22
Yogurt	Greek	32 oz				5.99	3	5.99
Yogurt	Yogurt	4-6 oz	0.50-1.00	56	.75	0.69-0.80	61	.75

## 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	527	3.67	365	3.99		
Cottage cheese		16 oz	693	2.99				
Cream cheese		8 oz			84	2.50		
Milk	All fat tests	half gallon	1253	3.87	727	3.75	2502	3.34
Milk	All fat tests	gallon	502	6.26	586	6.36		
Milk	All fat tests	8 oz UHT	831	1.00	651	.83	4344	1.00
Sour cream		16 oz	404	2.53	434	1.99		
Yogurt	Greek	4-6 oz	117	1.25	284	1.13	811	1.24
Yogurt	Greek	32 oz					125	4.82
Yogurt	Yogurt	4-6 oz	614	1.01	72	1.00	184	1.25
Yogurt	Yogurt	32 oz	69	3.50			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
Cottage cheese		16 oz				3.00	214	3.00			
Milk	All fat tests	half gallon				3.99	619	3.99	4.29	137	4.29
Milk	All fat tests	8 oz UHT	1.00	605	1.00						
Sour cream		16 oz				3.00	214	3.00			
Yogurt	Greek	4-6 oz				1.25	117	1.25			
Yogurt	Yogurt	4-6 oz	0.85-1.00	363	.98	0.75	84	.75			

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	527	3.67			
Cottage cheese		16 oz	2.99	235	2.99	2.99	244	2.99			
Milk	All fat tests	half gallon	2.99-4.49	310	3.37				3.99	187	3.99
Milk	All fat tests	gallon	5.99	121	5.99	5.99-6.98	381	6.35			
Milk	All fat tests	8 oz UHT	1.00	121	1.00				1.00	105	1.00
Sour cream		16 oz	1.99	121	1.99				1.99	69	1.99
Yogurt	Yogurt	4-6 oz				1.20	167	1.20			
Yogurt	Yogurt	32 oz							3.50	69	3.50

Wtd Avg - Simple weighted average



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