



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 11/27/2015 to 12/03/2015

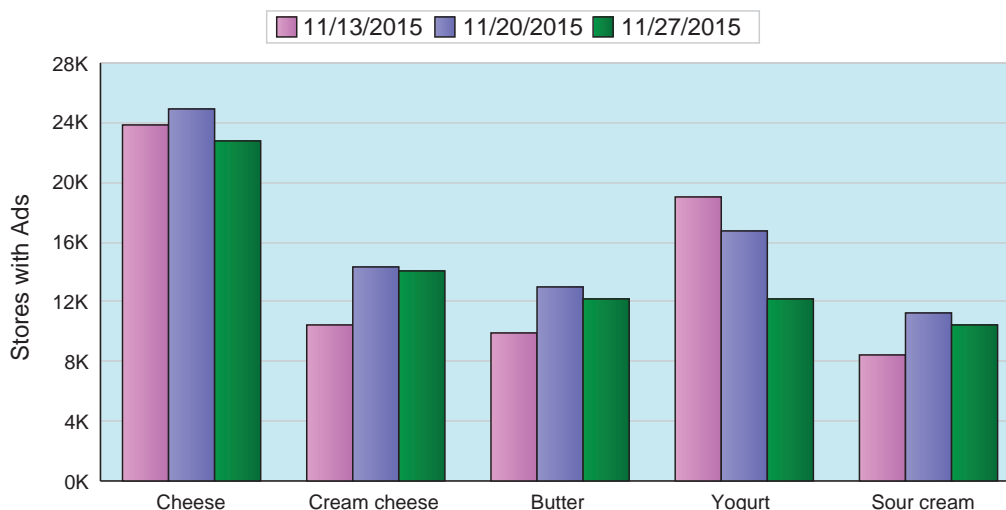
This Thanksgiving week, ads for half gallon containers of egg nog, up 165%, represent the greatest percentage gain in ad numbers. The weighted average national advertised price of \$3.39 is \$1.16 below last week and 63 cents below one year ago. Other ads with high numbers focused on Thanksgiving include 8 ounce cream cheese, \$1.49, up 6 cents from last week, and 16 ounce sour cream, \$1.76, up 1 cent from last week. The volume of conventional dairy ads decreased by 14% compared to the previous week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.33, up 5 cents from last week, but 22 cents below a year ago; 8 ounce shred cheese averaged \$2.30, up 1 cents from last week, but 20 cents below one year ago. Ads for conventional cheese decreased 8% from last week, and organic cheese ads decreased 34%.

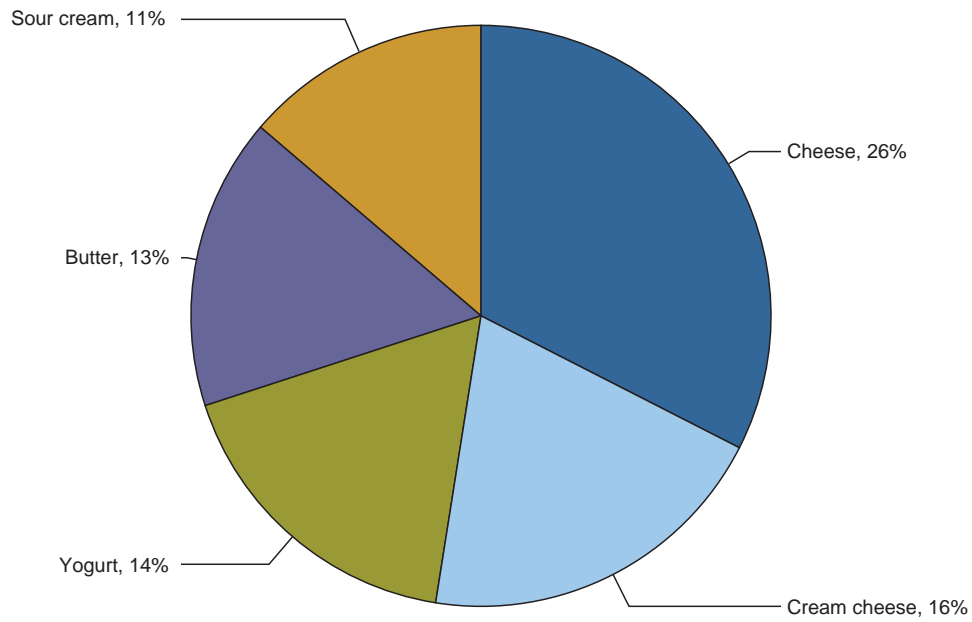
Conventional yogurt ad numbers decreased 25% from last week. Organic yogurt ads decreased 88%. The average price of 4-6 ounce conventional Greek yogurt is \$1.02, 4 cents above last week, and 7 cents above a year ago. Conventional yogurt in 4-6 ounce packages averaged 50 cents, down 2 cents from last week, but up 1 cent from a year ago.

The price spread between organic and conventional half gallon milk is \$1.53. Last week the spread was \$2.16. The price spread is the difference between national weighted average prices for organic, \$3.95, and conventional, \$2.42.

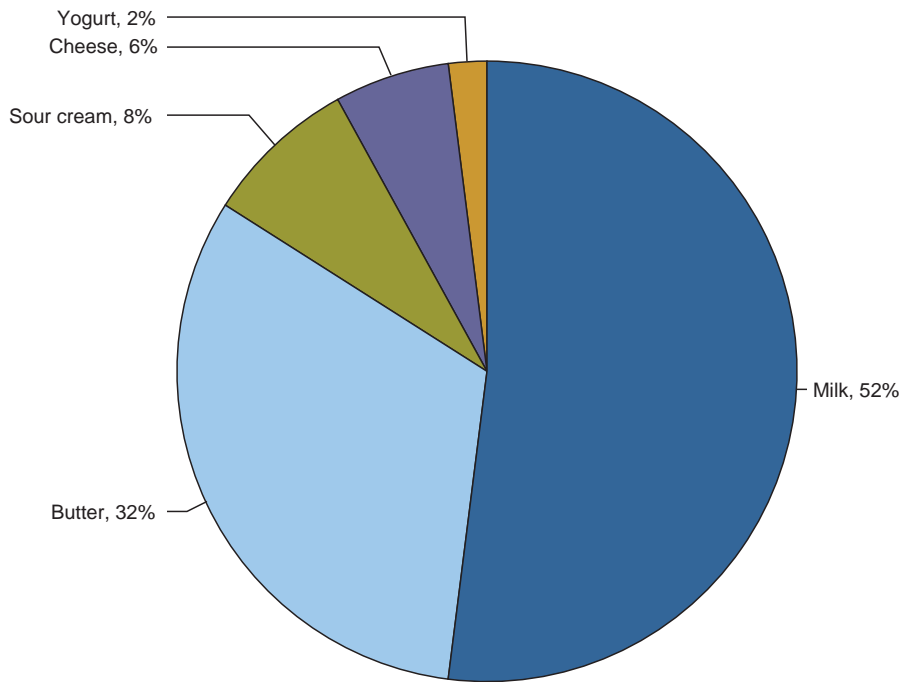
Top 5 Commodities Featured



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 #	11119	2.84	12025	2.82	9058	3.28
Cheese	Natural Varieties	8 oz block	11890	2.33	12089	2.28	11471	2.55
Cheese	Natural Varieties	1 # block	708	3.64	849	3.84	300	4.36
Cheese	Natural Varieties	2 # block	521	8.04	638	6.39	2823	7.60
Cheese	Natural Varieties	8 oz shred	9283	2.30	10670	2.29	10355	2.50
Cheese	Natural Varieties	1 # shred	217	3.99	162	3.99	545	3.87
Cottage cheese		16 oz	1801	1.78	2844	1.90	950	1.92
Cream cheese		8 oz	14131	1.49	14346	1.43	13395	1.53
Egg nog		quart	147	3.49	556	3.55	864	3.69
Egg nog		half gallon	2736	3.39	1032	4.55	1604	4.02
Flavored milk	All fat tests	half gallon	53	2.50	303	1.79		
Ice cream		48-64oz	9478	3.16	13354	3.21	14184	3.26
Milk	All fat tests	half gallon	161	2.42	533	1.64	104	2.44
Milk	All fat tests	gallon	496	2.69	1930	2.72	583	3.58
Sour cream		16 oz	10110	1.76	11280	1.75	10117	1.77
Yogurt	Greek	4-6 oz	7609	1.02	8889	.98	11367	.95
Yogurt	Greek	32 oz	888	4.76	1359	4.51	803	4.97
Yogurt	Yogurt	4-6 oz	2853	.50	4971	.52	3929	.49
Yogurt	Yogurt	32 oz	804	2.32	1043	2.63	1593	3.00

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 #	2.50-4.99	1750	3.22	2.00-3.50	2768	2.63	2.29-3.00	2549	2.74
Cheese	Natural Varieties	8 oz block	1.49-2.99	2657	2.20	1.79-3.50	4068	2.78	1.50-2.99	2679	1.99
Cheese	Natural Varieties	1 # block	2.50-4.99	252	3.42	3.50	214	3.50			
Cheese	Natural Varieties	8 oz shred	1.99-3.00	2756	2.47	2.00-2.50	1475	2.45	1.50-2.50	1577	2.15
Cheese	Natural Varieties	1 # shred	3.99	135	3.99						
Cottage cheese		16 oz	2.00-2.50	370	2.28	2.50	101	2.50	1.25-1.50	387	1.34
Cream cheese		8 oz	0.99-2.50	3341	1.56	0.99-2.00	3573	1.44	0.89-2.00	2958	1.33
Egg nog		quart	3.49	147	3.49						
Egg nog		half gallon	2.99-5.99	1023	4.21	3.00	1083	3.00	3.49	53	3.49
Flavored milk	All fat tests	half gallon							2.50	53	2.50
Ice cream		48-64oz	1.99-3.99	2657	2.89	2.49-3.50	416	3.25	2.00-4.99	2426	3.47
Milk	All fat tests	half gallon	2.28	62	2.28						
Milk	All fat tests	gallon	1.99	161	1.99				2.50-2.77	122	2.65
Sour cream		16 oz	0.99-2.00	2908	1.61	1.49-2.00	2097	1.98	1.25-2.00	1431	1.62
Yogurt	Greek	4-6 oz	0.80-1.25	2265	1.07	1.00-1.25	2818	1.01	0.88-1.25	769	1.03

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	4-6 oz	0.40-0.50	748	.48				0.50-0.60	470	.51
Yogurt	Yogurt	32 oz	2.69-2.99	122	2.84				1.88	213	1.88

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 #	1.98-3.00	1444	2.77	2.50-3.99	1969	3.00	1.99-3.99	637	2.67
Cheese	Natural Varieties	8 oz block	1.66-2.79	1220	2.04	1.67-3.00	1266	2.19			
Cheese	Natural Varieties	1 # block	3.99	242	3.99						
Cheese	Natural Varieties	2 # block				8.99	345	8.99	4.99-6.99	174	6.20
Cheese	Natural Varieties	8 oz shred	1.50-2.79	1353	2.08	1.67-3.00	1728	2.27	1.99-2.00	394	2.00
Cheese	Natural Varieties	1 # shred	3.99	82	3.99						
Cottage cheese		16 oz	1.25-2.38	365	1.61	0.99-2.50	578	1.74			
Cream cheese		8 oz	0.99-2.00	1227	1.42	1.00-2.49	2261	1.73	1.25-1.50	758	1.44
Egg nog		half gallon	2.50	121	2.50	2.99	167	2.99	2.50	289	2.50
Ice cream		48-64oz	1.99-3.99	2036	3.52	1.99-3.50	1625	2.73	2.49	289	2.49
Milk	All fat tests	half gallon	2.50	99	2.50						
Milk	All fat tests	gallon	2.99-3.39	213	3.24						
Sour cream		16 oz	1.00-2.00	1177	1.72	0.99-2.50	2053	1.82	1.69-2.00	417	1.84
Yogurt	Greek	4-6 oz	1.00	692	1.00	0.88-1.00	652	.97	0.88-1.00	384	.97
Yogurt	Greek	32 oz	3.99-4.99	179	4.44	4.99	604	4.99	4.00	105	4.00
Yogurt	Yogurt	4-6 oz	0.50-0.60	352	.54	0.50-0.60	1055	.52	0.29-0.50	226	.39
Yogurt	Yogurt	32 oz	2.50	245	2.50	2.50	117	2.50	1.99	105	1.99

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
Butter		1 #	3.50	2	3.50			
Cheese	Natural Varieties	2 # block	5.49	2	5.49			
Cream cheese		8 oz	1.50-2.00	13	1.92			
Ice cream		48-64oz	3.98	2	3.98	4.99	27	4.99
Sour cream		16 oz				2.99	27	2.99
Yogurt	Greek	4-6 oz	1.67	2	1.67	1.25	27	1.25
Yogurt	Yogurt	4-6 oz	0.60	2	.60			
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 #	1094	5.36	1019	5.79	165	6.99
Cheese	Natural Varieties	8 oz block	219	4.31	250	4.43	1293	3.99
Cheese	Natural Varieties	8 oz shred			82	3.50	944	3.99
Egg nog		quart			63	3.49		
Milk	All fat tests	half gallon	1715	3.95	1372	3.80	3102	3.63
Milk	All fat tests	gallon			84	6.79	232	6.49
Milk	All fat tests	8 oz UHT	84	.92	627	.84	201	1.00
Sour cream		16 oz	273	2.35				
Yogurt	Greek	4-6 oz	55	1.25	333	1.25	293	1.25
Yogurt	Yogurt	32 oz			114	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
Butter		1 #				5.99	210	5.99	5.39-5.99	440	5.62
Milk	All fat tests	half gallon	3.99	84	3.99						
Milk	All fat tests	8 oz UHT	0.92	84	.92						
Sour cream		16 oz	2.00	84	2.00						

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
Butter		1 #	3.99-5.99	327	5.09	3.99	117	3.99			
Cheese	Natural Varieties	8 oz block	3.69	114	3.69				4.99	105	4.99
Milk	All fat tests	half gallon	3.49-3.69	186	3.61	2.99-4.49	1445	3.99			
Sour cream		16 oz	2.50	72	2.50	2.50	117	2.50			
Yogurt	Greek	4-6 oz	1.25	55	1.25						

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

REGIONAL DEFINITIONS

Wtd Avg - Simple weighted average



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