



Dairy Market News Branch

Agricultural
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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 11/13/2015 to 11/19/2015

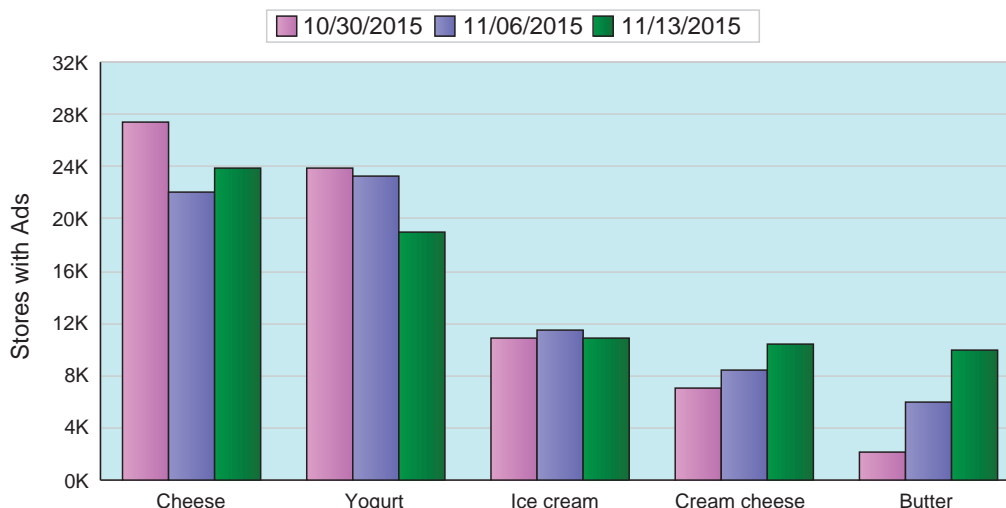
The volume of conventional dairy ads increased 8% from last week. The three most advertised items for the week were 4-6 ounce packages of Greek yogurt, 48-64 ounce containers of ice cream, and 8 ounce packages of cream cheese. Cream cheese advertisements increased 22% and the national weighted average advertised price was \$1.59. Advertisements for 1 pound butter increased 65% with an average price of \$2.85, down from \$3.08 last week. Offers for flavored milk in gallons increased 138%. The average price of a gallon of flavored milk was \$2.68 compared to \$2.45 for a gallon of unflavored milk.

Conventional yogurt ad numbers decreased 18% from last week, and organic yogurt ads decreased by 21%. The average price of 4-6 ounce conventional Greek yogurt is 95 cents, up 1 cent from last week, but down 1 cent from a year ago. Conventional yogurt in 4-6 ounce packages averaged 49 cents, down 3 cents from both last week and a year ago.

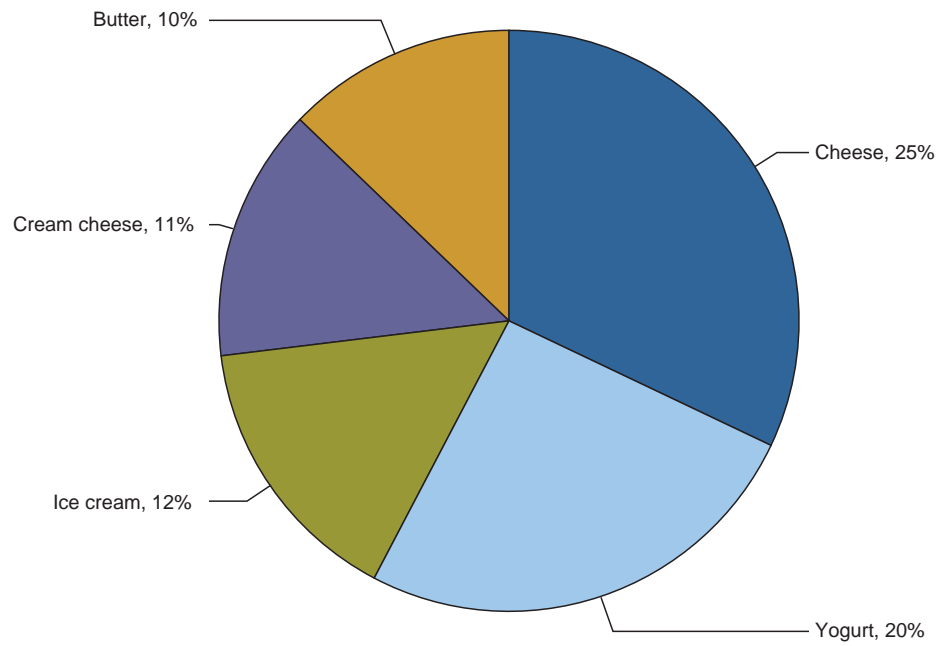
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.35, down 5 cents from last week and down 26 cents from a year ago; 8 ounce shred cheese averaged \$2.39, down 1 cent from a week ago and down 17cents from one year ago. Ads for conventional cheese increased 8% from last week and organic cheese ads increased 61%.

The price spread between organic and conventional half gallon milk is \$3.04. Last week the spread was \$2.12. The price spread is the difference between national weighted average prices for organic, \$4.13, and conventional, \$1.09. Half gallon organic milk advertisements increased 214% from last week.

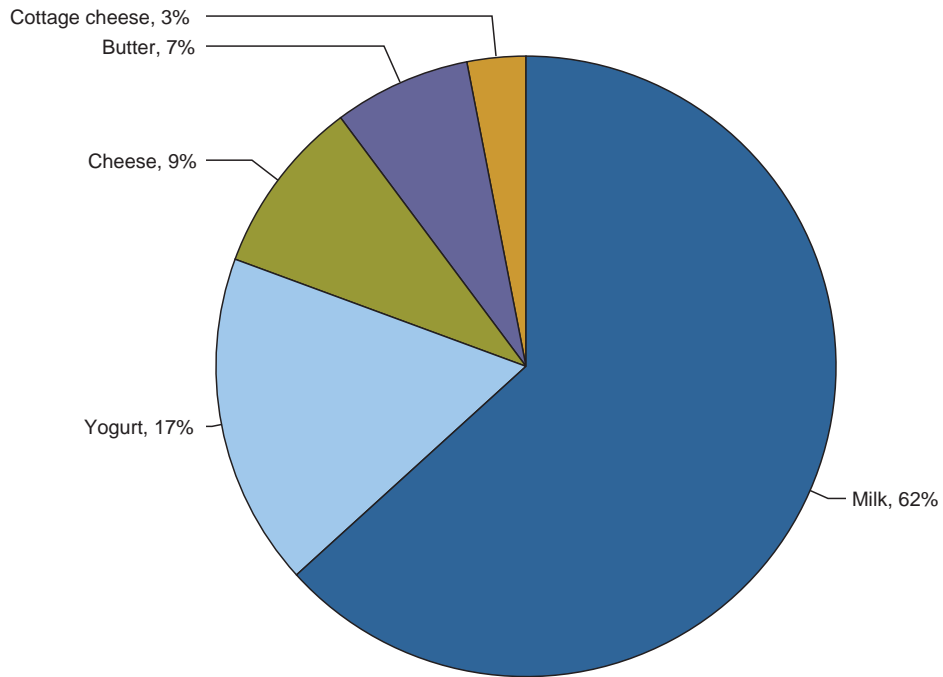
Top 5 Commodities Featured



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 # | 9549 | 2.85 | 5773 | 3.08 | 6591 | 3.63 |
| Cheese | Natural Varieties | 8 oz block | 9594 | 2.35 | 6538 | 2.40 | 6961 | 2.61 |
| Cheese | Natural Varieties | 1 # block | 2006 | 3.66 | 3681 | 4.08 | 1546 | 3.95 |
| Cheese | Natural Varieties | 2 # block | 524 | 6.14 | 550 | 6.05 | 1091 | 7.83 |
| Cheese | Natural Varieties | 8 oz shred | 9516 | 2.39 | 8083 | 2.40 | 6357 | 2.56 |
| Cheese | Natural Varieties | 1 # shred | 1823 | 3.57 | 2858 | 3.81 | 1716 | 4.00 |
| Cottage cheese | | 16 oz | 2617 | 1.83 | 2809 | 1.76 | 1272 | 2.39 |
| Cream cheese | | 8 oz | 10385 | 1.59 | 8482 | 1.68 | 9893 | 1.61 |
| Egg nog | | quart | 110 | 3.16 | 177 | 2.55 | 217 | 2.22 |
| Egg nog | | half gallon | 121 | 3.49 | | | 1181 | 3.92 |
| Flavored milk | All fat tests | half gallon | 531 | 2.16 | 314 | 2.23 | | |
| Flavored milk | All fat tests | gallon | 832 | 2.68 | 350 | 2.04 | | |
| Ice cream | | 48-64oz | 10859 | 3.12 | 11191 | 2.98 | 11876 | 3.02 |
| Milk | All fat tests | half gallon | 164 | 1.09 | 373 | 2.31 | 987 | 2.15 |
| Milk | All fat tests | gallon | 3723 | 2.45 | 3112 | 2.22 | 1795 | 3.55 |
| Sour cream | | 16 oz | 8503 | 1.59 | 5821 | 1.71 | 6347 | 1.77 |
| Yogurt | Greek | 4-6 oz | 12415 | .95 | 13667 | .94 | 14652 | .96 |
| Yogurt | Greek | 32 oz | 1128 | 3.91 | 753 | 4.05 | 1688 | 5.19 |
| Yogurt | Yogurt | 4-6 oz | 3858 | .49 | 6966 | .52 | 4917 | .52 |
| Yogurt | Yogurt | 32 oz | 821 | 2.53 | 845 | 2.60 | 1541 | 2.44 |

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 # | 2.50-4.59 | 1272 | 3.12 | 1.99-3.98 | 2744 | 2.82 | 1.99-3.00 | 1887 | 2.63 |
| Cheese | Natural Varieties | 8 oz block | 1.77-3.00 | 2774 | 2.48 | 1.67-3.00 | 2823 | 2.27 | 1.89-2.69 | 1510 | 2.07 |
| Cheese | Natural Varieties | 1 # block | 3.99-6.99 | 207 | 5.03 | 3.49 | 394 | 3.49 | 2.99-3.99 | 592 | 3.34 |
| Cheese | Natural Varieties | 2 # block | | | | 5.99 | 64 | 5.99 | 4.97 | 53 | 4.97 |
| Cheese | Natural Varieties | 8 oz shred | 1.88-3.00 | 2306 | 2.49 | 2.00-3.00 | 2239 | 2.29 | 1.50-2.69 | 980 | 2.38 |
| Cheese | Natural Varieties | 1 # shred | 6.99 | 72 | 6.99 | 3.49 | 394 | 3.49 | 2.99-3.99 | 465 | 3.22 |
| Cottage cheese | | 16 oz | 1.66-2.99 | 949 | 2.22 | 2.29 | 87 | 2.29 | 0.79-2.00 | 579 | 1.22 |
| Cream cheese | | 8 oz | 0.99-2.19 | 2206 | 1.52 | 0.99-3.00 | 2871 | 1.88 | 0.89-1.50 | 1797 | 1.10 |
| Egg nog | | quart | 2.69 | 53 | 2.69 | | | | 3.59 | 57 | 3.59 |
| Flavored milk | All fat tests | half gallon | | | | | | | 0.99-2.69 | 430 | 1.96 |
| Flavored milk | All fat tests | gallon | 3.99 | 62 | 3.99 | 5.49 | 84 | 5.49 | 3.49 | 106 | 3.49 |
| Ice cream | | 48-64oz | 1.99-3.99 | 2975 | 2.76 | 2.50-3.99 | 2642 | 3.12 | 2.00-4.49 | 1751 | 3.26 |
| Milk | All fat tests | half gallon | | | | | | | 0.99 | 98 | .99 |
| Milk | All fat tests | gallon | 2.49-2.99 | 146 | 2.70 | 2.49-2.50 | 394 | 2.50 | 1.99-2.99 | 983 | 2.35 |

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 |
| Sour cream | | 16 oz | 1.29-1.99 | 1733 | 1.57 | 1.25-2.29 | 2616 | 1.67 | 0.79-2.00 | 1006 | 1.48 |
| Yogurt | Greek | 4-6 oz | 0.99-1.25 | 2851 | 1.01 | 0.60-1.25 | 1160 | .94 | 0.70-1.25 | 2424 | .93 |
| Yogurt | Greek | 32 oz | 3.99-5.00 | 146 | 4.57 | | | | 2.99-3.98 | 339 | 3.48 |
| Yogurt | Yogurt | 4-6 oz | 0.40-0.60 | 948 | .47 | 0.40-0.60 | 1368 | .49 | 0.50-0.54 | 306 | .51 |
| Yogurt | Yogurt | 32 oz | 1.89-2.69 | 397 | 2.42 | | | | 2.25 | 119 | 2.25 |

| 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 # | 1.99-3.00 | 1804 | 2.61 | 1.99-3.99 | 1254 | 3.06 | 2.99-3.99 | 475 | 3.35 |
| Cheese | Natural Varieties | 8 oz block | 1.29-2.99 | 892 | 2.42 | 1.88-3.00 | 975 | 2.40 | 1.79-3.00 | 529 | 2.50 |
| Cheese | Natural Varieties | 1 # block | 3.49-3.99 | 591 | 3.70 | 3.49 | 90 | 3.49 | 3.33 | 121 | 3.33 |
| Cheese | Natural Varieties | 2 # block | | | | 5.00-6.99 | 344 | 6.00 | 7.99 | 61 | 7.99 |
| Cheese | Natural Varieties | 8 oz shred | 1.25-2.99 | 1516 | 2.26 | 0.99-3.00 | 1698 | 2.35 | 1.79-3.19 | 656 | 2.62 |
| Cheese | Natural Varieties | 1 # shred | 3.49-3.79 | 429 | 3.59 | 3.49 | 331 | 3.49 | 3.33 | 121 | 3.33 |
| Cottage cheese | | 16 oz | 0.79-1.79 | 196 | 1.39 | 1.79-2.00 | 410 | 1.90 | 1.25-2.50 | 353 | 1.78 |
| Cream cheese | | 8 oz | 0.89-3.00 | 1751 | 1.48 | 1.19-2.00 | 1043 | 1.71 | 1.50-2.49 | 658 | 2.00 |
| Egg nog | | half gallon | 3.49 | 121 | 3.49 | | | | | | |
| Flavored milk | All fat tests | half gallon | 2.69 | 74 | 2.69 | | | | | | |
| Flavored milk | All fat tests | gallon | 1.99 | 219 | 1.99 | 1.99 | 361 | 1.99 | | | |
| Ice cream | | 48-64oz | 2.49-4.49 | 1242 | 3.52 | 2.49-3.99 | 1465 | 2.99 | 2.99-3.99 | 537 | 3.38 |
| Milk | All fat tests | half gallon | | | | | | | 1.25 | 66 | 1.25 |
| Milk | All fat tests | gallon | 1.99-3.99 | 919 | 2.60 | 1.99-3.99 | 1176 | 2.37 | 2.49 | 105 | 2.49 |
| Sour cream | | 16 oz | 0.79-2.00 | 1187 | 1.45 | 0.99-2.99 | 1153 | 1.55 | 1.25-2.00 | 701 | 1.66 |
| Yogurt | Greek | 4-6 oz | 0.70-1.00 | 1736 | .87 | 0.67-1.00 | 2622 | .96 | 0.88-1.00 | 1513 | .95 |
| Yogurt | Greek | 32 oz | | | | 3.99 | 246 | 3.99 | 3.99-4.00 | 394 | 3.99 |
| Yogurt | Yogurt | 4-6 oz | 0.50 | 190 | .50 | 0.50 | 584 | .50 | 0.39-0.50 | 340 | .45 |
| Yogurt | Yogurt | 32 oz | | | | 3.49 | 137 | 3.49 | 1.99-2.50 | 166 | 2.18 |

| 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 # | 4.00 | 21 | 4.00 | 2.99-4.49 | 92 | 3.86 |
| Cheese | Natural Varieties | 8 oz block | 2.50 | 6 | 2.50 | 2.69-3.25 | 85 | 3.01 |
| Cheese | Natural Varieties | 1 # block | 3.99 | 11 | 3.99 | | | |
| Cheese | Natural Varieties | 2 # block | 8.99 | 2 | 8.99 | | | |
| Cheese | Natural Varieties | 8 oz shred | 2.50-5.48 | 36 | 4.87 | 2.69-3.25 | 85 | 3.01 |
| Cheese | Natural Varieties | 1 # shred | 3.99 | 11 | 3.99 | | | |
| Cottage cheese | | 16 oz | 1.66-2.50 | 16 | 1.92 | 2.88 | 27 | 2.88 |
| Cream cheese | | 8 oz | 1.66-2.50 | 35 | 2.19 | 1.00 | 24 | 1.00 |
| Flavored milk | All fat tests | half gallon | | | | 3.88 | 27 | 3.88 |
| Ice cream | | 48-64oz | 3.49-4.49 | 47 | 3.95 | 3.50-5.99 | 200 | 4.64 |

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 |
| Sour cream | | 16 oz | 1.66-2.50 | 19 | 1.96 | 2.00-2.88 | 88 | 2.63 |
| Yogurt | Greek | 4-6 oz | 1.00 | 24 | 1.00 | 1.00-1.29 | 85 | 1.16 |
| Yogurt | Greek | 32 oz | | | | 3.50 | 3 | 3.50 |
| Yogurt | Yogurt | 4-6 oz | 0.60 | 7 | .60 | 0.50-0.70 | 115 | .62 |
| Yogurt | Yogurt | 32 oz | 3.00 | 2 | 3.00 | | | |

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 # | 346 | 4.72 | 265 | 5.09 | 56 | 6.49 |
| Cheese | Natural Varieties | 8 oz block | 267 | 4.09 | | | 1109 | 3.99 |
| Cheese | Natural Varieties | 8 oz shred | 162 | 3.50 | 267 | 3.69 | 703 | 3.99 |
| Cottage cheese | | 16 oz | 137 | 4.99 | | | | |
| Egg nog | | quart | 63 | 2.39 | 63 | 3.49 | | |
| Ice cream | | 48-64oz | | | 294 | 5.77 | | |
| Milk | All fat tests | half gallon | 1679 | 4.13 | 534 | 4.43 | 824 | 3.66 |
| Milk | All fat tests | gallon | 305 | 6.66 | 317 | 6.70 | | |
| Milk | All fat tests | 8 oz UHT | 892 | .97 | 1690 | .95 | 2616 | 1.00 |
| Yogurt | Greek | 4-6 oz | 147 | 1.25 | 849 | 1.18 | 68 | 1.50 |
| Yogurt | Greek | 32 oz | 161 | 3.99 | 84 | 5.49 | | |
| Yogurt | Yogurt | 4-6 oz | 189 | .88 | | | 334 | 1.23 |
| Yogurt | Yogurt | 32 oz | 290 | 3.87 | 69 | 3.50 | 235 | 3.49 |

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 | 3.99-4.29 | 398 | 4.18 | | | | 4.29 | 343 | 4.29 |
| Milk | All fat tests | gallon | 6.79 | 84 | 6.79 | 5.99 | 84 | 5.99 | | | |
| Milk | All fat tests | 8 oz UHT | 0.83-1.25 | 892 | .97 | | | | | | |

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 | 4-6 oz | 1.25 | 147 | 1.25 | | | | | | |
| Yogurt | Greek | 32 oz | 3.99 | 161 | 3.99 | | | | | | |
| Yogurt | Yogurt | 32 oz | 3.99 | 221 | 3.99 | | | | | | |

| 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 | 225 | 5.10 | | | | 3.00-4.99 | 121 | 4.00 |
| Cheese | Natural Varieties | 8 oz block | 3.50 | 162 | 3.50 | | | | 4.99 | 105 | 4.99 |
| Cheese | Natural Varieties | 8 oz shred | 3.50 | 162 | 3.50 | | | | | | |
| Cottage cheese | | 16 oz | | | | 4.99 | 137 | 4.99 | | | |
| Egg nog | | quart | 2.39 | 63 | 2.39 | | | | | | |
| Milk | All fat tests | half gallon | 3.69-4.29 | 401 | 4.05 | 4.29-4.49 | 341 | 4.39 | 2.99-4.29 | 181 | 3.42 |
| Milk | All fat tests | gallon | | | | 6.98 | 137 | 6.98 | | | |
| Yogurt | Yogurt | 4-6 oz | 0.88 | 72 | .88 | 0.88 | 117 | .88 | | | |
| 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 | 3.49 | 11 | 3.49 | 4.29 | 4 | 4.29 |

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 |