



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/04/2015 to 09/10/2015

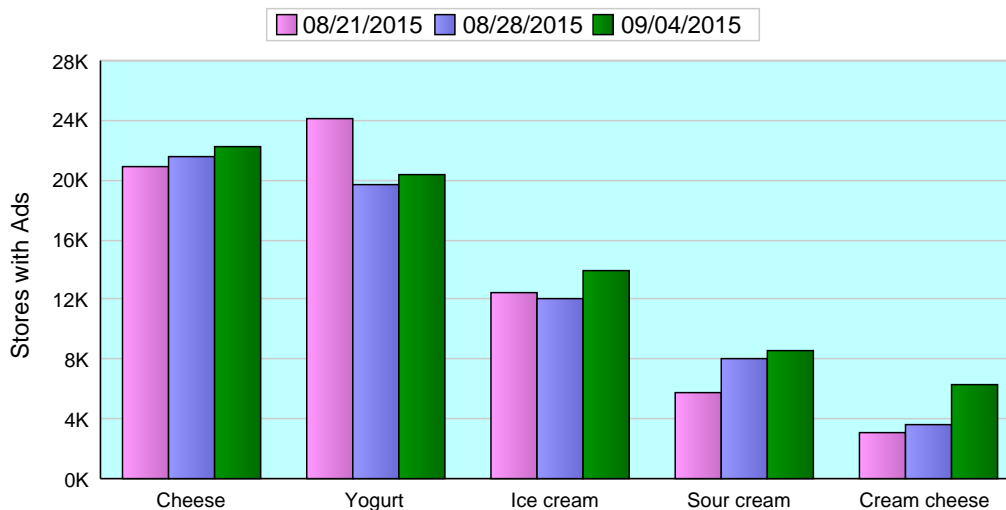
The volume of conventional dairy ads is 9% higher from last week as the Labor Day holiday weekend approaches. The ad volume for 8 ounce cream cheese is up 72% and the national weighted average advertised price is \$1.82 for this week. For other Labor Day holiday favorites, the change in ad volume, national weighted average advertised price, and price change from last week are: 1 pound butter, +15%, \$2.95, down 21 cents; 16 ounce cottage cheese, +24%, \$1.82, down 13 cents; and 16 ounce sour cream, +10%, \$1.62, down 9 cents.

The average price of 4-6 ounce Greek yogurt is 96 cents, unchanged from last week, but 4 cents lower from a year ago. Yogurt in 4-6 ounce packages averaged 52 cents, down 3 cents from last week but up 2 cents from a year ago. Conventional yogurt ad numbers increased 7% from the previous week.

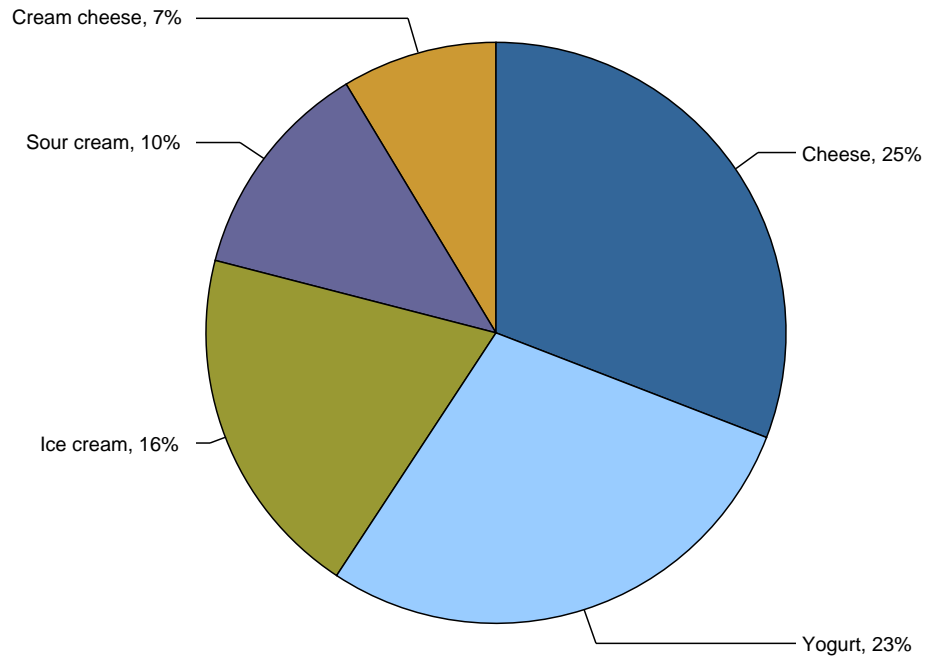
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.14, down 20 cents from a week ago and 25 cents from a year ago; 8 ounce shred cheese averaged \$2.26, down 20 cents from one week ago and 14 cents from one year ago. Conventional cheese ads increased 1% from the previous week.

Organic - conventional half gallon milk has a price spread of \$2.91. This is the highest spread reported in the current year. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.58 and the average for organic half-gallon milk, \$4.49. Organic dairy ad volumes for all items fell 6%.

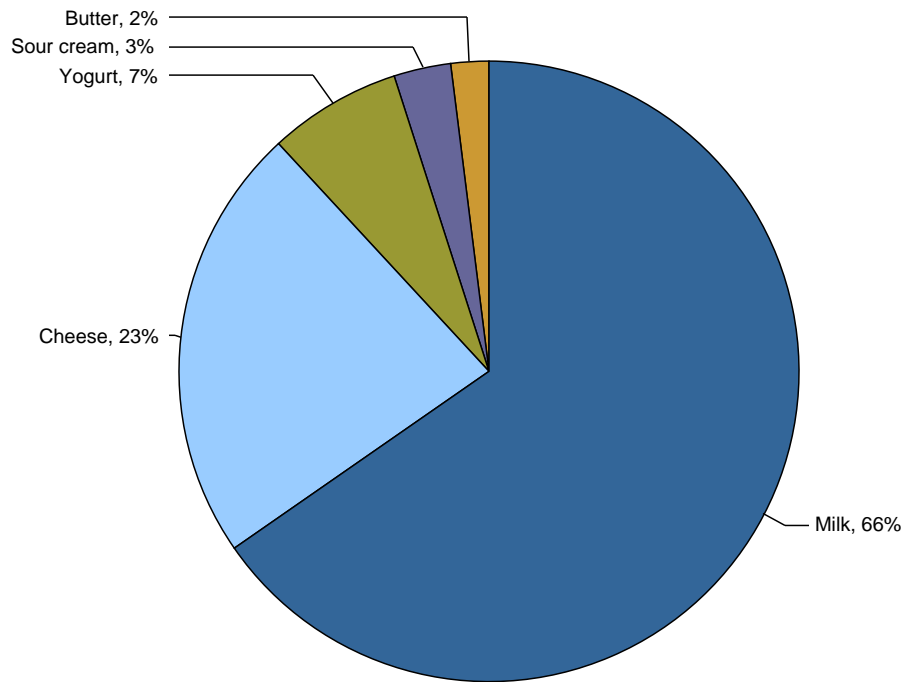
Top 5 Commodities Featured



### 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 #	5665	2.95	4934	3.16	5585	3.59
Cheese	Natural Varieties	8 oz block	9502	2.14	6981	2.34	6387	2.39
Cheese	Natural Varieties	1 # block	946	2.80	2856	3.37	537	4.02
Cheese	Natural Varieties	2 # block	478	6.00	340	7.55	1820	7.86
Cheese	Natural Varieties	8 oz shred	9465	2.26	7910	2.46	8250	2.40
Cheese	Natural Varieties	1 # shred	815	2.77	2923	3.26	598	3.61
Cottage cheese		16 oz	4099	1.82	3319	1.95	1186	2.29
Cream cheese		8 oz	6330	1.82	3679	1.89	10784	1.79
Flavored milk	All fat tests	half gallon	119	1.75	143	2.00	201	3.50
Flavored milk	All fat tests	gallon			351	1.99	419	4.33
Ice cream		48-64oz	13993	2.99	12084	3.12	16831	2.98
Milk	All fat tests	half gallon	564	1.58	879	1.96	202	1.89
Milk	All fat tests	gallon	876	2.46	1757	2.51	2164	2.96
Sour cream		16 oz	8382	1.62	7595	1.71	10001	1.70
Yogurt	Greek	4-6 oz	10818	.96	11377	.96	11198	1.00
Yogurt	Greek	32 oz	3462	4.61	1482	3.98	1703	4.37
Yogurt	Yogurt	4-6 oz	4305	.52	4403	.55	2948	.50
Yogurt	Yogurt	32 oz	1465	2.01	1518	2.21	284	2.72

## 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	1094	3.13	2.50-3.00	1267	2.93	2.50-2.79	761	2.54
Cheese	Natural Varieties	8 oz block	1.69-3.50	3046	2.21	1.66-2.99	2215	2.13	1.67-2.50	1495	2.01
Cheese	Natural Varieties	1 # block							1.99-2.99	405	2.69
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1295	2.10	1.66-2.99	2515	2.28	1.49-2.79	1265	2.07
Cheese	Natural Varieties	1 # shred							1.99-2.99	348	2.64
Cottage cheese		16 oz	1.99-2.50	887	2.09	1.00-2.00	981	1.81	1.00-2.50	647	1.64
Cream cheese		8 oz	1.33-2.49	2550	1.82	1.49-2.49	722	2.01	0.99-2.00	728	1.67
Flavored milk	All fat tests	half gallon							1.75	119	1.75
Ice cream		48-64oz	1.77-3.99	4143	2.64	1.99-3.99	3084	3.17	1.99-3.99	1446	2.95
Milk	All fat tests	half gallon							1.00-1.75	344	1.26
Milk	All fat tests	gallon	2.50	100	2.50				1.99-2.77	295	2.51
Sour cream		16 oz	1.29-2.50	2227	1.67	1.50-2.00	2013	1.71	0.88-2.00	1338	1.37
Yogurt	Greek	4-6 oz	0.69-1.25	4406	.98	0.75-1.00	1585	.96	0.80-1.00	1485	.96
Yogurt	Greek	32 oz	3.99-5.99	567	5.08	3.99-4.99	1377	4.52	3.99-5.00	440	4.40
Yogurt	Yogurt	4-6 oz	0.40-0.53	1284	.50	0.50	184	.50	0.39-0.60	1065	.51
Yogurt	Yogurt	32 oz	1.89-2.50	462	2.16	1.89	227	1.89	1.89-1.99	707	1.91

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 #	2.29-2.50	789	2.46	2.50-3.99	1321	3.20	2.50-3.99	361	3.30
Cheese	Natural Varieties	8 oz block	1.50-2.88	1606	2.10	1.50-3.00	935	2.19	1.67-1.99	138	1.83
Cheese	Natural Varieties	1 # block	2.99	74	2.99	3.49	178	3.49	2.50	289	2.50
Cheese	Natural Varieties	2 # block	5.49	121	5.49	5.99	90	5.99	4.99-6.99	265	6.22
Cheese	Natural Varieties	8 oz shred	1.49-2.99	2086	2.18	1.50-3.00	1473	2.33	1.67-3.50	764	2.78
Cheese	Natural Varieties	1 # shred				3.49	178	3.49	2.50	289	2.50
Cottage cheese		16 oz	1.00-2.50	529	1.48	1.49-2.00	743	1.84	1.50-2.39	301	1.97
Cream cheese		8 oz	1.49-2.39	840	1.86	1.49-1.99	741	1.72	1.50-2.49	666	1.73
Ice cream		48-64oz	1.99-3.99	2076	2.97	1.97-3.99	2135	2.92	2.50-5.00	897	3.79
Milk	All fat tests	half gallon	0.99	99	.99				2.99	121	2.99
Milk	All fat tests	gallon	1.79-1.99	272	1.88	2.98	137	2.98	3.29	69	3.29
Sour cream		16 oz	1.00-2.00	1097	1.55	0.99-2.00	1205	1.58	1.50-2.00	406	1.79
Yogurt	Greek	4-6 oz	0.50-1.00	1158	.88	0.87-1.00	1558	.99	0.88-1.00	593	.93
Yogurt	Greek	32 oz	3.99-4.99	429	4.48	3.99-4.99	451	4.52	3.50-5.99	171	4.46
Yogurt	Yogurt	4-6 oz	0.50-0.60	414	.52	0.50-0.60	841	.53	0.50-0.89	483	.57
Yogurt	Yogurt	32 oz							2.50	69	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 #	3.49-3.50	8	3.49	3.77-4.49	64	4.19
Cheese	Natural Varieties	8 oz block	3.00	6	3.00	2.50-3.25	61	2.94
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	3.00	6	3.00	2.50-3.25	61	2.94
Cottage cheese		16 oz	2.50-2.99	8	2.87	2.69	3	2.69
Cream cheese		8 oz	1.69-2.50	22	2.02	2.25-3.00	61	2.68
Ice cream		48-64oz	3.00-4.00	41	3.85	2.99-7.99	171	4.84
Milk	All fat tests	gallon				4.88	3	4.88
Sour cream		16 oz	2.48-2.79	11	2.65	1.99-2.59	85	2.31
Yogurt	Greek	4-6 oz	0.99	6	.99	1.25	27	1.25
Yogurt	Greek	32 oz				6.79	27	6.79
Yogurt	Yogurt	4-6 oz	0.60-1.00	4	.80	0.50-0.60	30	.59

## 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

Wtd Avg - Simple weighted average



Butter		1 #	114	4.99	69	4.79	169	4.99
Cheese	Natural Varieties	8 oz block	1077	3.85	527	3.67	943	3.99
Cottage cheese		16 oz			693	2.99		
Milk	All fat tests	half gallon	2516	4.49	1253	3.87	2328	3.45
Milk	All fat tests	gallon	363	6.16	502	6.26	98	6.00
Milk	All fat tests	8 oz UHT	267	1.00	831	1.00	1676	1.03
Sour cream		16 oz	121	2.19	404	2.53		
Yogurt	Greek	4-6 oz	114	.75	117	1.25		
Yogurt	Yogurt	4-6 oz	63	3.89	614	1.01	361	1.00
Yogurt	Yogurt	32 oz	137	3.49	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
Milk	All fat tests	half gallon	3.99-4.99	329	4.52	3.79-4.89	1293	4.71	4.29-4.99	464	4.47

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						
Cheese	Natural Varieties	8 oz block	3.89-3.99	184	3.96	3.99	604	3.99	3.50	289	3.50
Milk	All fat tests	half gallon	2.99	141	2.99	3.99	241	3.99			
Milk	All fat tests	gallon	5.99	121	5.99	6.98	137	6.98	5.29	105	5.29
Milk	All fat tests	8 oz UHT	1.00	162	1.00				1.00	105	1.00
Sour cream		16 oz	2.19	121	2.19						
Yogurt	Greek	4-6 oz	0.75	114	.75						
Yogurt	Yogurt	4-6 oz	3.89	63	3.89						
Yogurt	Yogurt	32 oz				3.49	137	3.49			

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
Milk	All fat tests	half gallon	3.29	11	3.29	5.89-6.29	37	6.26

### REGIONAL DEFINITIONS

As used in this report, regions include the following states:

Wtd Avg - Simple weighted average



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