



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 10/23/2015 to 10/29/2015

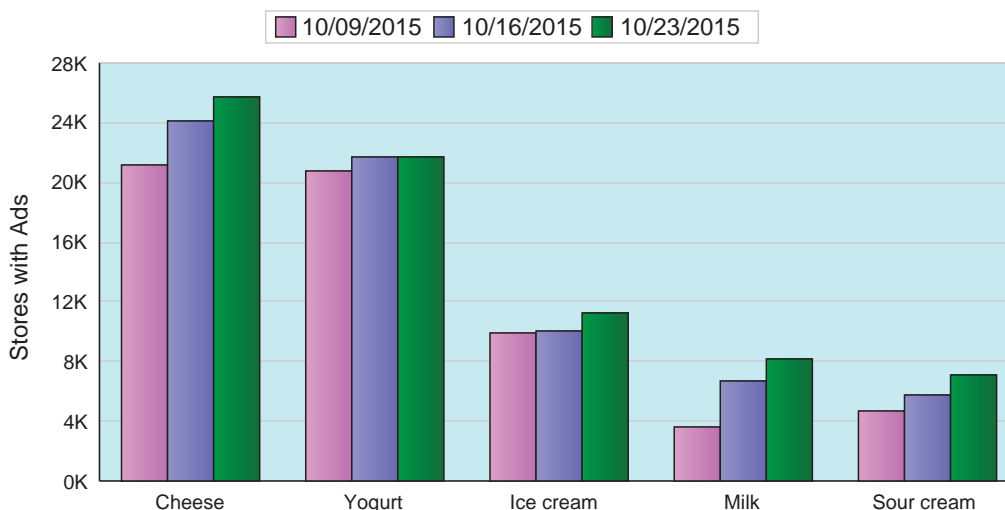
Advertisements for all conventional milk packages increased 56%. Flavored milk in gallons had the biggest increase at 144%, followed by unflavored all test milk in gallons at 129%. Butter ads were cut in nearly half from last week. The average price for conventional 1# butter was \$3.35 this week compared to \$3.25 last week and \$4.20 one year ago. Ads for all conventional dairy products increased 5%, in contrast to an 8% decrease in total organic dairy ad numbers.

Conventional yogurt ad numbers increased 4% from last week, but organic yogurt ads decreased by 42%. The average price of 4-6 ounce conventional Greek yogurt is 96 cents, up 2 cents from last week but down 1 cent from a year ago. Conventional yogurt in 4-6 ounce packages averaged 52 cents, up 2 cents from last week and up 1 cent from a year ago.

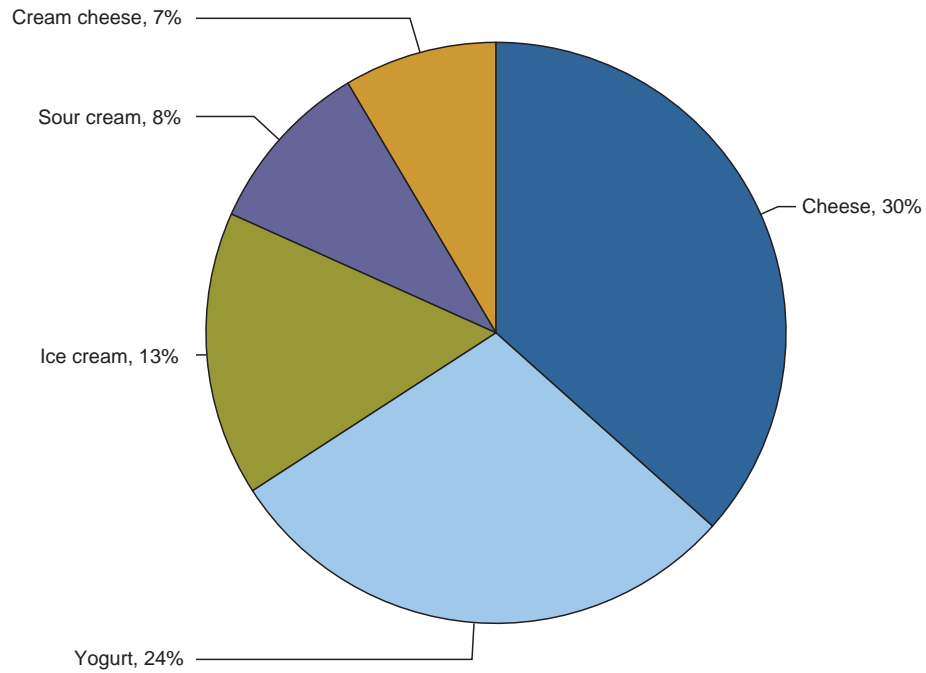
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.16, down 14 cents from last week and down 47 cents from a year ago; 8 ounce shred cheese averaged \$2.29, up 4 cents from one week ago, but down 40 cents from one year ago. Ads for conventional cheese increased 7% from last week, while organic cheese ads were unchanged.

The price spread between organic and conventional half gallon milk is \$2.66. Last week the spread was \$1.55. The price spread is the difference between national weighted average prices for organic, \$3.99, and conventional, \$1.33.

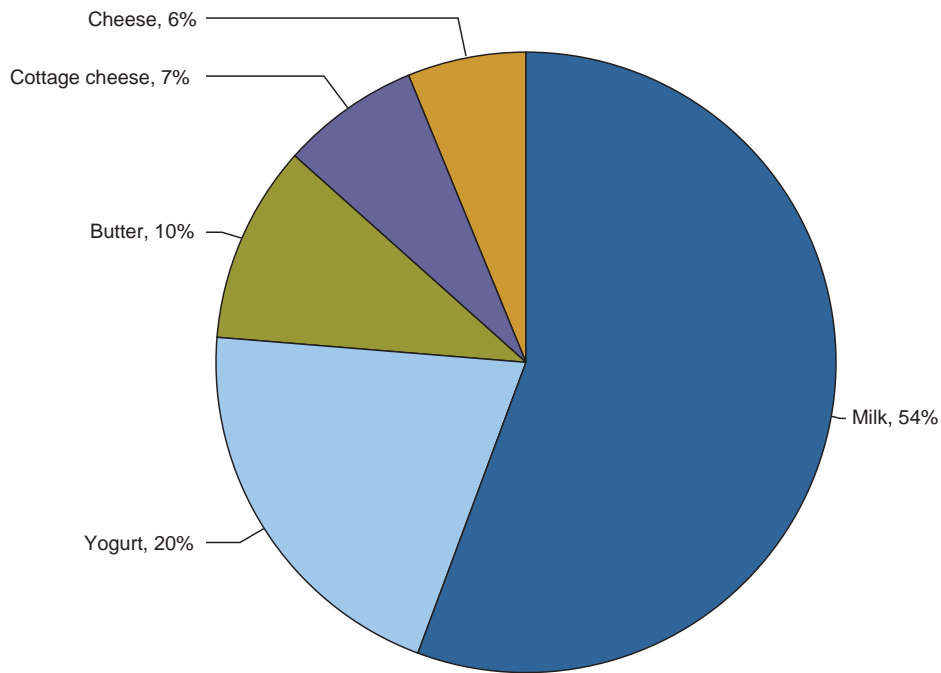
Top 5 Commodities Featured



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 #	2929	3.35	5560	3.25	3729	4.20
Cheese	Natural Varieties	8 oz block	8883	2.16	9940	2.30	5610	2.63
Cheese	Natural Varieties	1 # block	891	3.83	1228	4.27	2208	4.34
Cheese	Natural Varieties	2 # block	642	5.28	614	7.36	2005	7.83
Cheese	Natural Varieties	8 oz shred	12124	2.29	9941	2.25	10864	2.69
Cheese	Natural Varieties	1 # shred	2907	4.65	2036	3.75	2626	4.35
Cottage cheese		16 oz	3646	1.80	4629	1.73	3883	1.89
Cream cheese		8 oz	5517	1.95	5230	1.96	6104	1.78
Egg nog		half gallon					202	3.49
Flavored milk	All fat tests	half gallon	625	1.93	519	2.86	271	2.28
Flavored milk	All fat tests	gallon	788	2.83	323	3.06	259	3.28
Ice cream		48-64oz	11292	2.98	9991	2.91	12227	2.94
Milk	All fat tests	half gallon	631	1.33	1317	2.59	296	1.84
Milk	All fat tests	gallon	4461	2.60	1949	2.45	1600	3.70
Sour cream		16 oz	6832	1.69	5768	1.71	6025	1.72
Yogurt	Greek	4-6 oz	12327	.96	12447	.94	13928	.97
Yogurt	Greek	32 oz	2186	4.38	1193	3.57	488	5.71
Yogurt	Yogurt	4-6 oz	5635	.52	5446	.50	6999	.51
Yogurt	Yogurt	32 oz	293	2.38	664	2.00	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 #	2.99-4.99	799	3.47				2.99-3.00	695	2.99
Cheese	Natural Varieties	8 oz block	1.49-2.79	2192	2.23	1.79-2.50	2380	2.10	1.50-2.50	1588	1.95
Cheese	Natural Varieties	1 # block	3.99-4.29	199	4.08	3.50	214	3.50			
Cheese	Natural Varieties	2 # block	5.99	84	5.99						
Cheese	Natural Varieties	8 oz shred	1.24-3.00	2425	2.30	1.79-3.00	4531	2.38	1.50-2.50	1695	2.02
Cheese	Natural Varieties	1 # shred	3.99	135	3.99				3.33-4.96	879	4.83
Cottage cheese		16 oz	1.50-3.00	1088	2.06	1.00-2.50	417	1.84	1.25-2.00	1065	1.62
Cream cheese		8 oz	1.50-2.50	1295	2.09	1.67-2.50	2012	2.07	0.99-2.50	1027	1.71
Flavored milk	All fat tests	half gallon	1.99	161	1.99				1.00-2.00	297	1.52
Flavored milk	All fat tests	gallon	3.99-4.99	199	4.68				2.99	107	2.99
Ice cream		48-64oz	1.99-3.99	2407	2.69	2.39-3.99	4216	2.86	2.00-3.99	1570	3.13
Milk	All fat tests	half gallon				1.25	184	1.25	1.00-2.99	300	1.47
Milk	All fat tests	gallon	1.99-3.69	745	2.83	2.50	1293	2.50	2.77	53	2.77
Sour cream		16 oz	1.49-2.00	1576	1.64	1.00-2.00	686	1.73	1.00-1.99	1794	1.68
Yogurt	Greek	4-6 oz	0.79-1.00	2935	.97	0.85-1.00	1714	.98	0.69-1.25	2858	.92

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	3.99	147	3.99	3.50-5.99	1481	4.53	3.50	119	3.50
Yogurt	Yogurt	4-6 oz	0.45-0.60	1277	.50	0.50-0.60	1799	.56	0.50	778	.50
Yogurt	Yogurt	32 oz	2.00-2.50	209	2.35				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 #	2.49-4.49	454	3.32	2.88-4.28	378	3.41	2.99-3.99	524	3.52
Cheese	Natural Varieties	8 oz block	1.79-2.50	1082	2.19	1.99-2.99	1392	2.42	1.67-1.99	240	1.76
Cheese	Natural Varieties	1 # block	2.99	162	2.99	4.99	178	4.99	2.99-3.99	138	3.49
Cheese	Natural Varieties	2 # block	5.00	114	5.00	5.99	90	5.99	4.99-5.00	350	5.00
Cheese	Natural Varieties	8 oz shred	1.37-3.00	1787	2.19	1.99-2.99	1380	2.52	1.67-3.00	301	2.01
Cheese	Natural Varieties	1 # shred	3.29-4.69	1124	4.50	4.96-5.18	481	5.02	2.99-4.96	268	4.20
Cottage cheese		16 oz	1.00	288	1.00	1.00-1.89	394	1.62	2.29	394	2.29
Cream cheese		8 oz	1.00-2.50	633	1.38				1.50-2.50	496	2.29
Flavored milk	All fat tests	half gallon	1.99	62	1.99				2.99	105	2.99
Flavored milk	All fat tests	gallon	1.99	351	1.99	1.99	120	1.99			
Ice cream		48-64oz	1.99-3.99	984	3.16	1.88-4.99	1234	3.20	2.50-4.99	705	3.23
Milk	All fat tests	half gallon	1.00	78	1.00				1.25	66	1.25
Milk	All fat tests	gallon	1.99-3.29	605	2.28	1.99-3.99	1649	2.71	1.99	105	1.99
Sour cream		16 oz	1.00-2.00	1437	1.70	1.00-1.98	795	1.69	1.50-1.98	524	1.68
Yogurt	Greek	4-6 oz	0.85-1.00	2117	.98	0.99-1.00	991	1.00	0.75-1.25	1604	.93
Yogurt	Greek	32 oz	4.99	196	4.99				3.50-4.00	243	3.64
Yogurt	Yogurt	4-6 oz	0.33-1.00	837	.58	0.33-0.50	673	.43	0.50	190	.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 #	2.98-4.00	52	3.67	4.49	27	4.49
Cheese	Natural Varieties	8 oz block				2.99-4.77	9	4.18
Cheese	Natural Varieties	2 # block	5.99-8.99	4	7.49			
Cheese	Natural Varieties	8 oz shred	3.00	2	3.00	2.99	3	2.99
Cheese	Natural Varieties	1 # shred	6.46	8	6.46	6.46	12	6.46
Cream cheese		8 oz	2.79	21	2.79	2.29	33	2.29
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	4.00	21	4.00	3.50-6.99	155	5.33
Milk	All fat tests	half gallon				2.98	3	2.98
Milk	All fat tests	gallon	3.59	11	3.59			
Sour cream		16 oz	2.14	8	2.14	3.08	12	3.08
Yogurt	Greek	4-6 oz	0.99-1.50	40	1.41	1.00-1.25	68	1.11
Yogurt	Yogurt	4-6 oz	0.50-0.88	24	.83	0.69-0.79	57	.73
Yogurt	Yogurt	32 oz	3.98	3	3.98			

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 #	560	4.58	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	267	3.99		
Cottage cheese		16 oz	376	3.00	438	3.27	58	5.19
Cream cheese		8 oz					58	3.89
Flavored milk	All fat tests	half gallon					58	4.49
Milk	All fat tests	half gallon	1417	3.99	2421	4.14	2973	3.47
Milk	All fat tests	gallon	436	6.72	221	7.36	58	6.59
Milk	All fat tests	8 oz UHT	1287	.89	774	1.06	1242	.92
Sour cream		16 oz	214	3.00			56	2.99
Yogurt	Greek	4-6 oz	304	1.25	558	1.32	112	1.50
Yogurt	Greek	32 oz	237	5.88	153	4.59		
Yogurt	Yogurt	4-6 oz	304	1.22	69	1.01		
Yogurt	Yogurt	32 oz	304	3.49	1191	2.88		

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 #	3.99-4.99	375	4.57				4.50	116	4.50
Cottage cheese		16 oz				3.00	214	3.00			
Milk	All fat tests	half gallon	2.99-4.50	459	3.74	3.99	214	3.99	4.50	116	4.50
Milk	All fat tests	gallon							6.00-6.99	299	6.60
Milk	All fat tests	8 oz UHT	0.83-0.99	680	.86						
Sour cream		16 oz				3.00	214	3.00			
Yogurt	Greek	4-6 oz	1.25	304	1.25						
Yogurt	Yogurt	4-6 oz							1.33	69	1.33
Yogurt	Yogurt	32 oz	3.99	137	3.99				2.79	98	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 #							4.79	69	4.79
Cheese	Natural Varieties	8 oz block	4.75	63	4.75						
Cheese	Natural Varieties	8 oz shred	3.99	162	3.99				3.99	105	3.99
Cottage cheese		16 oz	2.99	162	2.99						
Milk	All fat tests	half gallon	2.99-3.99	324	3.49	4.49-4.99	304	4.72			
Milk	All fat tests	gallon				6.98	137	6.98			
Milk	All fat tests	8 oz UHT				0.75-1.00	538	.92	1.00	69	1.00
Yogurt	Greek	32 oz	5.99	210	5.99						
Yogurt	Yogurt	4-6 oz	0.99	63	.99	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
Yogurt	Greek	32 oz				4.99	27	4.99
Yogurt	Yogurt	4-6 oz	1.50	5	1.50			

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