



## 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 10/16/2015 to 10/22/2015

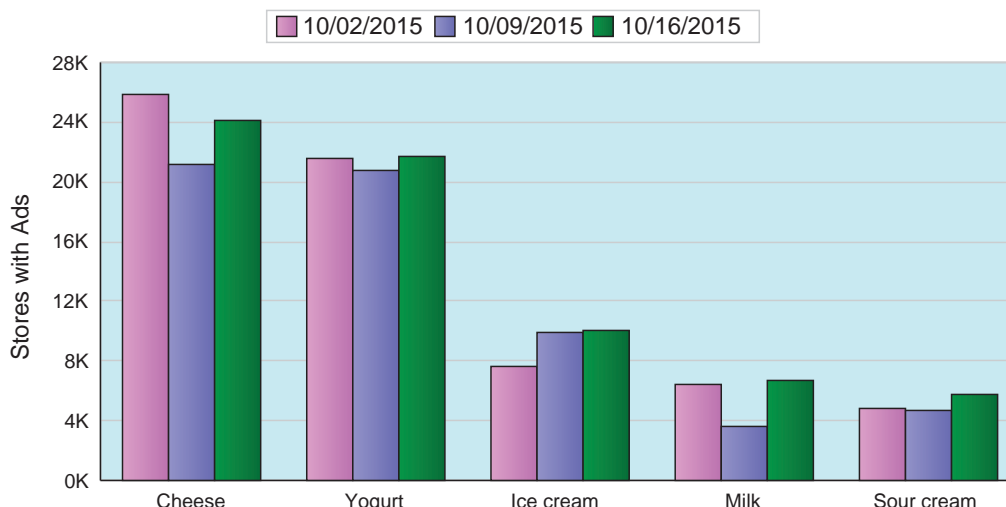
There is ad strength for some typically popular late year dairy products. Conventional 16 ounce sour cream ad numbers are up 33% from last week, with an average national price of \$1.71, 9 cents above last week but 1 cent below a year ago. Conventional cottage cheese ads increased 28% with a weekly average of \$1.73, down 22 cents from last week and down 16 cents from last year. Ads for conventional dairy products overall increased 8%, in contrast to a nearly two and one half times increase in total organic dairy ad numbers.

Conventional yogurt ad numbers decreased 2% from last week, but organic yogurt ads nearly tripled. The average price of 4-6 ounce conventional Greek yogurt is 94 cents, up 1 cent from last week but down 3 cents from a year ago. Conventional yogurt in 4-6 ounce packages averaged 50 cents, up 3 cents from last week but down 1 cent from a year ago.

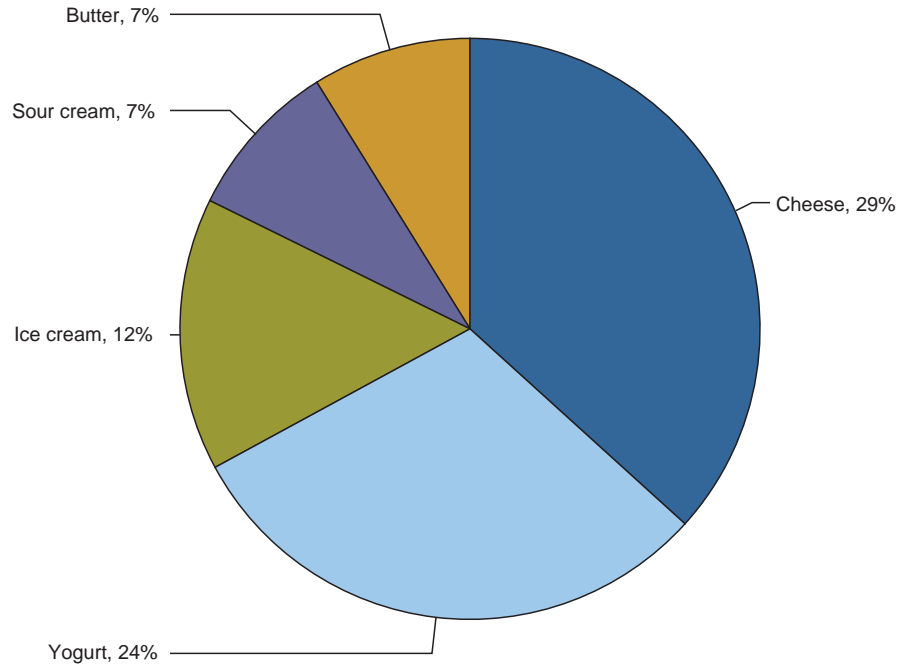
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.30, down 7 cents from last week and down 33 cents from a year ago; 8 ounce shred cheese averaged \$2.25, down 22 cents from one week ago, and down 44 cents from one year ago. Ads for conventional cheese increased 13% from last week, while organic cheese ads increased over five times the number last week.

The price spread between organic and conventional half gallon milk is \$1.55, less than one half the price spread last week. The price spread is the difference between national weighted average prices for organic, \$4.14, and conventional, \$2.59.

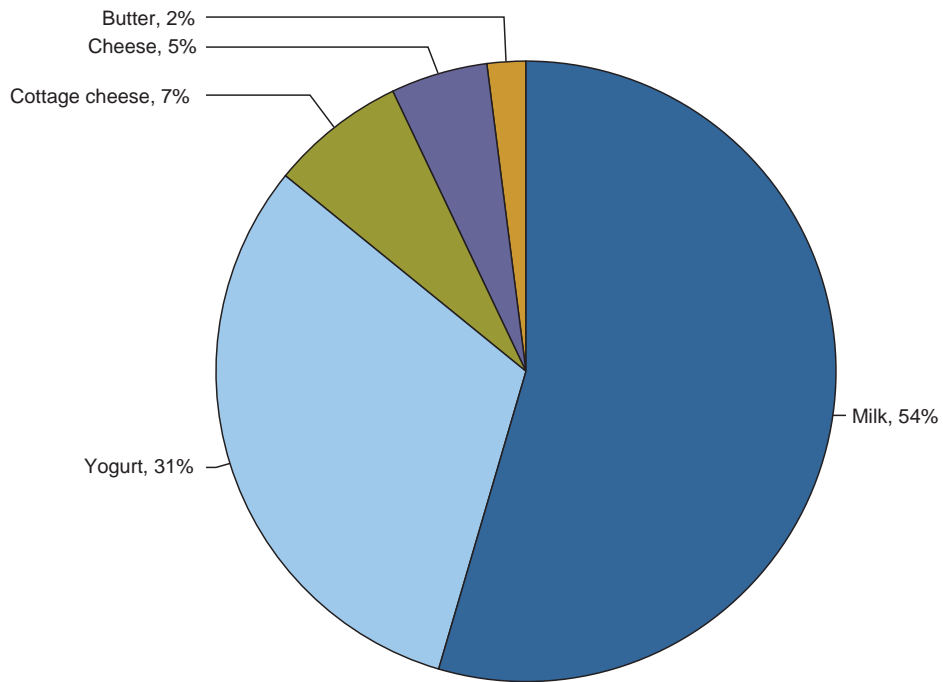
Top 5 Commodities Featured



### 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 #	5560	3.25	6770	3.09	3729	4.20
Cheese	Natural Varieties	8 oz block	9940	2.30	7391	2.37	5610	2.63
Cheese	Natural Varieties	1 # block	1228	4.27	2353	4.13	2208	4.34
Cheese	Natural Varieties	2 # block	614	7.36	802	5.72	2005	7.83
Cheese	Natural Varieties	8 oz shred	9941	2.25	8052	2.47	10864	2.69
Cheese	Natural Varieties	1 # shred	2036	3.75	2444	4.04	2626	4.35
Cottage cheese		16 oz	4629	1.73	3609	1.95	3883	1.89
Cream cheese		8 oz	5230	1.96	3811	1.96	6104	1.78
Flavored milk	All fat tests	half gallon	519	2.86	549	2.09	271	2.28
Flavored milk	All fat tests	gallon	323	3.06	585	3.17	259	3.28
Ice cream		48-64oz	9991	2.91	9807	2.95	12227	2.94
Milk	All fat tests	half gallon	1317	2.59	294	1.16	296	1.84
Milk	All fat tests	gallon	1949	2.45	1960	2.56	1600	3.70
Sour cream		16 oz	5768	1.71	4336	1.62	6025	1.72
Yogurt	Greek	4-6 oz	12447	.94	11086	.93	13928	.97
Yogurt	Greek	32 oz	1193	3.57	1934	4.11	488	5.71
Yogurt	Yogurt	4-6 oz	5446	.50	6958	.47	6999	.51
Yogurt	Yogurt	32 oz	664	2.00	127	2.75	593	3.06

## 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	2108	3.16	3.00-3.49	1150	3.28	2.79-3.00	279	2.92
Cheese	Natural Varieties	8 oz block	1.79-3.50	2825	2.53	1.67-3.00	2908	2.27	1.38-2.50	1509	1.90
Cheese	Natural Varieties	1 # block	3.50-3.99	207	3.82				3.79	348	3.79
Cheese	Natural Varieties	8 oz shred	1.79-3.00	2539	2.42	1.79-2.50	2614	2.31	1.38-2.50	1645	1.93
Cheese	Natural Varieties	1 # shred	3.50-3.99	353	3.84	3.50	1002	3.50	3.79	348	3.79
Cottage cheese		16 oz	1.69-2.50	846	2.08	1.25-2.00	1396	1.79	1.25-1.99	541	1.52
Cream cheese		8 oz	1.29-2.49	2315	1.91	2.00-2.39	1565	2.26	1.49	588	1.49
Flavored milk	All fat tests	half gallon	2.49-2.99	146	2.78				2.79-3.00	299	2.92
Flavored milk	All fat tests	gallon							2.50-2.79	138	2.65
Ice cream		48-64oz	1.99-3.99	2486	2.77	2.50-3.50	2449	2.87	2.50-3.50	1456	2.77
Milk	All fat tests	half gallon	1.89-2.68	364	2.08				1.00-1.70	274	1.14
Milk	All fat tests	gallon	1.99-3.99	406	3.03				1.99-2.99	548	2.35
Sour cream		16 oz	1.49-2.00	2009	1.68	1.25-2.00	1186	1.88	1.50-2.29	612	1.72
Yogurt	Greek	4-6 oz	0.75-1.00	3085	.96	0.75-1.00	2129	.88	0.79-1.00	1461	.91
Yogurt	Greek	32 oz	3.99-5.00	431	4.38				2.99	588	2.99
Yogurt	Yogurt	4-6 oz	0.40-1.00	1968	.53	0.50	545	.50	0.38-0.50	753	.47

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	2.50	147	2.50				1.88	213	1.88

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 #	2.49-3.00	499	2.67	2.88-5.49	854	3.92	2.99-3.99	593	3.11
Cheese	Natural Varieties	8 oz block	1.67-2.50	944	2.02	1.49-3.49	941	2.39	1.67-2.99	695	2.53
Cheese	Natural Varieties	1 # block				3.49-4.99	294	4.40	3.99-4.99	358	4.80
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99-9.99	422	7.68	7.99	61	7.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1306	2.12	1.49-2.50	1049	2.13	1.67-3.00	695	2.49
Cheese	Natural Varieties	1 # shred				3.49-5.18	253	4.41	3.99	69	3.99
Cottage cheese		16 oz	1.25-1.50	550	1.31	1.25-2.00	864	1.63	1.25-2.39	397	1.83
Cream cheese		8 oz	1.00-2.00	254	1.69	1.50-2.00	306	1.90	1.50-2.50	138	2.00
Flavored milk	All fat tests	half gallon	2.79	74	2.79						
Flavored milk	All fat tests	gallon				2.99	116	2.99	3.99	69	3.99
Ice cream		48-64oz	2.50-3.50	1237	2.96	1.75-3.99	1692	3.03	2.50-4.49	470	3.14
Milk	All fat tests	half gallon				2.50-5.59	621	3.47			
Milk	All fat tests	gallon	1.99-3.29	254	2.67	1.99-2.78	741	2.14			
Sour cream		16 oz	1.25-2.29	545	1.47	1.50-2.00	773	1.82	1.25-1.79	581	1.47
Yogurt	Greek	4-6 oz	0.69-1.00	1896	.94	0.87-1.25	2322	1.01	0.75-1.00	1467	.86
Yogurt	Greek	32 oz							3.50	174	3.50
Yogurt	Yogurt	4-6 oz	0.38-0.50	794	.47	0.50	1055	.50	0.39-0.50	301	.47
Yogurt	Yogurt	32 oz	2.00	54	2.00	1.49	178	1.49	2.50	61	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 #	3.49-3.99	40	3.83	3.77-4.29	37	4.25
Cheese	Natural Varieties	8 oz block				1.69-3.49	118	2.80
Cheese	Natural Varieties	1 # block	5.99	21	5.99			
Cheese	Natural Varieties	2 # block	4.99-7.99	10	6.48			
Cheese	Natural Varieties	8 oz shred	3.00	2	3.00	1.69-3.25	91	2.60
Cheese	Natural Varieties	1 # shred	5.99	11	5.99			
Cottage cheese		16 oz	1.50	11	1.50	2.79	24	2.79
Cream cheese		8 oz	1.89-2.00	30	1.99	2.50	34	2.50
Ice cream		48-64oz	3.99-4.99	34	4.34	3.49-4.99	167	4.04
Milk	All fat tests	half gallon				2.99-3.69	58	3.28
Sour cream		16 oz	1.50	11	1.50	1.99-2.50	51	2.23
Yogurt	Greek	4-6 oz	0.99	6	.99	0.99-1.50	81	1.25
Yogurt	Yogurt	4-6 oz	0.60	6	.60	0.70	24	.70
Yogurt	Yogurt	32 oz	2.99	11	2.99			



## 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 #	114	3.99				
Cheese	Natural Varieties	8 oz block	63	4.75	63	4.75	58	4.39
Cheese	Natural Varieties	8 oz shred	267	3.99				
Cottage cheese		16 oz	438	3.27			58	5.19
Ice cream		48-64oz			121	4.49		
Milk	All fat tests	half gallon	2421	4.14	206	4.49	2973	3.47
Milk	All fat tests	gallon	221	7.36	236	6.56	58	6.59
Milk	All fat tests	8 oz UHT	774	1.06	903	1.00	1242	.92
Sour cream		16 oz			360	3.99	56	2.99
Yogurt	Greek	4-6 oz	558	1.32	623	1.24	112	1.50
Yogurt	Greek	32 oz	153	4.59				
Yogurt	Yogurt	4-6 oz	69	1.01	63	.99		
Yogurt	Yogurt	32 oz	1191	2.88	2	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	3.69-5.49	549	4.44	4.47	1083	4.47			
Milk	All fat tests	gallon	7.99	84	7.99						
Milk	All fat tests	8 oz UHT	1.00	167	1.00						
Yogurt	Greek	4-6 oz	1.25	388	1.25						
Yogurt	Greek	32 oz	5.49	84	5.49						
Yogurt	Yogurt	32 oz				2.50-2.79	394	2.65	2.50	137	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 #	3.99	114	3.99						
Cheese	Natural Varieties	8 oz block	4.75	63	4.75						

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
Cheese	Natural Varieties	8 oz shred	3.99	162	3.99				3.99	105	3.99
Cottage cheese		16 oz	2.99-3.49	438	3.27						
Milk	All fat tests	half gallon	2.99-4.99	471	3.30	3.99	241	3.99	2.99	66	2.99
Milk	All fat tests	gallon				6.98	137	6.98			
Milk	All fat tests	8 oz UHT				1.00-1.25	538	1.08	1.00	69	1.00
Yogurt	Greek	4-6 oz				1.50	167	1.50			
Yogurt	Greek	32 oz							3.50	69	3.50
Yogurt	Yogurt	4-6 oz	0.99	63	.99						
Yogurt	Yogurt	32 oz	2.50	210	2.50	2.79-3.50	450	3.36			

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			
Yogurt	Greek	4-6 oz				1.25	3	1.25
Yogurt	Yogurt	4-6 oz				1.25	6	1.25

#### 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