



## 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/dybretil.pdf>  
and [http://www.ams.usda.gov/mnreports/wa\\_lo100.txt](http://www.ams.usda.gov/mnreports/wa_lo100.txt)

Volume 82- Number 39

Issued Weekly

Friday, October 2, 2015

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/02/2015 to 10/08/2015

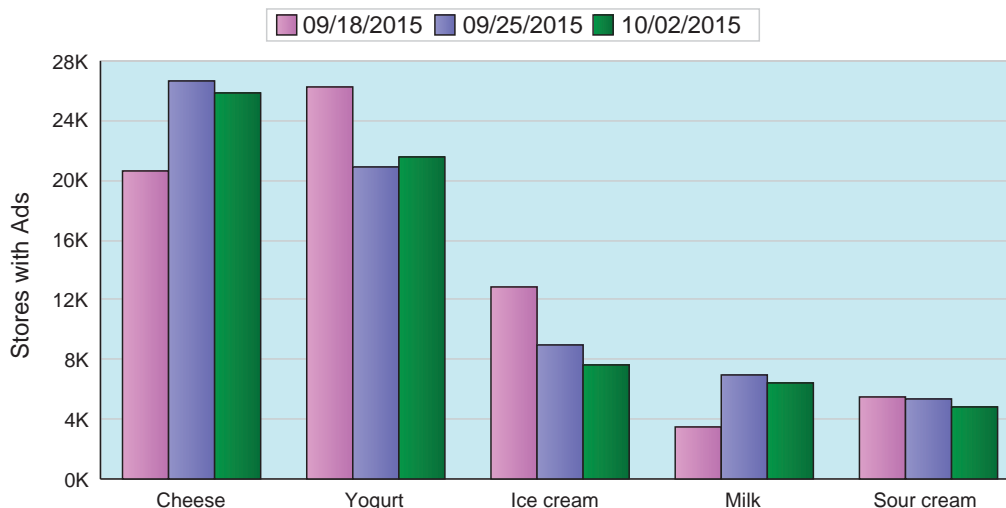
As the weather gets cooler, ice cream ad numbers have declined but remain the third largest number of ads behind cheese and yogurt. The U.S. weighted average advertised price for 48-64 oz. ice cream is \$3.11, 27 cents higher than last week and 7 cents higher than one year ago. Cream cheese ad numbers increased this week with a weighted average price of \$1.84, 5 cents above last week but 13 cents below last year. The average price of 1 pound butter, \$3.32, is up 8 cents from last week but 36 cents below one year ago. Ad numbers declined 18%.

The U.S. advertised price for 8 ounce cheese blocks averaged \$2.44, up 5 cents from last week as well as a year ago; 8 ounce shred cheese averaged \$2.40, down 5 cents from one week ago, but up 11 cents from one year ago. Conventional cheese ads decreased 4% from the previous week.

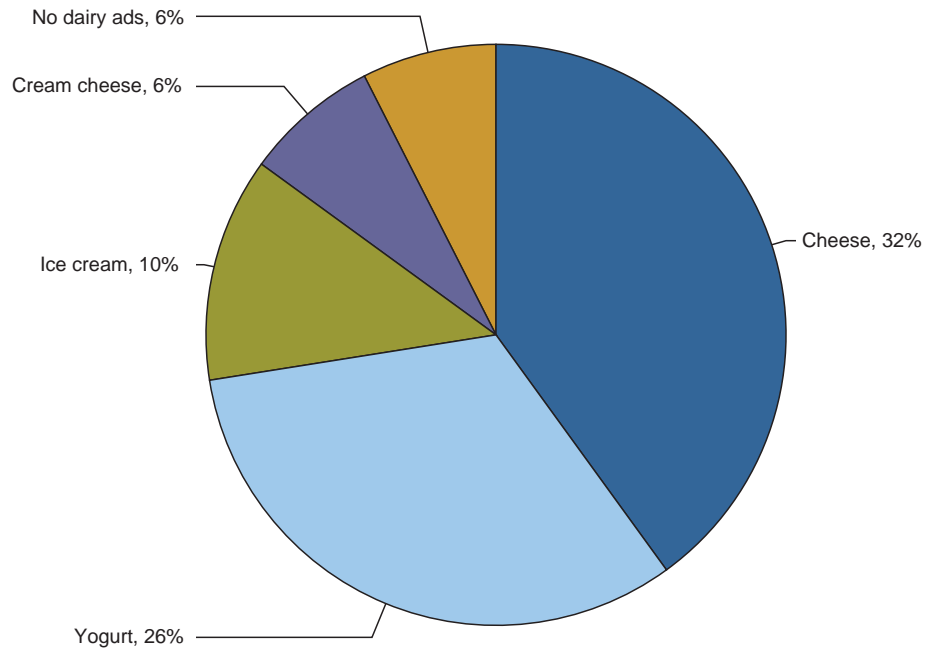
The average price of 4-6 ounce Greek yogurt is 96 cents, down 1 cent from last week but up 2 cents from a year ago. Yogurt in 4-6 ounce packages averaged 49 cents, down 3 cents from last week but up 3 cents from a year ago. Conventional yogurt ad numbers increased 4% from last week.

Organic - conventional half gallon milk has a price spread of \$1.22. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$2.51, and the average for organic half gallon milk, \$3.73.

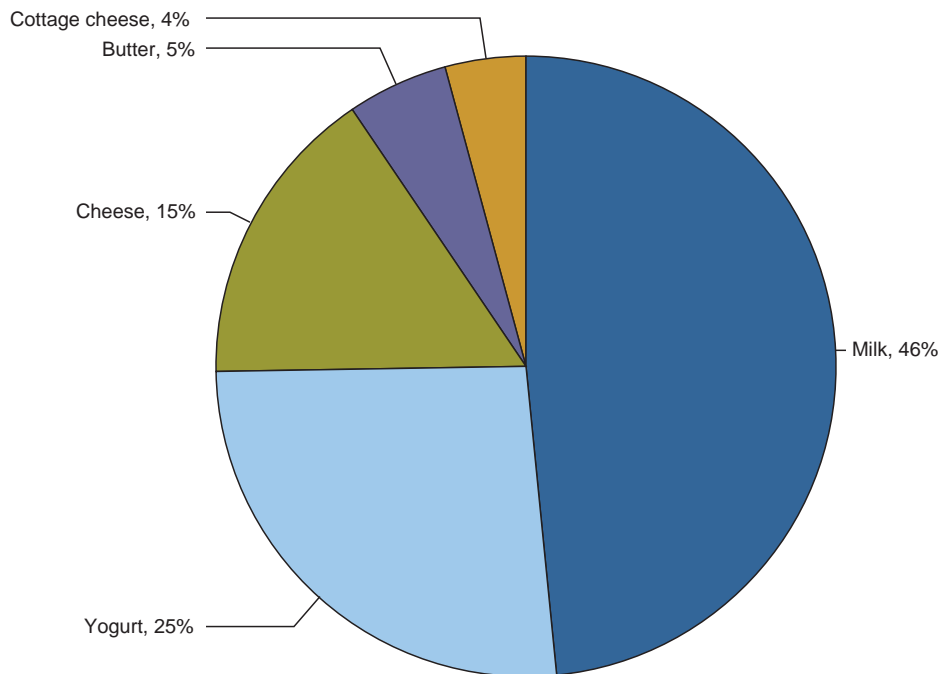
Top 5 Commodities Featured



### 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 #	4326	3.32	5303	3.24	4845	3.68
Cheese	Natural Varieties	8 oz block	10417	2.44	9013	2.39	7898	2.39
Cheese	Natural Varieties	1 # block	1661	3.48	1917	3.81	1127	4.67
Cheese	Natural Varieties	2 # block	346	6.52	1072	6.58	2014	7.52
Cheese	Natural Varieties	8 oz shred	10145	2.40	10915	2.45	5635	2.29
Cheese	Natural Varieties	1 # shred	2024	3.51	2788	4.01	582	4.33
Cottage cheese		16 oz	2104	2.06	2999	2.12	2794	2.25
Cream cheese		8 oz	4873	1.84	4511	1.79	5084	1.97
Egg nog		half gallon			387	2.99		
Flavored milk	All fat tests	half gallon	322	2.55	236	2.66		
Flavored milk	All fat tests	gallon	441	3.28	393	2.34	1286	4.21
Ice cream		48-64oz	7699	3.11	8909	2.84	15315	3.04
Milk	All fat tests	half gallon	431	2.51	366	1.71	338	2.58
Milk	All fat tests	gallon	2229	2.74	4053	2.54	1189	4.01
Sour cream		16 oz	4586	1.70	5277	1.75	4100	2.04
Yogurt	Greek	4-6 oz	10498	.96	11399	.97	15486	.94
Yogurt	Greek	32 oz	637	4.30	1062	4.86	1349	5.43
Yogurt	Yogurt	4-6 oz	7415	.49	4572	.52	4519	.46
Yogurt	Yogurt	32 oz	883	2.63	1682	2.08	222	2.87

## 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 #	1.79-4.99	897	3.51	3.09	1083	3.09	3.00	69	3.00
Cheese	Natural Varieties	8 oz block	1.66-3.50	3904	2.54	1.88-3.00	1917	2.59	1.48-2.50	1319	2.09
Cheese	Natural Varieties	1 # block	3.29-3.99	390	3.53	3.29	227	3.29	2.99-4.99	434	3.97
Cheese	Natural Varieties	8 oz shred	1.99-3.25	3029	2.57	1.88-3.00	2542	2.47	1.48-2.50	1401	2.14
Cheese	Natural Varieties	1 # shred	1.99-3.99	393	3.47				2.99-4.99	1022	3.58
Cottage cheese		16 oz	1.50-2.50	1161	2.21				1.25-1.99	535	1.62
Cream cheese		8 oz	1.49-2.50	1434	1.95	2.00-2.39	563	2.04	1.79-2.29	401	2.05
Flavored milk	All fat tests	half gallon							1.50	119	1.50
Flavored milk	All fat tests	gallon	3.79	108	3.79				3.49-3.99	213	3.74
Ice cream		48-64oz	1.99-3.99	2931	3.02	2.50-5.99	249	4.09	1.98-3.50	1485	3.07
Milk	All fat tests	half gallon	2.99	84	2.99				1.50	119	1.50
Milk	All fat tests	gallon	1.99-3.99	780	3.37	2.50	62	2.50	1.99-3.50	476	2.65
Sour cream		16 oz	1.29-2.00	1856	1.73	1.66-2.00	123	1.83	1.25-1.99	758	1.62
Yogurt	Greek	4-6 oz	0.89-1.00	3240	.98	1.00	1208	1.00	0.89-1.00	1771	.97
Yogurt	Greek	32 oz	2.99-4.99	281	4.32						

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	0.39-0.60	1606	.51	0.50	1515	.50	0.33-0.60	1132	.49
Yogurt	Yogurt	32 oz	2.50	405	2.50				2.39-2.50	261	2.47

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 #	2.49-3.50	687	2.94	1.99-5.49	759	3.43	2.99-3.99	758	3.60
Cheese	Natural Varieties	8 oz block	1.67-3.00	1087	2.26	1.77-2.50	1831	2.42	1.99-3.00	301	2.19
Cheese	Natural Varieties	1 # block	2.99	78	2.99				2.50-3.99	532	3.18
Cheese	Natural Varieties	2 # block				5.99-6.99	206	6.55	5.99-6.99	138	6.49
Cheese	Natural Varieties	8 oz shred	1.48-2.99	1210	2.12	1.77-3.50	1595	2.43	1.99-3.00	301	2.19
Cheese	Natural Varieties	1 # shred	2.99	78	2.99	5.18	137	5.18	2.50-3.99	394	2.90
Cottage cheese		16 oz							1.99-2.39	384	2.18
Cream cheese		8 oz	1.39-2.29	625	1.72	1.49-1.99	1362	1.59	1.50-2.00	427	1.92
Flavored milk	All fat tests	half gallon	2.29	74	2.29				3.49	105	3.49
Flavored milk	All fat tests	gallon				1.99	120	1.99			
Ice cream		48-64oz	1.99-4.99	531	3.20	2.99-3.99	1712	3.11	2.49-3.99	605	2.76
Milk	All fat tests	half gallon	1.99	99	1.99				3.49	105	3.49
Milk	All fat tests	gallon	1.99	121	1.99	1.99-2.78	501	2.21	2.50	289	2.50
Sour cream		16 oz	1.50-1.79	234	1.59	1.68	1002	1.68	1.50-2.00	568	1.70
Yogurt	Greek	4-6 oz	0.62-1.00	1549	.90	0.77-1.00	1206	.93	0.75-1.05	1488	.92
Yogurt	Greek	32 oz	5.00	118	5.00				3.50-4.99	199	4.13
Yogurt	Yogurt	4-6 oz	0.33-0.69	862	.43	0.33-0.69	1220	.48	0.39-0.50	1000	.47
Yogurt	Yogurt	32 oz							2.50	190	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 #	3.50-3.79	12	3.52	4.29-4.99	61	4.60
Cheese	Natural Varieties	8 oz block	2.50-2.79	31	2.51	3.49	27	3.49
Cheese	Natural Varieties	2 # block	5.49	2	5.49			
Cheese	Natural Varieties	8 oz shred	2.79-3.50	3	3.26	2.77-3.49	64	3.33
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz				2.49-2.75	61	2.63
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	3.49-5.99	70	4.85	3.49-5.29	116	3.85
Milk	All fat tests	half gallon				3.69	24	3.69
Sour cream		16 oz	2.00	21	2.00	2.29	24	2.29
Yogurt	Greek	4-6 oz	0.99-1.25	5	1.20	1.19-1.25	31	1.24
Yogurt	Greek	32 oz	5.99	2	5.99	2.39-5.99	37	2.68
Yogurt	Yogurt	4-6 oz	0.60	2	.60	0.50-0.77	78	.63
Yogurt	Yogurt	32 oz				6.99	27	6.99

Wtd Avg - Simple weighted average



## 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 #	432	4.20	258	2.79	235	3.99
Cheese	Natural Varieties	8 oz block	743	3.40	718	3.84	129	4.17
Cheese	Natural Varieties	8 oz shred	535	3.38	194	3.81		
Cottage cheese		16 oz	365	3.49				
Ice cream		48-64oz			5	3.99		
Milk	All fat tests	half gallon	1241	3.73	1692	4.11	3805	3.59
Milk	All fat tests	gallon	1778	5.42			116	7.14
Milk	All fat tests	8 oz UHT	774	.88	910	.90	1589	.85
Sour cream		16 oz	297	2.29	121	1.99		
Yogurt	Greek	4-6 oz	1291	1.20	1416	1.18		
Yogurt	Greek	32 oz			214	3.39		
Yogurt	Yogurt	4-6 oz	474	1.20	135	1.00		
Yogurt	Yogurt	32 oz	338	2.94	379	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
Butter		1 #	2.79	156	2.79						
Cheese	Natural Varieties	8 oz block	3.50	84	3.50						
Cheese	Natural Varieties	8 oz shred	3.50	84	3.50						
Milk	All fat tests	half gallon				3.99	294	3.99			
Milk	All fat tests	gallon				4.99	1083	4.99			
Milk	All fat tests	8 oz UHT	0.83	543	.83						
Sour cream		16 oz							2.00	119	2.00
Yogurt	Greek	4-6 oz	1.19-1.25	283	1.23	1.25	214	1.25	1.25	137	1.25
Yogurt	Yogurt	32 oz	2.79	258	2.79						



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	276	4.99						
Cheese	Natural Varieties	8 oz block	2.99-4.75	307	3.62				3.00-3.99	350	3.17
Cheese	Natural Varieties	8 oz shred	3.99	162	3.99				3.00	289	3.00
Cottage cheese		16 oz	3.49	121	3.49	3.49	244	3.49			
Milk	All fat tests	half gallon	2.99-3.49	535	3.25	3.99	246	3.99	3.79	105	3.79
Milk	All fat tests	gallon	5.99	121	5.99	5.99-6.98	381	6.35	4.99-6.99	182	5.66
Milk	All fat tests	8 oz UHT	1.00	162	1.00				1.00	69	1.00
Sour cream		16 oz				2.49	178	2.49			
Yogurt	Greek	4-6 oz	0.75-1.25	333	1.08	1.25	324	1.25			
Yogurt	Yogurt	4-6 oz	0.99-1.25	273	1.19	1.25	167	1.25			
Yogurt	Yogurt	32 oz							3.50	69	3.50

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
Cheese	Natural Varieties	8 oz block	5.69	2	5.69			
Milk	All fat tests	half gallon				5.00-5.99	61	5.44
Milk	All fat tests	gallon	5.49	11	5.49			
Yogurt	Yogurt	4-6 oz				1.00	34	1.00
Yogurt	Yogurt	32 oz	2.99	11	2.99			

### 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