



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

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/18/2015 to 09/24/2015

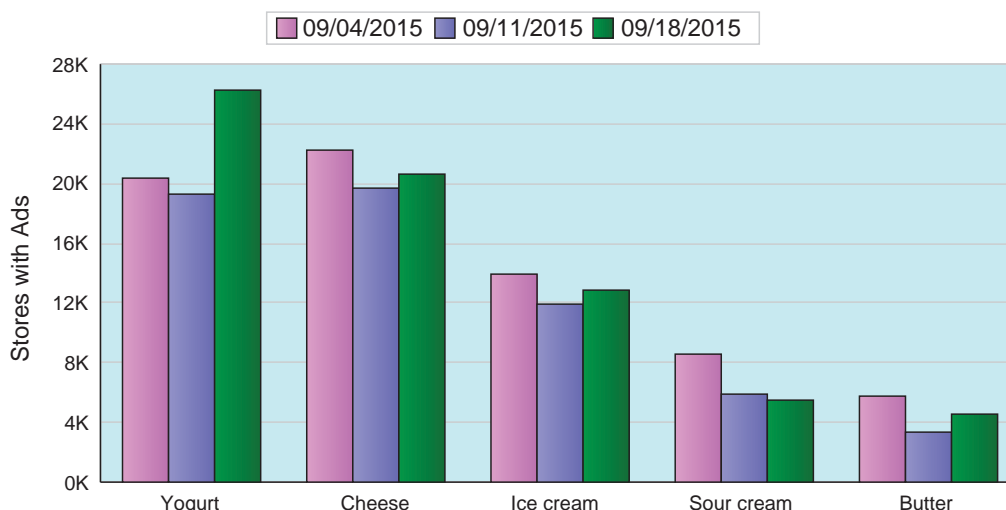
Conventional dairy ad volumes increased by 5%. Yogurt produced the largest volume of ads, followed by cheese and ice cream. Milk ads decreased 50% for conventional and decreased 35% for organic. However, ads for flavored half gallon milk increased 86%. Butter ads increased by 27%. The price for conventional 1 pound butter was \$3.40, up 43 cents from last week, but down 2 cents from last year. Ice cream 48-64 ounce ads increased 10%.

The average price of 4-6 ounce Greek yogurt is 95 cents, unchanged from both last week and a year ago. Yogurt in 4-6 ounce packages averaged 51 cents, up 3 cents from last week and up 4 cents from a year ago. Conventional yogurt ad numbers increased 36% from the previous week.

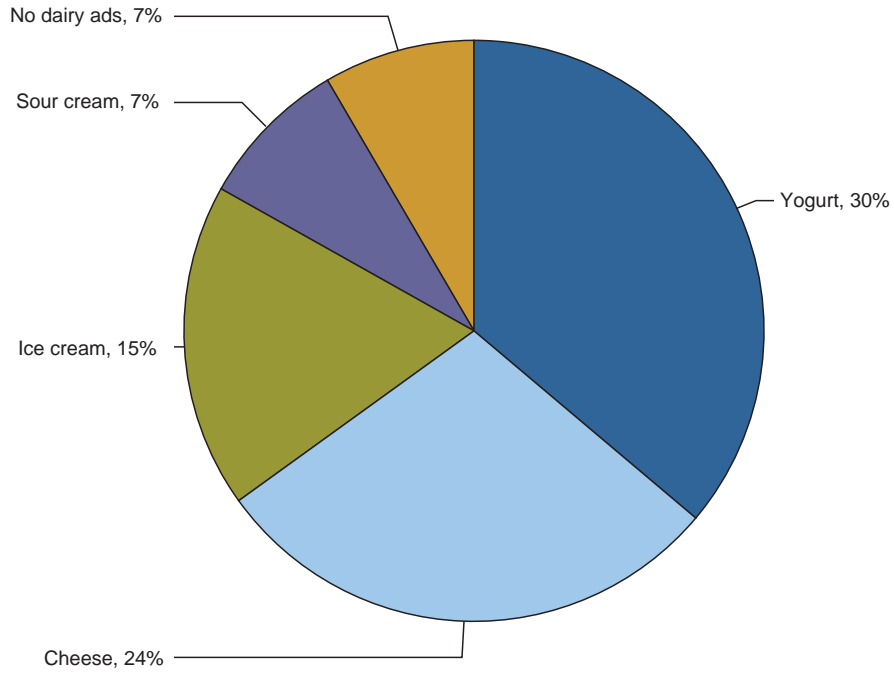
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.29, up 8 cents from last week, but down 22 cents from a year ago; 8 ounce shred cheese averaged \$2.38, up 11 cents from one week ago, but down 14 cents from one year ago. Conventional cheese ads increased 2% from the previous week.

Organic - conventional half gallon milk has a price spread of \$2.01. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.79, and the average for organic half gallon milk, \$3.80. Organic dairy ad volumes for all items increased 5%.

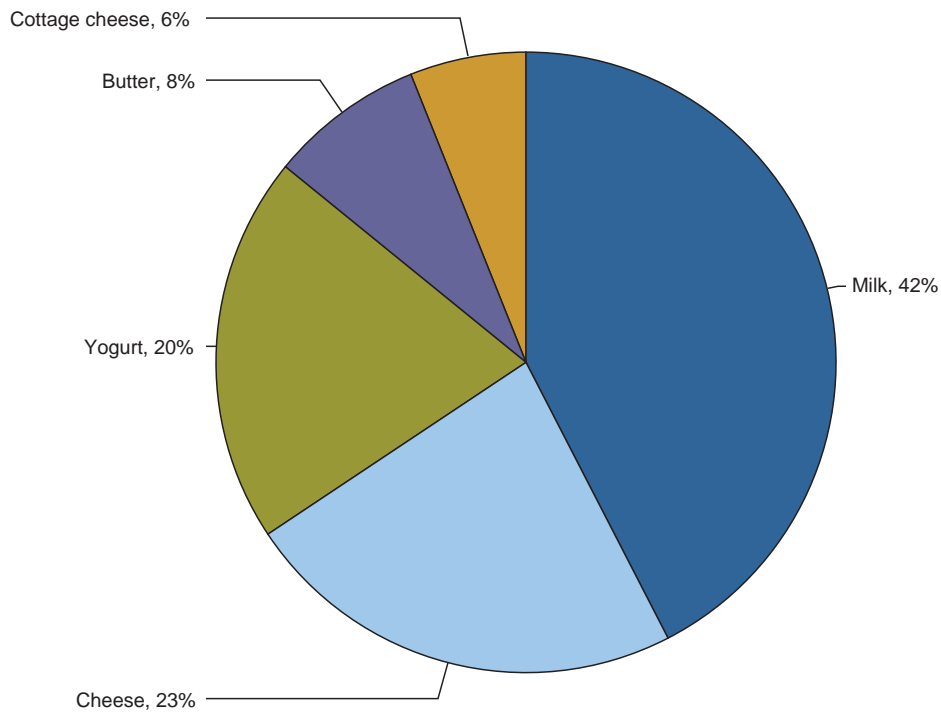
Top 5 Commodities Featured



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 #	4200	3.40	3308	2.97	5135	3.42
Cheese	Natural Varieties	8 oz block	6910	2.29	7248	2.21	4671	2.51
Cheese	Natural Varieties	1 # block	2303	3.49	1505	4.33	845	4.41
Cheese	Natural Varieties	2 # block	1396	6.85	637	6.67	1313	7.68
Cheese	Natural Varieties	8 oz shred	7326	2.38	9329	2.27	6010	2.52
Cheese	Natural Varieties	1 # shred	1707	3.45	581	3.64	1552	3.40
Cottage cheese		16 oz	3785	1.75	3560	1.73	3495	1.79
Cream cheese		8 oz	3794	2.03	7440	2.03	6745	2.00
Flavored milk	All fat tests	half gallon	724	2.30	390	2.05	1294	3.40
Flavored milk	All fat tests	gallon	321	2.77	507	2.39		
Ice cream		48-64oz	12904	3.08	11735	3.05	14303	2.97
Milk	All fat tests	half gallon	555	1.79	428	1.94	126	2.70
Milk	All fat tests	gallon	1139	2.69	2978	2.45	2078	2.93
Sour cream		16 oz	5540	1.56	5953	1.53	8509	1.79
Yogurt	Greek	4-6 oz	14562	.95	9015	.95	12647	.95
Yogurt	Greek	32 oz	2684	4.81	2461	4.43	360	4.99
Yogurt	Yogurt	4-6 oz	7013	.51	5979	.48	6505	.47
Yogurt	Yogurt	32 oz	1094	2.67	1048	2.19	341	2.79

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 #	2.99-3.99	1330	3.44	2.99-3.49	1063	3.02	1.99-4.19	588	3.28
Cheese	Natural Varieties	8 oz block	1.50-2.99	2580	2.31	2.50	1390	2.50	1.33-2.00	1076	1.83
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.99	184	2.99	2.99	247	2.99
Cheese	Natural Varieties	2 # block	6.49-6.99	342	6.61						
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1426	2.15	2.50-3.00	1390	2.89	1.33-2.50	1485	2.05
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	2.99	184	2.99	2.99	247	2.99
Cottage cheese		16 oz	1.00-2.50	1238	2.05	1.25-2.00	398	1.65	0.99-2.98	1061	1.48
Cream cheese		8 oz	1.50-2.99	2079	2.28				0.99-2.00	729	1.66
Flavored milk	All fat tests	half gallon	1.99-2.49	223	2.13				1.28-2.29	295	1.85
Flavored milk	All fat tests	gallon							3.49	150	3.49
Ice cream		48-64oz	2.49-3.99	2855	3.07	1.99-3.99	3586	3.08	2.00-3.50	2112	2.96
Milk	All fat tests	half gallon	2.28-2.99	125	2.64				1.25	123	1.25
Milk	All fat tests	gallon	3.49	137	3.49				2.39-2.77	220	2.56
Sour cream		16 oz	1.00-2.00	1434	1.60	1.25-1.68	1400	1.62	1.00-2.98	955	1.40
Yogurt	Greek	4-6 oz	0.80-1.00	3760	.96	0.77-1.00	3056	.91	0.69-1.25	1732	.98
Yogurt	Greek	32 oz	2.99-5.49	583	4.77	4.49-5.99	1328	4.74			

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	4-6 oz	0.49-0.60	1832	.52	0.49-0.50	1428	.50	0.39-1.00	1469	.53
Yogurt	Yogurt	32 oz	2.00-2.77	392	2.45				2.39	81	2.39

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 #				3.48-5.49	515	4.02	2.99-3.99	698	3.57
Cheese	Natural Varieties	8 oz block	1.88-2.99	927	2.31	2.00-2.50	341	2.24	2.00-3.33	584	2.48
Cheese	Natural Varieties	1 # block	2.99-5.99	513	3.94	1.88-5.49	644	3.43	2.49-5.00	529	3.25
Cheese	Natural Varieties	2 # block	6.99	162	6.99	4.99-7.99	712	6.89	6.99	174	6.99
Cheese	Natural Varieties	8 oz shred	1.66-2.50	1312	2.27	1.97-2.99	1091	2.49	2.00-3.33	593	2.54
Cheese	Natural Varieties	1 # shred	2.99-5.99	431	3.55	2.88-5.18	614	3.46	3.99	69	3.99
Cottage cheese		16 oz	1.25-2.00	362	1.46	1.49-1.99	408	1.70	1.25-2.00	240	1.79
Cream cheese		8 oz	1.50	121	1.50	1.49-1.99	578	1.64	1.50-2.50	199	2.02
Flavored milk	All fat tests	half gallon	2.29	74	2.29				3.49	105	3.49
Flavored milk	All fat tests	gallon	2.50	51	2.50	1.99	120	1.99			
Ice cream		48-64oz	2.49-4.47	1663	3.17	1.99-3.99	1772	2.87	2.99-3.99	704	3.29
Milk	All fat tests	half gallon				1.77	241	1.77	1.25	66	1.25
Milk	All fat tests	gallon	1.99-3.29	254	2.67	1.99-2.98	320	2.41	1.77-2.49	174	2.20
Sour cream		16 oz	1.00-2.00	612	1.25	1.25-1.89	572	1.60	1.25-2.00	511	1.78
Yogurt	Greek	4-6 oz	0.77-1.25	1719	.92	0.87-1.00	2570	.97	0.62-1.00	1627	.91
Yogurt	Greek	32 oz	3.50-5.99	486	5.07	4.99	200	4.99	3.50	61	3.50
Yogurt	Yogurt	4-6 oz	0.38-0.50	762	.47	0.50-0.63	722	.54	0.33-0.50	749	.46
Yogurt	Yogurt	32 oz				1.99-3.99	548	2.89	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 #	3.50	2	3.50	3.77	4	3.77
Cheese	Natural Varieties	8 oz block	2.00	8	2.00	2.00	4	2.00
Cheese	Natural Varieties	1 # block				4.99-5.29	51	5.13
Cheese	Natural Varieties	2 # block	5.48-7.98	6	6.73			
Cheese	Natural Varieties	8 oz shred	2.00-3.00	29	2.72			
Cheese	Natural Varieties	1 # shred				4.99	27	4.99
Cottage cheese		16 oz				2.69-2.99	78	2.86
Cream cheese		8 oz	2.50	3	2.50	1.99-2.88	85	2.48
Flavored milk	All fat tests	half gallon				3.88	27	3.88
Ice cream		48-64oz	2.99-5.99	55	4.90	2.99-5.99	157	4.37
Milk	All fat tests	gallon				5.49	34	5.49
Sour cream		16 oz	2.00	2	2.00	2.88-2.99	54	2.94
Yogurt	Greek	4-6 oz	1.25-1.66	26	1.28	0.80-1.49	72	1.34
Yogurt	Greek	32 oz	4.00	2	4.00	5.69	24	5.69

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
Yogurt	Yogurt	4-6 oz	0.60	27	.60	0.60	24	.60
Yogurt	Yogurt	32 oz				3.50	4	3.50

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 #	372	3.46			235	3.99
Cheese	Natural Varieties	8 oz block	817	3.75	147	5.09	1239	3.99
Cheese	Natural Varieties	8 oz shred	210	3.50	214	2.50	1351	3.99
Cottage cheese		16 oz	283	3.28	276	3.28		
Milk	All fat tests	half gallon	1366	3.80	1685	4.35	1570	3.65
Milk	All fat tests	gallon	351	5.77	794	5.92	1664	5.26
Milk	All fat tests	8 oz UHT	121	1.00	370	1.00	861	.90
Yogurt	Greek	4-6 oz	400	1.21	306	1.00		
Yogurt	Greek	32 oz	114	5.99	221	3.99		
Yogurt	Yogurt	4-6 oz	63	.99	65	.99		
Yogurt	Yogurt	32 oz	285	2.63	78	2.99	376	2.99

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
Butter		1 #	2.79	258	2.79						
Cheese	Natural Varieties	8 oz block				3.50	184	3.50			
Milk	All fat tests	half gallon	4.99	147	4.99	3.99	405	3.99			
Milk	All fat tests	gallon				4.99	214	4.99			
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.25	84	1.25			
Yogurt	Yogurt	32 oz				2.50	214	2.50			



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	3.50-3.89	273	3.59	3.99	360	3.99			
Cheese	Natural Varieties	8 oz shred	3.50	210	3.50						
Cottage cheese		16 oz	2.99-3.49	283	3.28						
Milk	All fat tests	half gallon	2.50-2.99	303	2.76	3.99	241	3.99	2.99-3.79	226	3.36
Milk	All fat tests	gallon				6.98	137	6.98			
Milk	All fat tests	8 oz UHT	1.00	121	1.00						
Yogurt	Greek	4-6 oz				1.25	244	1.25			
Yogurt	Greek	32 oz	5.99	114	5.99						
Yogurt	Yogurt	4-6 oz	0.99	63	.99						
Yogurt	Yogurt	32 oz							2.99	69	2.99

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
Milk	All fat tests	half gallon				3.29-6.79	44	6.36
Yogurt	Yogurt	32 oz	4.49	2	4.49			

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