



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 11/20/2015 to 11/26/2015

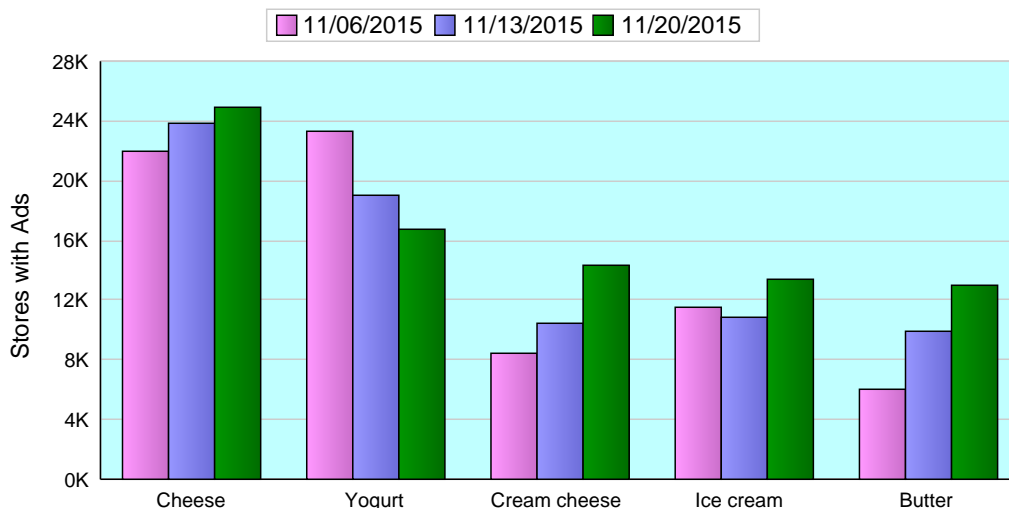
The volume of conventional dairy ads increased by 11% compared to the previous week. Cream cheese, 8 ounce, is the most advertised item with an increase of 38% from last week, its weighted average price is \$1.43. Also, total ads volume for egg nog, quart and half gallon, noticeably increased by 405% and 753% respectively. For other Thanksgiving popular dairy products, the change in ad volume, national weighted average advertised price, and price change from last week are as follows: 1 pound butter, +26%, \$2.82, down 3 cents, 16 ounce cottage cheese, +9%, \$1.90, up 7 cents and 16 ounce sour cream, +33%, \$1.75, up 16 cents.

Conventional yogurt ad numbers decreased 11% from last week. Organic yogurt ads decreased by 43%. The average price of 4-6 ounce conventional Greek yogurt is 98 cents, 3 cents above last week, and 2 cents up from a year ago. Conventional yogurt in 4-6 ounce packages averaged 52 cents, up 3 cents from last week but unchanged from a year ago.

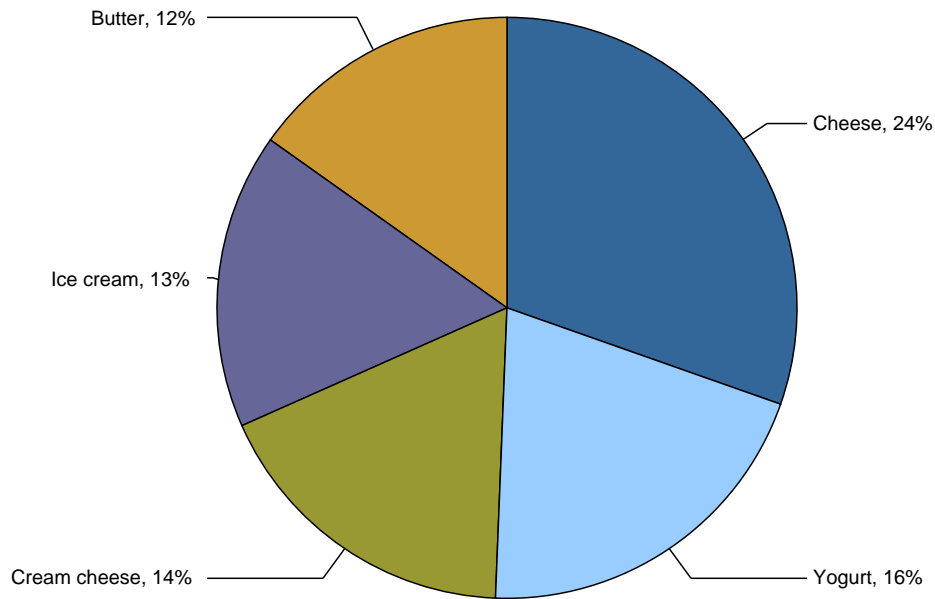
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.28, down 7 cents from last week, and 33 cents below a year ago; 8 ounce shred cheese averaged \$2.29, down 10 cents from last week, and 27 cents below one year ago. Ads for conventional cheese increased 5% from last week, while organic cheese ads decreased 23%.

The price spread between organic and conventional half gallon milk is \$2.16. Last week the spread was \$3.04. The price spread is the difference between national weighted average prices for organic, \$3.80, and conventional, \$1.64.

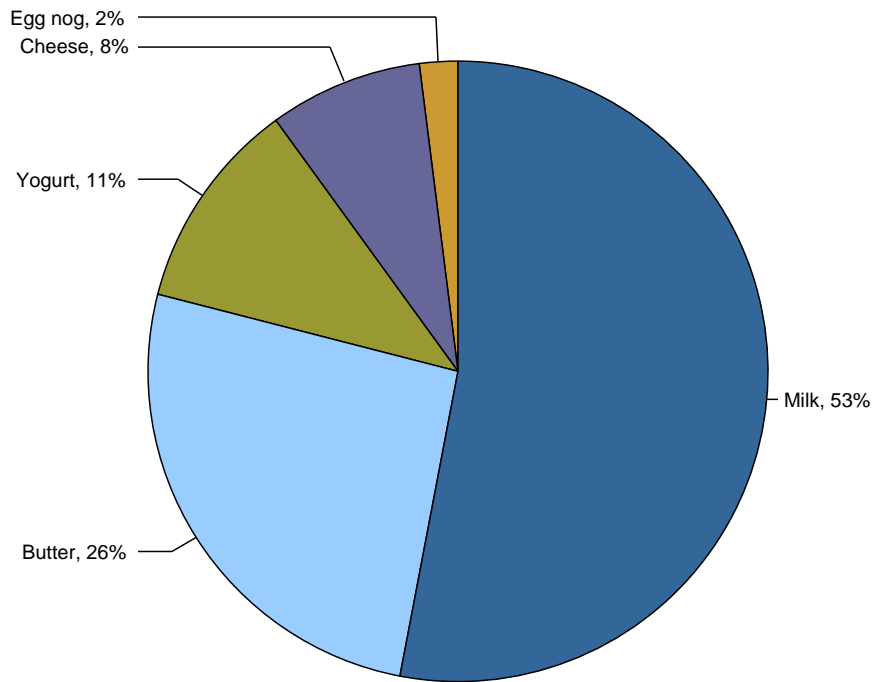
Top 5 Commodities Featured



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 #	12025	2.82	9549	2.85	6591	3.63
Cheese	Natural Varieties	8 oz block	12089	2.28	9594	2.35	6961	2.61
Cheese	Natural Varieties	1 # block	849	3.84	2006	3.66	1546	3.95
Cheese	Natural Varieties	2 # block	638	6.39	524	6.14	1091	7.83
Cheese	Natural Varieties	8 oz shred	10670	2.29	9516	2.39	6357	2.56
Cheese	Natural Varieties	1 # shred	162	3.99	1823	3.57	1716	4.00
Cottage cheese		16 oz	2844	1.90	2617	1.83	1272	2.39
Cream cheese		8 oz	14346	1.43	10385	1.59	9893	1.61
Egg nog		quart	556	3.55	110	3.16	217	2.22
Egg nog		half gallon	1032	4.55	121	3.49	1181	3.92
Flavored milk	All fat tests	half gallon	303	1.79	531	2.16		
Flavored milk	All fat tests	gallon			832	2.68		
Ice cream		48-64oz	13354	3.21	10859	3.12	11876	3.02
Milk	All fat tests	half gallon	533	1.64	164	1.09	987	2.15
Milk	All fat tests	gallon	1930	2.72	3723	2.45	1795	3.55
Sour cream		16 oz	11280	1.75	8503	1.59	6347	1.77
Yogurt	Greek	4-6 oz	8889	.98	12415	.95	14652	.96
Yogurt	Greek	32 oz	1359	4.51	1128	3.91	1688	5.19
Yogurt	Yogurt	4-6 oz	4971	.52	3858	.49	4917	.52
Yogurt	Yogurt	32 oz	1043	2.63	821	2.53	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 #	1.88-3.99	2496	2.79	2.50-3.00	2187	2.98	1.99-3.00	2304	2.63
Cheese	Natural Varieties	8 oz block	1.79-3.50	2816	2.37	1.66-2.50	2318	2.28	1.33-2.99	2893	2.09
Cheese	Natural Varieties	1 # block	2.50-5.99	416	4.08	3.50	214	3.50	2.99	57	2.99
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2556	2.27	1.66-2.50	1871	2.31	1.33-2.99	2050	2.25
Cottage cheese		16 oz	1.66-2.50	454	2.34	1.25-2.50	285	1.69	0.89-2.50	548	1.43
Cream cheese		8 oz	0.89-2.50	3504	1.54	0.89-2.00	1702	1.27	0.89-1.99	3698	1.22
Egg nog		quart	3.99	284	3.99						
Egg nog		half gallon	3.89-5.99	605	4.99						
Flavored milk	All fat tests	half gallon							0.99-1.49	225	1.21
Ice cream		48-64oz	1.49-3.99	3475	2.79	2.50-3.99	2376	3.25	1.50-3.98	2424	3.30
Milk	All fat tests	half gallon	2.28	62	2.28				0.99-1.49	348	1.13
Milk	All fat tests	gallon	2.49	84	2.49	2.50	1083	2.50	1.99-2.77	359	2.30
Sour cream		16 oz	1.29-2.00	3235	1.67	1.25-2.00	1924	1.93	0.89-2.00	1872	1.54
Yogurt	Greek	4-6 oz	0.75-1.25	3084	1.00	1.00	1330	1.00	0.90-1.00	654	.97

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	Greek	32 oz	5.00	84	5.00	5.49	61	5.49			
Yogurt	Yogurt	4-6 oz	0.50-1.00	1406	.53	0.50	968	.50	0.50-0.60	539	.51
Yogurt	Yogurt	32 oz	1.99-2.99	347	2.34						

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 #	1.05-3.00	2039	2.69	2.50-3.99	1943	2.93	2.47-3.99	929	2.89
Cheese	Natural Varieties	8 oz block	1.66-2.99	1898	2.25	1.77-3.00	1678	2.39	2.29-2.99	415	2.81
Cheese	Natural Varieties	1 # block	3.99	162	3.99						
Cheese	Natural Varieties	2 # block				8.99	178	8.99	4.99-5.99	424	5.15
Cheese	Natural Varieties	8 oz shred	1.49-2.99	1890	2.21	1.67-3.00	1908	2.38	1.99-2.99	297	2.38
Cheese	Natural Varieties	1 # shred	3.99	162	3.99						
Cottage cheese		16 oz	1.25-1.99	206	1.59	1.25-3.99	938	2.15	1.50-1.67	355	1.53
Cream cheese		8 oz	0.89-1.67	1944	1.39	1.00-2.49	2514	1.65	1.25-2.00	876	1.61
Egg nog		quart	2.79	54	2.79	2.99	167	2.99			
Egg nog		half gallon				3.99	107	3.99	3.49	289	3.49
Flavored milk	All fat tests	half gallon	3.00	54	3.00						
Ice cream		48-64oz	1.99-4.99	2495	3.53	1.99-3.99	1742	3.19	2.99-3.97	606	3.26
Milk	All fat tests	half gallon	2.50	99	2.50						
Milk	All fat tests	gallon	2.99	80	2.99	4.49	244	4.49	1.88	69	1.88
Sour cream		16 oz	1.00-2.00	982	1.75	1.00-2.99	2689	1.81	1.50-2.00	483	1.75
Yogurt	Greek	4-6 oz	0.88-1.00	1221	.99	0.75-1.00	1837	.94	0.88-1.00	645	.94
Yogurt	Greek	32 oz	3.99-4.99	261	4.61	3.00-4.99	848	4.42	4.00	105	4.00
Yogurt	Yogurt	4-6 oz	0.50-0.60	429	.58	0.50-0.60	1105	.52	0.50-0.60	521	.51
Yogurt	Yogurt	32 oz	2.50	173	2.50	2.50-3.50	308	3.30	1.99-2.50	210	2.25

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 #	2.48-5.98	62	4.84	2.50-4.29	65	2.96
Cheese	Natural Varieties	8 oz block	2.00	6	2.00	2.49-3.00	65	2.76
Cheese	Natural Varieties	2 # block	5.49-9.99	9	8.32	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.00-3.98	9	2.66	2.49-3.00	89	2.82
Cottage cheese		16 oz	3.00-3.98	34	3.81	2.49	24	2.49
Cream cheese		8 oz	1.25-3.00	50	2.49	1.00-1.25	58	1.15
Egg nog		quart				2.29-4.99	51	3.72
Egg nog		half gallon	4.98-7.98	31	7.69			
Flavored milk	All fat tests	half gallon				4.49	24	4.49
Ice cream		48-64oz	3.98-7.49	68	5.72	3.25-5.52	168	4.33
Milk	All fat tests	half gallon				3.79	24	3.79
Milk	All fat tests	gallon	3.59	11	3.59			

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	2.19-3.50	34	3.27	2.39-2.50	61	2.44
Yogurt	Greek	4-6 oz	0.60	2	.60	1.00-1.49	116	1.32
Yogurt	Yogurt	4-6 oz				0.69	3	.69
Yogurt	Yogurt	32 oz	3.00	2	3.00	2.50	3	2.50

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 #	1019	5.79	346	4.72	56	6.49
Cheese	Natural Varieties	8 oz block	250	4.43	267	4.09	1109	3.99
Cheese	Natural Varieties	1 # block					296	3.99
Cheese	Natural Varieties	8 oz shred	82	3.50	162	3.50	703	3.99
Cottage cheese		16 oz			137	4.99		
Cream cheese		8 oz					56	2.99
Egg nog		quart	63	3.49	63	2.39		
Milk	All fat tests	half gallon	1372	3.80	1679	4.13	824	3.66
Milk	All fat tests	gallon	84	6.79	305	6.66		
Milk	All fat tests	8 oz UHT	627	.84	892	.97	2616	1.00
Yogurt	Greek	4-6 oz	333	1.25	147	1.25	68	1.50
Yogurt	Greek	32 oz			161	3.99		
Yogurt	Yogurt	4-6 oz			189	.88	334	1.23
Yogurt	Yogurt	32 oz	114	3.50	290	3.87	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
Butter		1 #	4.99	167	4.99	5.99	210	5.99	5.99	137	5.99
Milk	All fat tests	half gallon	3.50	167	3.50				1.99	180	1.99
Milk	All fat tests	gallon	6.79	84	6.79						

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	8 oz UHT	0.83-0.92	627	.84						
Yogurt	Greek	4-6 oz	1.25	196	1.25						

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 #	4.99-5.99	223	5.45	5.99	116	5.99	5.99	121	5.99
Cheese	Natural Varieties	8 oz block	3.50-4.69	145	4.02				4.99	105	4.99
Cheese	Natural Varieties	8 oz shred	3.50	82	3.50						
Egg nog		quart	3.49	63	3.49						
Milk	All fat tests	half gallon	3.69-3.99	154	3.83	3.79-4.49	837	4.12			
Yogurt	Greek	4-6 oz				1.25	137	1.25			
Yogurt	Yogurt	32 oz				3.50	114	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
Butter		1 #	6.59	11	6.59	8.29	34	8.29
Milk	All fat tests	half gallon				6.89	34	6.89

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