



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 11/06/2015 to 11/12/2015

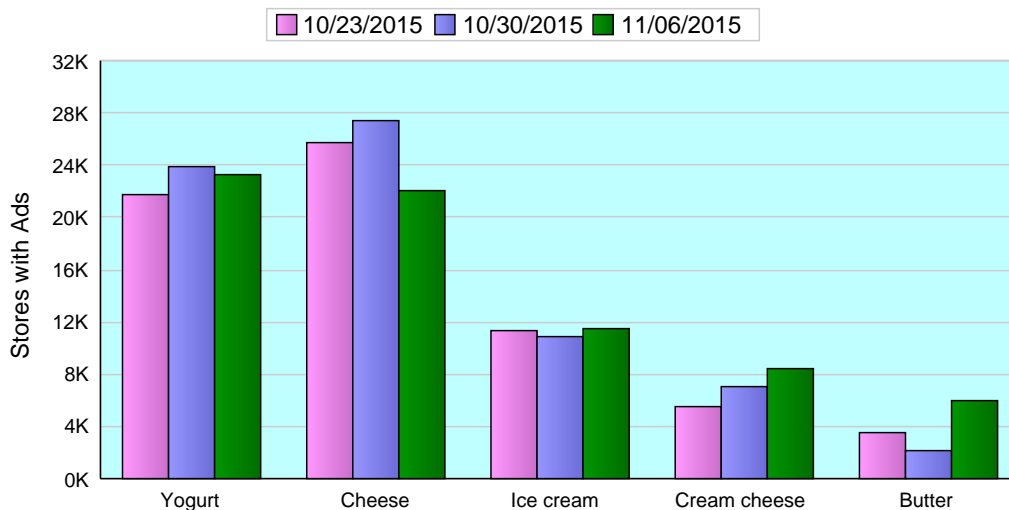
The volume of conventional dairy ads is 2% lower from last week. Greek yogurt, 4-6 ounce, is the most advertised item for this week. The ad volume for 1 gallon of milk increased by 132% and the national weighted average advertised price is \$2.22. For other fall season favorites, the change in ad volume, national weighted average advertised price, and price change from last week are: 1 pound butter, +180%, \$3.08, down 43 cents, 16-ounce cottage cheese, +8%, \$1.76, down 44 cents and 8-ounce cream cheese, +20%, \$1.68, down 5 cents.

Conventional yogurt ad numbers decreased 4% from last week, but organic yogurt ads increased by 57%. The average price of 4-6 ounce conventional Greek yogurt is 94 cents, unchanged from last week, but down 4 cents from a year ago. Conventional yogurt in 4-6 ounce packages averaged 52 cents, up 2 cents from last week, and a year ago.

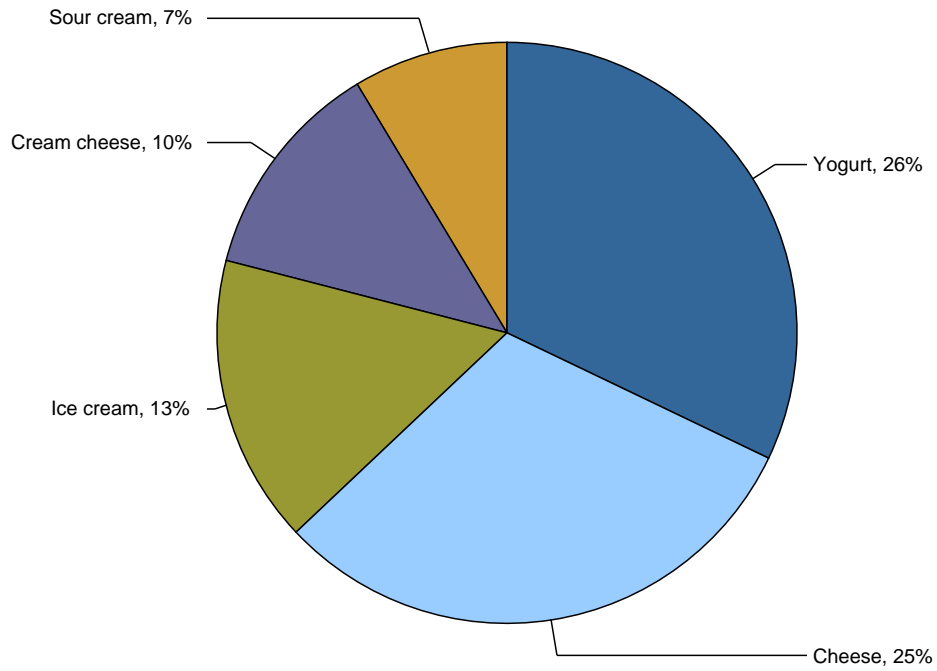
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.40, up 11 cents from last week, but down 1 cent from a year ago; 8 ounce shred cheese averaged \$2.40, up 26 cents from last week ago, but down 6 cents from one year ago. Ads for conventional cheese decreased 20% from last week, while organic cheese ads decreased 19%.

The price spread between organic and conventional half gallon milk is \$2.12. Last week the spread was \$1.52. The price spread is the difference between national weighted average prices for organic, \$4.43, and conventional, \$2.31.

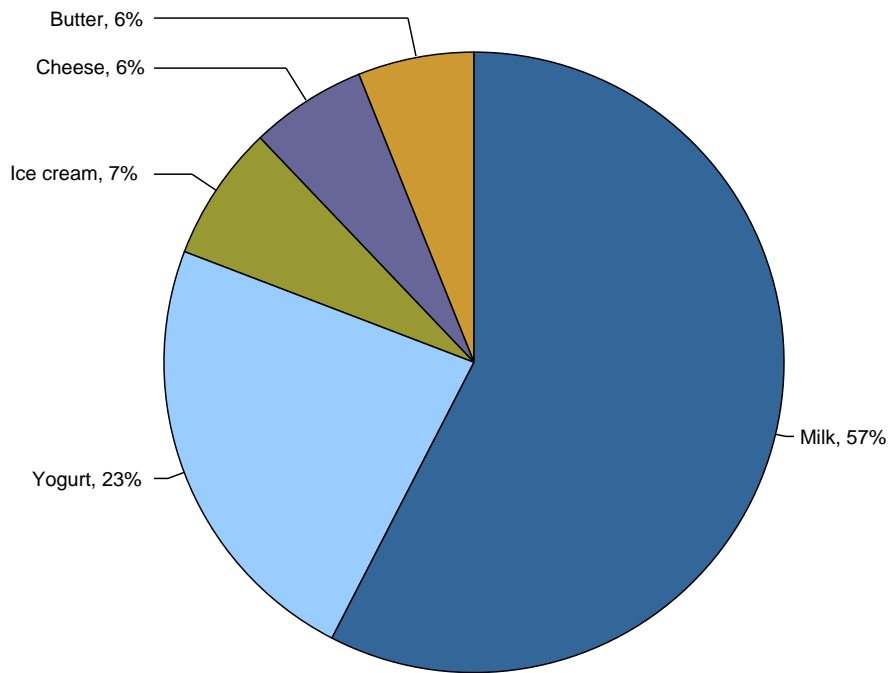
Top 5 Commodities Featured



### 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 #	5773	3.08	2061	3.51	5266	3.82
Cheese	Natural Varieties	8 oz block	6538	2.40	11230	2.29	6918	2.41
Cheese	Natural Varieties	1 # block	3681	4.08	974	3.77	1439	5.30
Cheese	Natural Varieties	2 # block	550	6.05	98	6.11	2337	8.45
Cheese	Natural Varieties	8 oz shred	8083	2.40	10502	2.14	6035	2.46
Cheese	Natural Varieties	1 # shred	2858	3.81	4227	4.55	2031	4.98
Cottage cheese		16 oz	2809	1.76	2608	2.20	2989	2.02
Cream cheese		8 oz	8482	1.68	7073	1.73	6677	1.64
Egg nog		quart	177	2.55			474	2.28
Flavored milk	All fat tests	half gallon	314	2.23	893	1.59	415	2.40
Flavored milk	All fat tests	gallon	350	2.04	1086	3.01	533	3.94
Ice cream		48-64oz	11191	2.98	10604	2.90	13666	3.23
Milk	All fat tests	half gallon	373	2.31	242	3.00	443	2.30
Milk	All fat tests	gallon	3112	2.22	1340	2.14	1041	3.78
Sour cream		16 oz	5821	1.71	7822	1.82	3706	1.84
Yogurt	Greek	4-6 oz	13667	.94	15463	.94	16528	.98
Yogurt	Greek	32 oz	753	4.05	815	4.20		
Yogurt	Yogurt	4-6 oz	6966	.52	6024	.50	4938	.50
Yogurt	Yogurt	32 oz	845	2.60	881	2.12	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 #	1.99-3.99	774	2.84	2.49-3.99	2199	3.47	2.49-2.99	410	2.79
Cheese	Natural Varieties	8 oz block	1.88-3.98	2112	2.66	2.00-3.00	2047	2.58	0.99-2.98	1512	2.05
Cheese	Natural Varieties	1 # block	3.50-6.99	317	4.50	3.48-3.79	1494	3.51	3.79-5.99	218	4.61
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2699	2.48	2.00-3.00	1638	2.44	0.99-2.99	1228	2.25
Cheese	Natural Varieties	1 # shred	3.50-3.99	277	3.80	3.49-3.50	1212	3.50	3.79-5.99	218	4.61
Cottage cheese		16 oz	1.99-2.99	1098	2.14	0.79-1.99	443	1.36	0.99-1.29	247	1.12
Cream cheese		8 oz	0.99-2.49	1993	1.70	0.99-2.70	2814	1.87	0.68-2.50	1410	1.46
Egg nog		quart	2.69	53	2.69						
Flavored milk	All fat tests	half gallon							1.25	110	1.25
Ice cream		48-64oz	1.98-3.99	2916	2.75	2.00-3.50	2767	2.71	2.79-3.99	1717	3.18
Milk	All fat tests	half gallon	2.50-4.99	197	3.26				1.25	110	1.25
Milk	All fat tests	gallon	1.99	261	1.99	2.50	394	2.50	1.99-2.79	588	2.26
Sour cream		16 oz	1.29-2.00	1851	1.63	0.79-2.50	1633	1.94	0.99-2.39	749	1.61
Yogurt	Greek	4-6 oz	0.79-1.25	3065	.97	0.88-1.00	2065	.94	0.50-1.25	3187	.87
Yogurt	Greek	32 oz	3.99	291	3.99				5.28	180	5.28

Wtd Avg - Simple weighted average



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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	0.45-0.75	2128	.51	0.50-0.60	1950	.55	0.50-0.60	1458	.51
Yogurt	Yogurt	32 oz	2.59	137	2.59				2.50-3.68	225	3.06

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 #	1.99-3.49	913	2.57	1.99-4.28	818	2.95	2.99-3.50	593	3.05
Cheese	Natural Varieties	8 oz block	1.25-2.50	233	1.97	1.88-1.99	294	1.92	1.79-2.00	301	1.92
Cheese	Natural Varieties	1 # block	3.49-4.00	564	3.74	3.49-6.99	788	5.11	3.49-4.99	287	3.99
Cheese	Natural Varieties	2 # block	4.99	141	4.99	6.99	246	6.99	4.99	130	4.99
Cheese	Natural Varieties	8 oz shred	1.25-2.99	1063	2.40	1.88-2.99	655	2.42	1.79-2.69	761	2.22
Cheese	Natural Varieties	1 # shred	3.49-4.00	402	3.63	3.49-4.99	451	4.29	3.49-4.99	287	3.99
Cottage cheese		16 oz	0.79-2.00	424	1.38	1.99	177	1.99	1.25-2.29	353	1.69
Cream cheese		8 oz	0.68-2.70	1145	1.44	1.49-1.79	451	1.71	1.50-1.99	606	1.67
Egg nog		quart	2.50	121	2.50						
Flavored milk	All fat tests	half gallon	2.50	99	2.50				2.99	105	2.99
Flavored milk	All fat tests	gallon	1.99	219	1.99	1.99	120	1.99			
Ice cream		48-64oz	2.49-4.99	1203	3.44	2.49-3.99	1871	3.03	3.00-3.99	537	3.17
Milk	All fat tests	half gallon							1.25	66	1.25
Milk	All fat tests	gallon	1.99	550	1.99	1.99-2.78	1125	2.24	1.77-2.49	174	2.20
Sour cream		16 oz	0.79-1.69	427	1.33	1.49-1.99	651	1.81	1.25-2.00	499	1.60
Yogurt	Greek	4-6 oz	0.79-1.00	1343	.95	0.88-1.07	2499	1.00	0.75-1.50	1463	.93
Yogurt	Greek	32 oz				3.99	114	3.99	2.50-3.50	166	2.87
Yogurt	Yogurt	4-6 oz	0.33-0.60	736	.48	0.50-0.58	425	.52	0.39-0.60	234	.48
Yogurt	Yogurt	32 oz	2.50	72	2.50	2.50	231	2.50	1.99-2.50	174	2.19

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 #	3.00-4.00	29	3.79	3.50-3.77	37	3.52
Cheese	Natural Varieties	8 oz block	2.00	2	2.00	3.00-3.50	37	3.04
Cheese	Natural Varieties	1 # block	3.99-4.99	13	4.14			
Cheese	Natural Varieties	2 # block	6.99	6	6.99	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.00	2	2.00	3.00-3.50	37	3.04
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz	1.66-2.50	13	1.79	2.69-3.49	54	3.09
Cream cheese		8 oz	2.00	2	2.00	1.50-3.00	61	1.66
Egg nog		quart				1.99	3	1.99
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.50-6.00	41	5.23	2.99-4.99	139	4.28
Milk	All fat tests	gallon	3.59	11	3.59	4.88-4.97	9	4.94
Sour cream		16 oz	1.66	11	1.66			

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	4-6 oz	1.00-1.25	8	1.19	1.00-1.50	37	1.39
Yogurt	Greek	32 oz	3.50	2	3.50			
Yogurt	Yogurt	4-6 oz	0.80	28	.80	0.50	7	.50
Yogurt	Yogurt	32 oz	2.99	6	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 #	265	5.09	62	4.98		
Cheese	Natural Varieties	8 oz block			63	4.75	1373	3.83
Cheese	Natural Varieties	8 oz shred	267	3.69	267	3.69	885	3.99
Cream cheese		8 oz					50	2.99
Egg nog		quart	63	3.49			195	3.49
Ice cream		48-64oz	294	5.77	244	4.49		
Milk	All fat tests	half gallon	534	4.43	3032	4.52	1961	3.32
Milk	All fat tests	gallon	317	6.70	221	6.98	235	5.99
Milk	All fat tests	8 oz UHT	1690	.95	688	1.00	3242	1.00
Sour cream		16 oz					251	3.00
Yogurt	Greek	4-6 oz	849	1.18	573	1.16		
Yogurt	Greek	32 oz	84	5.49				
Yogurt	Yogurt	4-6 oz			63	.99		
Yogurt	Yogurt	32 oz	69	3.50	3	3.50	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 #	4.99	84	4.99						
Ice cream		48-64oz				5.99	184	5.99	5.39	110	5.39
Milk	All fat tests	half gallon	3.49	137	3.49	4.28	195	4.28			

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
Milk	All fat tests	gallon							6.49	180	6.49
Milk	All fat tests	8 oz UHT	0.83-1.00	1629	.95	1.00	61	1.00			
Yogurt	Greek	4-6 oz				1.25	184	1.25			
Yogurt	Greek	32 oz	5.49	84	5.49						

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
Butter		1 #	4.99-5.39	181	5.13						
Cheese	Natural Varieties	8 oz shred	3.50	162	3.50				3.99	105	3.99
Egg nog		quart	3.49	63	3.49						
Milk	All fat tests	half gallon	4.49-4.99	165	4.64						
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	4-6 oz	1.25	288	1.25	0.75-1.50	377	1.08			
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
Milk	All fat tests	half gallon				5.87-7.89	37	7.73

#### 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