



Dairy Market News Branch

Agricultural
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Service

National Retail Report - Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>
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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/30/2015 to 11/05/2015

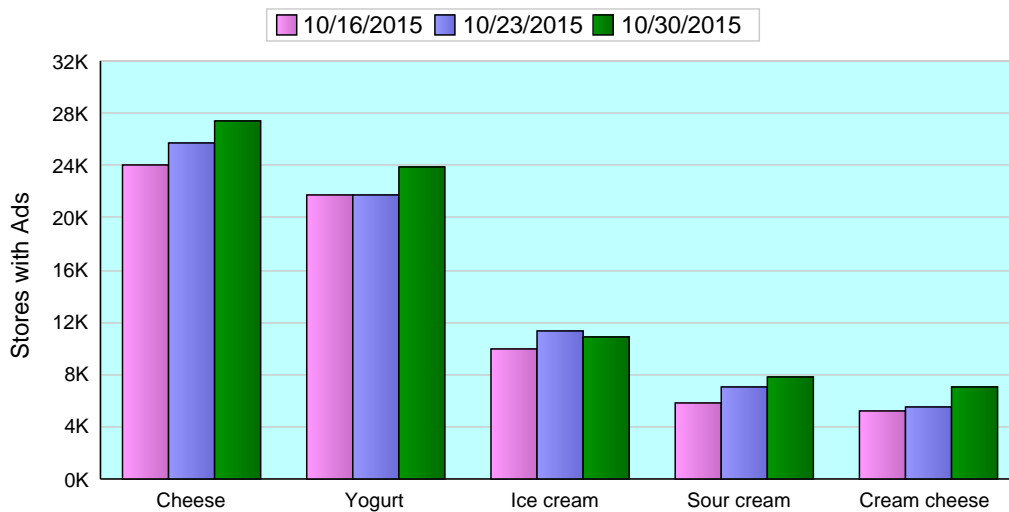
Milk advertisement numbers continue to shift lower. Ads for all conventional milk packages declined 69%. Milk in gallons had the biggest decline at 70%, followed by milk in half gallons at 62%. Butter ads declined by 30% this week. The average price for conventional 1# butter was \$3.51, compared to \$3.35 last week and \$3.82 one year ago. Ads for all conventional dairy products increased 2%, in contrast to a 10% decline in total organic dairy ad numbers.

Conventional yogurt ad numbers increased 13% from last week, but organic yogurt ads declined by 44%. The average price of 4-6 ounce conventional Greek yogurt is 94 cents, down 2 cents from last week, and down 4 cent from a year ago. Conventional yogurt in 4-6 ounce packages averaged 50 cents, down 2 cents from last week, but unchanged from a year ago.

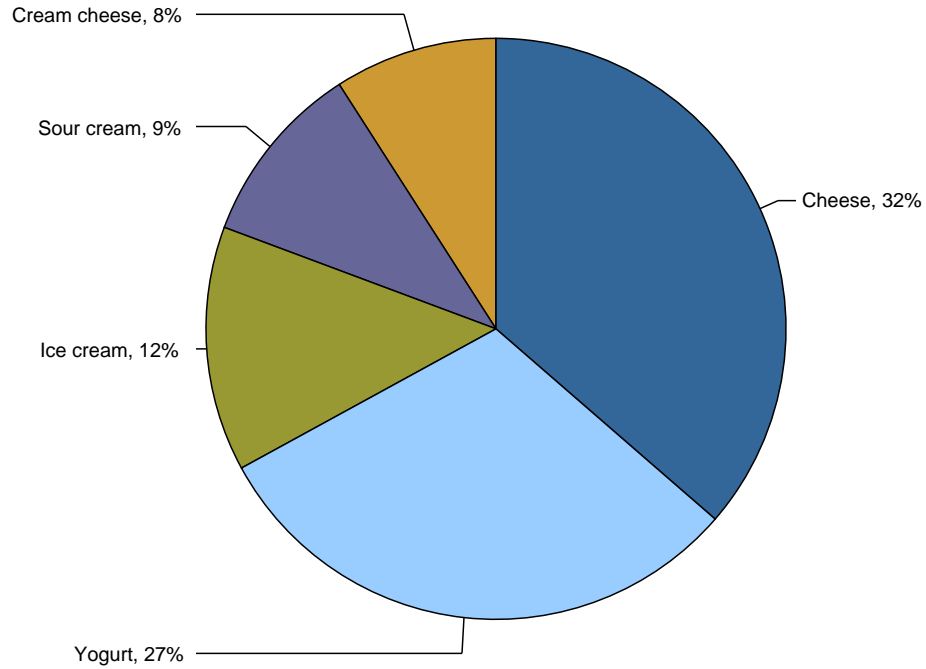
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.29, up 13 cents from last week but down 12 cents from a year ago; 8 ounce shred cheese averaged \$2.14, down 15 cents from last week ago, and down 32 cents from one year ago. Ads for conventional cheese increased 6% from last week, while organic cheese ads held steady.

The price spread between organic and conventional half gallon milk is \$1.52. Last week the spread was \$2.66. The price spread is the difference between national weighted average prices for organic, \$4.52, and conventional, \$3.00.

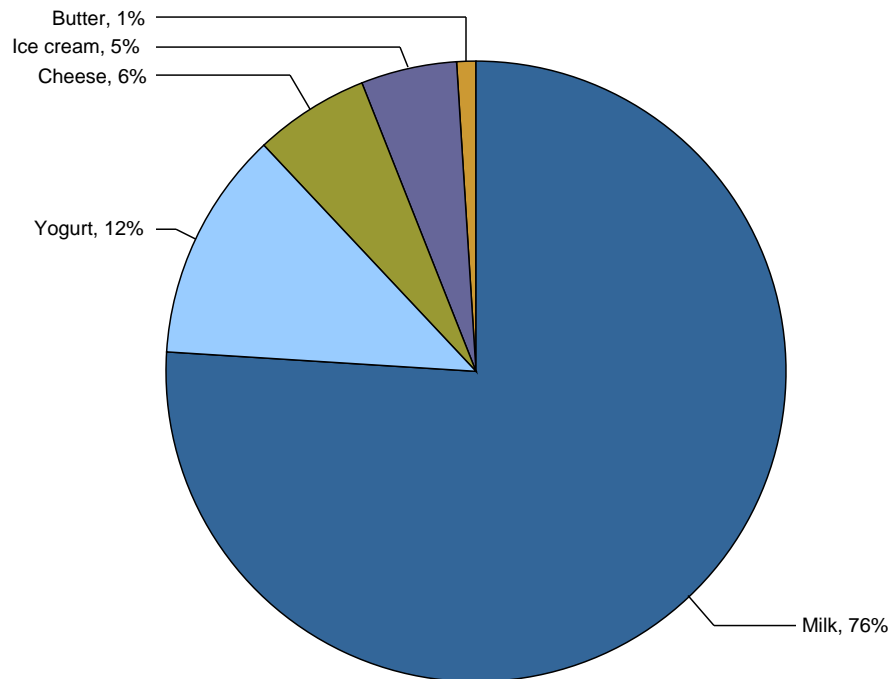
Top 5 Commodities Featured



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 #	2061	3.51	2929	3.35	5266	3.82
Cheese	Natural Varieties	8 oz block	11230	2.29	8883	2.16	6918	2.41
Cheese	Natural Varieties	1 # block	974	3.77	891	3.83	1439	5.30
Cheese	Natural Varieties	2 # block	98	6.11	642	5.28	2337	8.45
Cheese	Natural Varieties	8 oz shred	10502	2.14	12124	2.29	6035	2.46
Cheese	Natural Varieties	1 # shred	4227	4.55	2907	4.65	2031	4.98
Cottage cheese		16 oz	2608	2.20	3646	1.80	2989	2.02
Cream cheese		8 oz	7073	1.73	5517	1.95	6677	1.64
Flavored milk	All fat tests	half gallon	893	1.59	625	1.93	415	2.40
Flavored milk	All fat tests	gallon	1086	3.01	788	2.83	533	3.94
Ice cream		48-64oz	10604	2.90	11292	2.98	13666	3.23
Milk	All fat tests	half gallon	242	3.00	631	1.33	443	2.30
Milk	All fat tests	gallon	1340	2.14	4461	2.60	1041	3.78
Sour cream		16 oz	7822	1.82	6832	1.69	3706	1.84
Yogurt	Greek	4-6 oz	15463	.94	12327	.96	16528	.98
Yogurt	Greek	32 oz	815	4.20	2186	4.38		
Yogurt	Yogurt	4-6 oz	6024	.50	5635	.52	4938	.50
Yogurt	Yogurt	32 oz	881	2.12	293	2.38	167	2.49

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 #	3.00-3.99	835	3.55	3.00	276	3.00	3.00	335	3.00
Cheese	Natural Varieties	8 oz block	1.50-3.50	2083	2.43	1.79-3.99	4248	2.39	0.98-2.50	2948	2.05
Cheese	Natural Varieties	1 # block							4.99	213	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.99	2631	2.20	1.79-2.50	2332	2.14	0.98-3.00	2865	2.09
Cheese	Natural Varieties	1 # shred	3.99-4.96	618	4.49				3.29-4.99	1611	4.35
Cottage cheese		16 oz	1.79-2.50	486	2.23	2.50	1002	2.50	1.00-2.50	728	1.71
Cream cheese		8 oz	1.50-2.50	2161	1.85	1.50-2.39	1247	1.54	0.99-2.29	2035	1.73
Flavored milk	All fat tests	half gallon				0.99	184	.99	1.79-2.29	266	1.89
Flavored milk	All fat tests	gallon							3.00-3.69	238	3.35
Ice cream		48-64oz	1.99-3.50	4023	2.73	1.99-3.33	2437	2.72	1.99-4.99	1146	3.25
Milk	All fat tests	half gallon	3.00	137	3.00						
Milk	All fat tests	gallon	1.99	84	1.99	2.50	62	2.50	1.88-2.77	458	2.14
Sour cream		16 oz	1.29-2.00	2717	1.77	1.77-2.00	275	1.82	0.99-2.29	1609	1.70
Yogurt	Greek	4-6 oz	0.79-1.25	4373	.97	0.80-1.00	1921	.98	0.69-1.00	3770	.86
Yogurt	Greek	32 oz	3.99-5.39	491	4.55	3.89	61	3.89			
Yogurt	Yogurt	4-6 oz	0.40-0.60	2705	.49	0.45-0.50	1578	.49	0.50-0.60	496	.51

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	1.99-2.49	314	2.22				1.88-1.99	332	1.92

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 #	2.99	74	2.99	4.28-5.49	274	4.89	3.00-3.50	190	3.18
Cheese	Natural Varieties	8 oz block	1.67-2.50	899	2.10	1.88-2.50	473	2.21	1.50-2.50	481	2.36
Cheese	Natural Varieties	1 # block				2.99-3.49	367	3.22	3.50-3.99	394	3.63
Cheese	Natural Varieties	2 # block				5.99	90	5.99			
Cheese	Natural Varieties	8 oz shred	0.98-2.50	1383	2.02	1.88-2.50	764	2.13	1.99-2.50	454	2.06
Cheese	Natural Varieties	1 # shred	4.96	973	4.96	4.96-5.18	481	5.02	3.50-4.96	524	3.96
Cottage cheese		16 oz	2.99	72	2.99	0.99-2.99	296	2.10			
Cream cheese		8 oz	1.49-2.50	736	1.60	1.49-2.50	732	1.72	1.50-2.50	121	2.00
Flavored milk	All fat tests	half gallon	0.99-1.99	338	1.26				2.99	105	2.99
Flavored milk	All fat tests	gallon	2.99-3.69	195	3.26	1.99-2.99	364	2.66	2.99	289	2.99
Ice cream		48-64oz	1.99-4.99	1221	3.09	1.99-3.99	1326	2.99	2.99-3.50	253	3.13
Milk	All fat tests	half gallon							2.99	105	2.99
Milk	All fat tests	gallon	1.88-1.99	235	1.94	1.99-2.78	501	2.21			
Sour cream		16 oz	1.49-2.99	1351	1.93	0.99-2.99	1564	1.87	1.79-1.98	235	1.90
Yogurt	Greek	4-6 oz	0.80-1.00	2080	.95	0.80-1.00	2052	.94	0.80-1.00	1206	.94
Yogurt	Greek	32 oz				3.50	62	3.50	3.50-4.00	174	3.70
Yogurt	Yogurt	4-6 oz	0.50	550	.50	0.50	348	.50	0.40-0.50	292	.46
Yogurt	Yogurt	32 oz							1.99-2.50	235	2.27

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 #	3.99-4.49	19	4.15	2.99-3.89	58	3.52
Cheese	Natural Varieties	8 oz block	2.50	6	2.50	2.50-5.99	92	3.95
Cheese	Natural Varieties	2 # block	6.99-8.99	8	7.49			
Cheese	Natural Varieties	8 oz shred	2.50-3.00	8	2.63	2.50-5.99	65	4.34
Cheese	Natural Varieties	1 # shred	6.46	8	6.46	6.46	12	6.46
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz	1.98-2.00	14	2.00	2.49	27	2.49
Ice cream		48-64oz	3.48-8.99	62	6.19	2.75-5.19	136	3.98
Sour cream		16 oz	2.14	8	2.14	2.29-3.08	63	2.53
Yogurt	Greek	4-6 oz	1.00-1.25	34	1.10	1.25	27	1.25
Yogurt	Greek	32 oz				3.49	27	3.49
Yogurt	Yogurt	4-6 oz	0.70-0.80	31	.79	0.89	24	.89



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 #	62	4.98	560	4.58		
Cheese	Natural Varieties	8 oz block	63	4.75	63	4.75	1373	3.83
Cheese	Natural Varieties	8 oz shred	267	3.69	267	3.99	885	3.99
Cottage cheese		16 oz			376	3.00		
Ice cream		48-64oz	244	4.49				
Milk	All fat tests	half gallon	3032	4.52	1417	3.99	1961	3.32
Milk	All fat tests	gallon	221	6.98	436	6.72	235	5.99
Milk	All fat tests	8 oz UHT	688	1.00	1287	.89	3242	1.00
Sour cream		16 oz			214	3.00	251	3.00
Yogurt	Greek	4-6 oz	573	1.16	304	1.25		
Yogurt	Greek	32 oz			237	5.88		
Yogurt	Yogurt	4-6 oz	63	.99	304	1.22		
Yogurt	Yogurt	32 oz	3	3.50	304	3.49	373	3.61

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 #	4.98	62	4.98						
Milk	All fat tests	half gallon	4.29-4.99	764	4.76	4.49	1083	4.49	4.29	343	4.29
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT	0.99-1.00	627	1.00	1.00	61	1.00			
Yogurt	Greek	4-6 oz	1.00	72	1.00						

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	4.75	63	4.75						
Cheese	Natural Varieties	8 oz shred	3.50	162	3.50				3.99	105	3.99
Ice cream		48-64oz				4.49	244	4.49			

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
Milk	All fat tests	half gallon	4.29	239	4.29	4.29-4.99	478	4.56	3.99-4.29	121	4.14
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz	1.00	141	1.00	1.25	360	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
Milk	All fat tests	half gallon				4.29	4	4.29
Yogurt	Yogurt	32 oz				3.50	3	3.50

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