



## 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 09/25/2015 to 10/01/2015

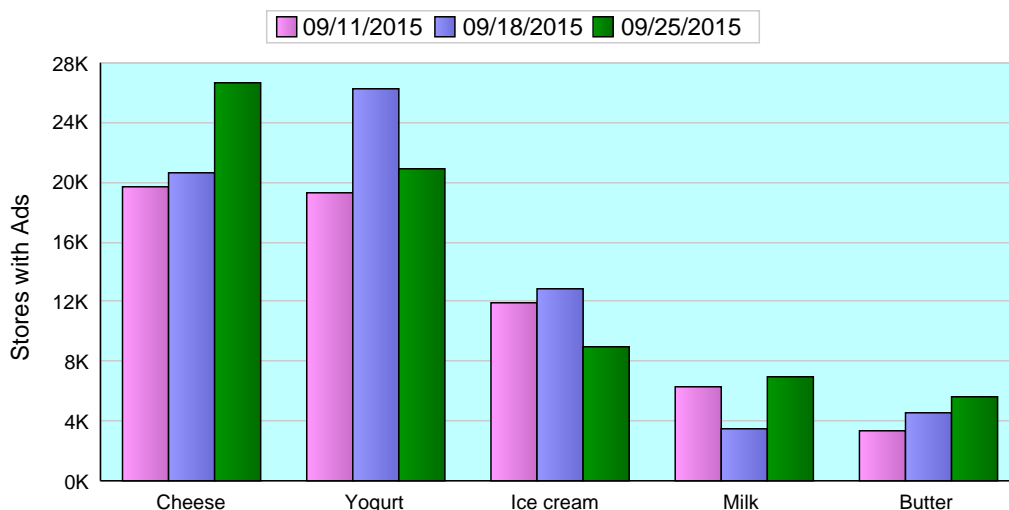
In characterizing the beginning of the fall season, ice cream 48-64 ounce retail ads saw a 31% decline. However, total conventional dairy ad volumes are fairly steady. Cheese produced the largest volume of conventional ads, followed by yogurt, ice cream, milk and butter. Aggregate milk ads are over 2.5 times greater, representing the largest change in retail survey ad numbers this week. Butter ads moved 26% higher. The price for conventional 1 pound butter was \$3.24, down 16 cents from last week and 18 cents from last year.

The average price of 4-6 ounce Greek yogurt is 97 cents, up 2 cents from last week and up 2 cents from a year ago. Yogurt in 4-6 ounce packages averaged 52 cents, up 1 cent from last week and up 5 cents from a year ago. Conventional yogurt ad numbers declined 26% from the previous week.

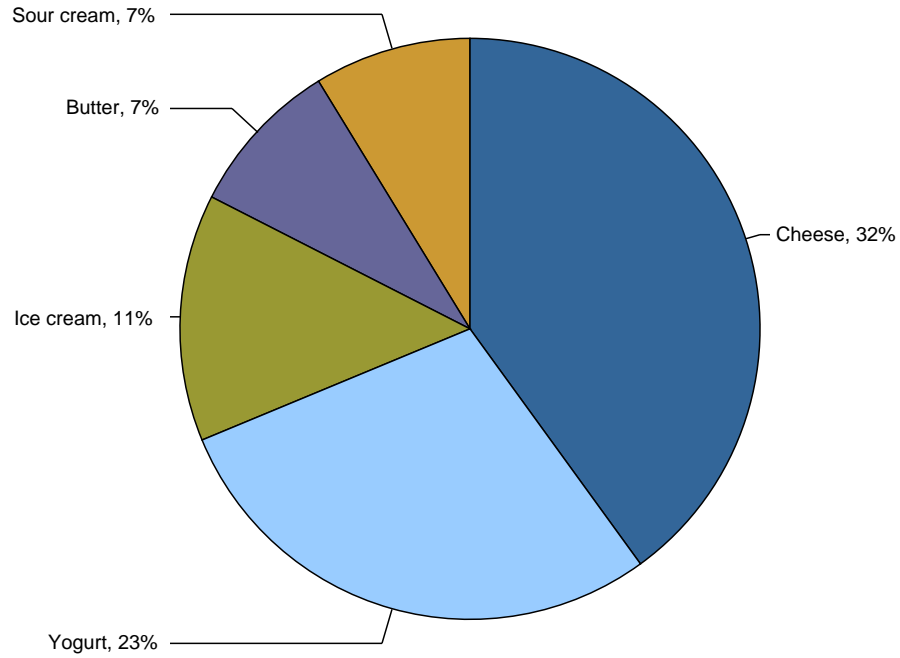
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.39, up 10 cents from last week, but down 12 cents from a year ago; 8 ounce shred cheese averaged \$2.45, up 7 cents from one week ago, but down 7 cents from one year ago. Conventional cheese ads increased 31% from the previous week.

Organic - conventional half gallon milk has a price spread of \$2.40. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.71, and the average for organic half gallon milk, \$4.11. Organic dairy ad volumes for all items increased 38%.

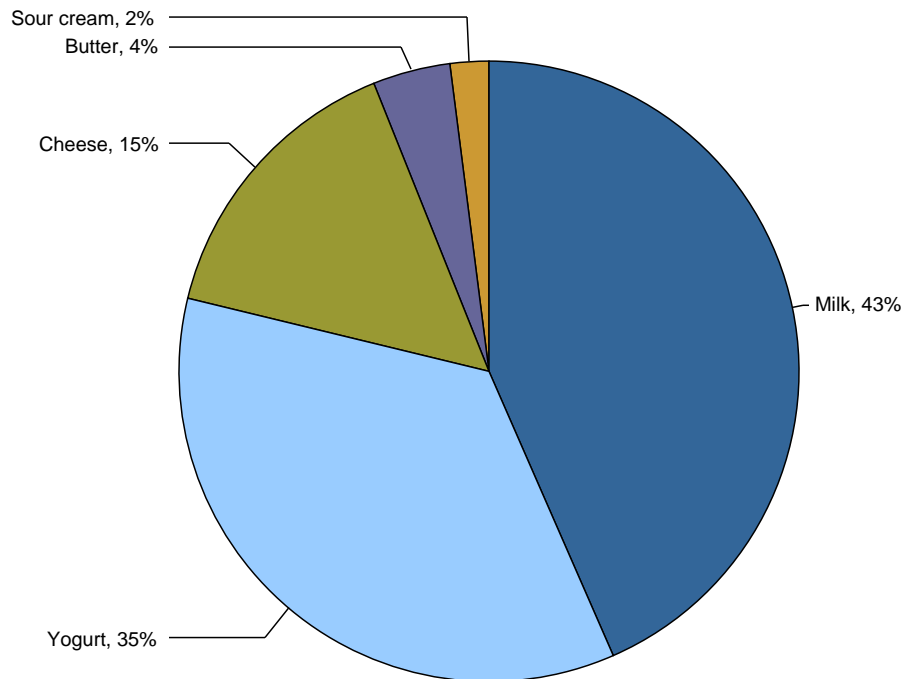
Top 5 Commodities Featured



### 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 #	5303	3.24	4200	3.40	5135	3.42
Cheese	Natural Varieties	8 oz block	9013	2.39	6910	2.29	4671	2.51
Cheese	Natural Varieties	1 # block	1917	3.81	2303	3.49	845	4.41
Cheese	Natural Varieties	2 # block	1072	6.58	1396	6.85	1313	7.68
Cheese	Natural Varieties	8 oz shred	10915	2.45	7326	2.38	6010	2.52
Cheese	Natural Varieties	1 # shred	2788	4.01	1707	3.45	1552	3.40
Cottage cheese		16 oz	2999	2.12	3785	1.75	3495	1.79
Cream cheese		8 oz	4511	1.79	3794	2.03	6745	2.00
Egg nog		half gallon	387	2.99				
Flavored milk	All fat tests	half gallon	236	2.66	724	2.30	1294	3.40
Flavored milk	All fat tests	gallon	393	2.34	321	2.77		
Ice cream		48-64oz	8909	2.84	12904	3.08	14303	2.97
Milk	All fat tests	half gallon	366	1.71	555	1.79	126	2.70
Milk	All fat tests	gallon	4053	2.54	1139	2.69	2078	2.93
Sour cream		16 oz	5277	1.75	5540	1.56	8509	1.79
Yogurt	Greek	4-6 oz	11399	.97	14562	.95	12647	.95
Yogurt	Greek	32 oz	1062	4.86	2684	4.81	360	4.99
Yogurt	Yogurt	4-6 oz	4572	.52	7013	.51	6505	.47
Yogurt	Yogurt	32 oz	1682	2.08	1094	2.67	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 #	2.50-4.29	2114	3.32	3.00-3.29	1565	3.28	2.50-3.77	469	2.99
Cheese	Natural Varieties	8 oz block	1.99-3.00	3431	2.49	1.99-2.50	2044	2.19	1.66-2.50	1179	2.31
Cheese	Natural Varieties	1 # block	3.99	272	3.99	3.50	214	3.50	2.99-4.39	790	3.55
Cheese	Natural Varieties	2 # block	6.49	258	6.49				4.99	53	4.99
Cheese	Natural Varieties	8 oz shred	1.99-3.49	2401	2.49	1.99-3.00	4053	2.46	1.98-2.50	1352	2.35
Cheese	Natural Varieties	1 # shred	3.29-3.99	513	3.64	3.29-4.99	962	4.59	2.99-4.39	646	3.28
Cottage cheese		16 oz	1.66-2.99	1693	2.40				1.25-2.98	543	1.73
Cream cheese		8 oz	1.00-2.50	1756	1.83	0.99-2.50	1951	1.87	0.99-1.50	376	1.36
Egg nog		half gallon				2.99	184	2.99	2.99	137	2.99
Flavored milk	All fat tests	half gallon							1.99	69	1.99
Ice cream		48-64oz	1.99-3.99	3053	2.89	1.88-3.00	2228	2.44	2.49-3.50	1048	3.12
Milk	All fat tests	half gallon							1.25	137	1.25
Milk	All fat tests	gallon	2.49-3.49	452	2.86	1.99-2.99	2002	2.58	1.99-2.50	266	2.09
Sour cream		16 oz	1.29-2.00	1422	1.63	2.00	1566	2.00	1.25-2.98	641	1.60
Yogurt	Greek	4-6 oz	0.79-1.00	3194	.96	1.00	1337	1.00	0.89-1.00	2662	.97

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	Greek	32 oz	4.99-5.49	608	5.24						
Yogurt	Yogurt	4-6 oz	0.45-1.25	1607	.54	0.50-0.60	1258	.58	0.39-0.54	602	.46
Yogurt	Yogurt	32 oz	2.50-2.69	427	2.53				1.99	707	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 #	2.88-3.50	279	3.32	3.69	178	3.69	2.29-3.99	698	2.95
Cheese	Natural Varieties	8 oz block	1.67-3.99	1068	2.33	1.99-2.99	866	2.48	2.00-3.00	418	2.76
Cheese	Natural Varieties	1 # block	2.99-5.99	446	4.31				2.99-3.99	171	3.60
Cheese	Natural Varieties	2 # block	4.99	121	4.99	5.99-7.99	435	7.58	4.50-6.99	199	5.88
Cheese	Natural Varieties	8 oz shred	1.67-3.99	1452	2.41	1.79-2.99	1160	2.44	1.99-3.00	487	2.65
Cheese	Natural Varieties	1 # shred	2.99-5.99	427	4.39				2.99-3.99	240	3.72
Cottage cheese		16 oz	1.25-1.50	331	1.34	2.50	63	2.50	1.25-2.29	345	1.94
Cream cheese		8 oz	0.99-2.00	227	1.22				1.67-2.50	199	2.07
Egg nog		half gallon							2.99	66	2.99
Flavored milk	All fat tests	half gallon	1.99	62	1.99				3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99-2.99	262	2.45	1.99	120	1.99			
Ice cream		48-64oz	1.88-3.99	1220	3.02	2.50-3.00	816	2.92	2.49-3.99	416	2.95
Milk	All fat tests	half gallon	1.00-3.49	160	2.28				1.25	66	1.25
Milk	All fat tests	gallon	1.99-3.29	450	2.50	1.99-2.69	767	2.46	2.49	105	2.49
Sour cream		16 oz	1.00-2.00	879	1.51	2.50	63	2.50	1.25-2.00	634	1.79
Yogurt	Greek	4-6 oz	0.79-1.00	1871	.96	0.77-1.00	1360	.96	0.88-1.00	873	.95
Yogurt	Greek	32 oz	4.99	162	4.99				3.99	289	3.99
Yogurt	Yogurt	4-6 oz	0.30-0.69	291	.40	0.30-0.50	513	.38	0.60	289	.60
Yogurt	Yogurt	32 oz	1.99	60	1.99				1.49-2.50	488	1.83

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
Cheese	Natural Varieties	8 oz block				2.50-2.77	7	2.62
Cheese	Natural Varieties	1 # block				5.49	24	5.49
Cheese	Natural Varieties	2 # block	6.99	6	6.99			
Cheese	Natural Varieties	8 oz shred	1.48	3	1.48	2.50-2.77	7	2.62
Cottage cheese		16 oz				2.79	24	2.79
Cream cheese		8 oz	2.00	2	2.00			
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.50-4.99	44	3.81	2.75-6.99	84	4.09
Milk	All fat tests	half gallon				2.88	3	2.88
Milk	All fat tests	gallon	3.59	11	3.59			
Sour cream		16 oz	2.19	21	2.19	1.99-2.29	51	2.13
Yogurt	Greek	4-6 oz	0.80-1.25	71	1.13	1.00-1.15	31	1.13

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	Greek	32 oz				3.50	3	3.50
Yogurt	Yogurt	4-6 oz	0.50	9	.50	0.69	3	.69

## 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 #	258	2.79	372	3.46	235	3.99
Cheese	Natural Varieties	8 oz block	718	3.84	817	3.75	1239	3.99
Cheese	Natural Varieties	8 oz shred	194	3.81	210	3.50	1351	3.99
Cottage cheese		16 oz			283	3.28		
Ice cream		48-64oz	5	3.99				
Milk	All fat tests	half gallon	1692	4.11	1366	3.80	1570	3.65
Milk	All fat tests	gallon			351	5.77	1664	5.26
Milk	All fat tests	8 oz UHT	910	.90	121	1.00	861	.90
Sour cream		16 oz	121	1.99				
Yogurt	Greek	4-6 oz	1416	1.18	400	1.21		
Yogurt	Greek	32 oz	214	3.39	114	5.99		
Yogurt	Yogurt	4-6 oz	135	1.00	63	.99		
Yogurt	Yogurt	32 oz	379	3.50	285	2.63	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						
Milk	All fat tests	half gallon	4.29	253	4.29	3.99	84	3.99	3.49-4.29	556	3.98
Milk	All fat tests	8 oz UHT	0.83-1.00	627	.85						
Yogurt	Greek	4-6 oz	1.25	253	1.25						
Yogurt	Greek	32 oz				3.39	214	3.39			
Yogurt	Yogurt	4-6 oz	1.00	72	1.00						

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	2.79-3.99	377	3.49						

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
Cheese	Natural Varieties	8 oz block	3.50-3.99	474	3.76	3.99	244	3.99			
Cheese	Natural Varieties	8 oz shred	3.69-3.99	194	3.81						
Milk	All fat tests	half gallon	3.49-4.29	319	4.09	3.99-4.29	288	4.17	3.79-4.29	165	3.97
Milk	All fat tests	8 oz UHT	1.00	283	1.00						
Sour cream		16 oz	1.99	121	1.99						
Yogurt	Greek	4-6 oz	0.75-1.25	435	1.02	1.25	664	1.25	1.25	60	1.25
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
Ice cream		48-64oz	3.99	5	3.99			
Milk	All fat tests	half gallon				5.99	27	5.99
Yogurt	Greek	4-6 oz				1.25	4	1.25
Yogurt	Yogurt	32 oz	3.99	2	3.99			

#### 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