



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 12/04/2015 to 12/10/2015

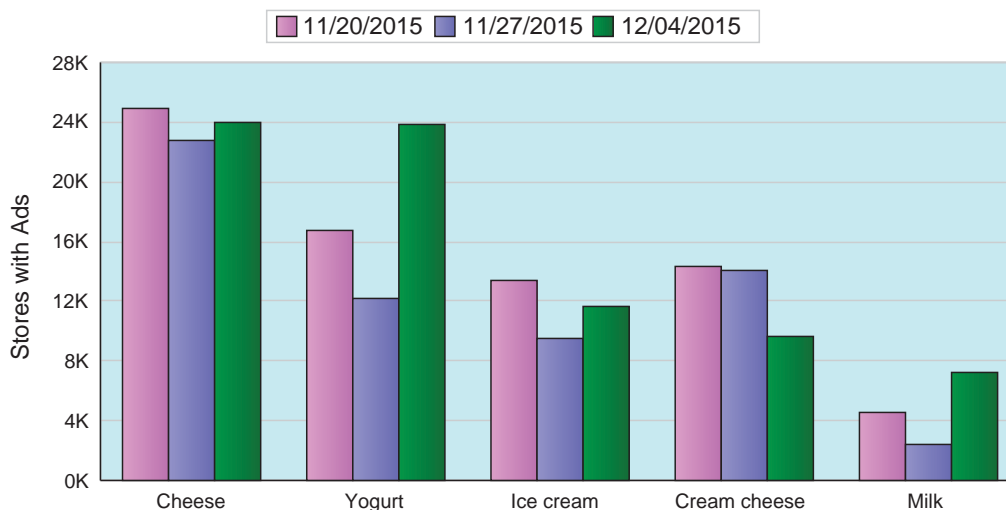
Although total dairy advertisements increased 3% for conventional products, butter advertisements decreased 44% this week. The weighted average national advertised price of butter was \$3.29, up 45 cents from last week and up 1 cent from a year ago. The weighted average national price for other Q4 holiday favorites include 8 ounce cream cheese, \$1.42, down 7 cents from last week and quarts of egg nog, \$2.39, down from \$3.49. The dairy items with the largest number of ads shifted back to 4-6 ounce containers of Greek yogurt, 48-64 ounce containers of ice cream, and 8 ounce blocks of cheese.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.24, down 9 cents from last week and 31 cents below a year ago; 8 ounce shred cheese averaged \$2.32, up 2 cents from last week, but 18 cents below one year ago. Ads for conventional cheese increased 4% from last week, and organic cheese ads increased 156%.

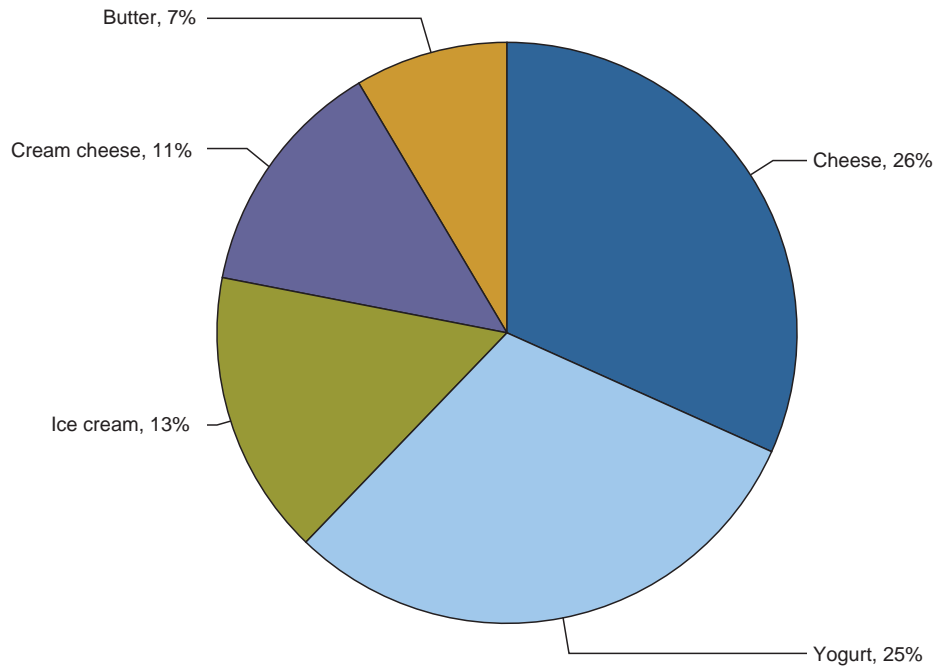
Conventional yogurt ad numbers increased 87% from last week. Organic yogurt ads increased 1,955%. The average price of 4-6 ounce conventional Greek yogurt is \$.98, 4 cents below last week, but 3 cents above a year ago. Conventional yogurt in 4-6 ounce packages averaged 52 cents, up 2 cents from last week and up 3 cents from a year ago.

The price spread between organic and conventional half gallon milk is \$2.77. Last week the spread was \$1.53. The price spread is the difference between national weighted average prices for organic, \$4.03, and conventional, \$1.26. The volume of conventional milk ads increased by 407% and organic milk ads increased by 115% compared to the previous week.

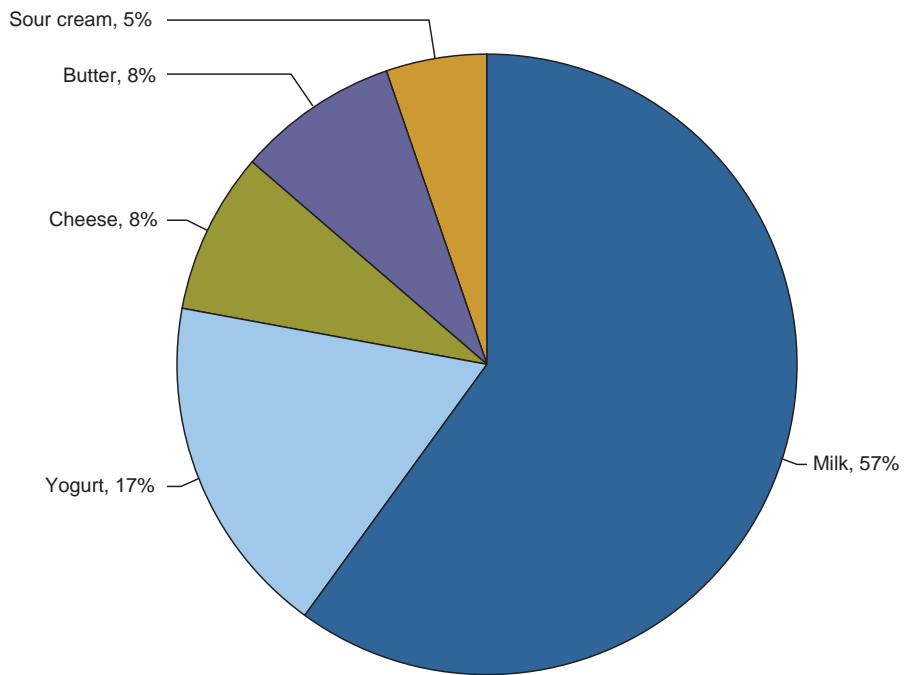
Top 5 Commodities Featured



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 #	6281	3.29	11119	2.84	9058	3.28
Cheese	Natural Varieties	8 oz block	10058	2.24	11890	2.33	11471	2.55
Cheese	Natural Varieties	1 # block	1716	3.47	708	3.64	300	4.36
Cheese	Natural Varieties	2 # block	270	5.66	521	8.04	2823	7.60
Cheese	Natural Varieties	8 oz shred	9849	2.32	9283	2.30	10355	2.50
Cheese	Natural Varieties	1 # shred	1559	3.35	217	3.99	545	3.87
Cottage cheese		16 oz	1512	2.07	1801	1.78	950	1.92
Cream cheese		8 oz	9621	1.42	14131	1.49	13395	1.53
Egg nog		quart	541	2.39	147	3.49	864	3.69
Egg nog		half gallon	650	4.35	2736	3.39	1604	4.02
Flavored milk	All fat tests	half gallon	763	1.95	53	2.50		
Flavored milk	All fat tests	gallon	716	2.46				
Ice cream		48-64oz	11654	2.98	9478	3.16	14184	3.26
Milk	All fat tests	half gallon	667	1.26	161	2.42	104	2.44
Milk	All fat tests	gallon	2664	2.43	496	2.69	583	3.58
Sour cream		16 oz	6128	1.81	10110	1.76	10117	1.77
Yogurt	Greek	4-6 oz	14903	.98	7609	1.02	11367	.95
Yogurt	Greek	32 oz	1201	4.42	888	4.76	803	4.97
Yogurt	Yogurt	4-6 oz	5370	.52	2853	.50	3929	.49
Yogurt	Yogurt	32 oz	1257	2.44	804	2.32	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 #	1.99-4.99	1499	3.42	3.00-3.50	822	3.31	1.99-3.00	1505	2.68
Cheese	Natural Varieties	8 oz block	1.47-2.50	2706	2.15	1.79-3.49	2309	2.32	1.59-2.50	2350	1.92
Cheese	Natural Varieties	1 # block	3.99	344	3.99				2.49-3.99	328	2.86
Cheese	Natural Varieties	8 oz shred	1.47-3.59	2122	2.50	2.00-3.49	2209	2.40	1.59-2.79	2231	1.99
Cheese	Natural Varieties	1 # shred	3.99	135	3.99				2.49-4.99	541	3.70
Cottage cheese		16 oz	1.79-2.50	1007	2.18	1.66	214	1.66	1.79	238	1.79
Cream cheese		8 oz	0.87-2.99	2792	1.75	0.89-1.99	2587	1.37	0.89-2.39	2775	1.15
Egg nog		quart							2.48-2.77	279	2.54
Egg nog		half gallon	3.99-4.99	650	4.35						
Flavored milk	All fat tests	half gallon	1.99-2.50	134	2.26	1.00	184	1.00	1.00-3.00	371	2.23
Flavored milk	All fat tests	gallon	3.99	167	3.99						
Ice cream		48-64oz	1.99-4.49	3153	2.95	2.50-3.99	2821	2.92	1.77-4.99	1804	3.16
Milk	All fat tests	half gallon	2.28	62	2.28	1.00	184	1.00	1.25-1.50	256	1.37
Milk	All fat tests	gallon	1.99-3.69	307	2.97	2.88	62	2.88	1.69-2.79	372	2.07

Wtd Avg - Simple weighted average



National Retail Report - Dairy Vol 82 - No. 48
Friday, December 4, 2015 - Page 4

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	1.29-2.00	1514	1.77	0.99-2.00	1757	1.86	1.50-1.99	1232	1.83
Yogurt	Greek	4-6 oz	0.69-1.39	4262	.99	0.89-1.00	3052	.96	0.77-1.00	1927	.98
Yogurt	Greek	32 oz	3.99-4.99	461	4.12						
Yogurt	Yogurt	4-6 oz	0.33-0.60	1233	.50	0.50-0.60	3034	.53	0.50	223	.50
Yogurt	Yogurt	32 oz	1.99-2.50	883	2.40						

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 #	2.49-4.49	751	3.15	3.29-3.99	658	3.62	3.50-4.49	1003	3.88
Cheese	Natural Varieties	8 oz block	1.49-2.99	1098	2.14	1.99-3.98	1065	2.90	1.25-3.98	434	2.66
Cheese	Natural Varieties	1 # block	2.49-3.49	429	2.98	2.49-5.99	498	3.69	3.49	66	3.49
Cheese	Natural Varieties	2 # block				4.99-5.99	268	5.65			
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1421	2.29	1.99-3.00	1178	2.50	1.25-3.00	593	2.26
Cheese	Natural Varieties	1 # shred	2.49-3.49	429	2.98	2.49-2.99	361	2.82	3.49	66	3.49
Cream cheese		8 oz	0.88-1.25	628	1.00	1.25-1.29	240	1.28	1.50-2.00	488	1.89
Egg nog		quart	2.39	74	2.39	1.99	137	1.99			
Flavored milk	All fat tests	half gallon	2.39	74	2.39						
Flavored milk	All fat tests	gallon	1.99	429	1.99	1.99	120	1.99			
Ice cream		48-64oz	1.77-4.79	1223	3.07	1.77-3.99	2051	2.76	2.88-3.99	482	3.24
Milk	All fat tests	half gallon	0.99	99	.99				0.99	66	.99
Milk	All fat tests	gallon	1.99	550	1.99	1.99-3.79	904	2.58	2.50	455	2.50
Sour cream		16 oz	0.99-1.99	503	1.39	1.49-2.49	481	2.04	1.50-2.00	583	1.83
Yogurt	Greek	4-6 oz	0.75-1.00	2959	.95	0.77-1.00	1723	.98	0.88-1.00	921	.99
Yogurt	Greek	32 oz	4.99	114	4.99	3.99-4.99	452	4.60	4.00-5.00	174	4.40
Yogurt	Yogurt	4-6 oz	0.41-0.50	311	.48	0.50	167	.50	0.33-0.60	373	.47
Yogurt	Yogurt	32 oz				2.78	137	2.78	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 #	3.99-4.49	40	4.07	3.77	3	3.77
Cheese	Natural Varieties	8 oz block	5.87	8	5.87	2.49-3.50	88	2.72
Cheese	Natural Varieties	1 # block				5.49-5.79	51	5.63
Cheese	Natural Varieties	2 # block	5.99	2	5.99			
Cheese	Natural Varieties	8 oz shred	3.50	4	3.50	2.49-3.79	91	2.76
Cheese	Natural Varieties	1 # shred				5.49	27	5.49
Cottage cheese		16 oz	3.99	2	3.99	2.79-2.89	51	2.84
Cream cheese		8 oz	2.00-2.50	23	2.46	1.50-3.00	88	1.89
Egg nog		quart				2.29-2.99	51	2.66
Ice cream		48-64oz	4.00-4.99	29	4.20	3.79-6.99	91	4.70
Milk	All fat tests	gallon	3.59	11	3.59	4.99	3	4.99

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	2.00-2.50	7	2.35	2.29-2.99	51	2.66
Yogurt	Greek	4-6 oz	1.20-1.48	16	1.40	0.99-1.47	43	1.12
Yogurt	Yogurt	4-6 oz	0.60	2	.60	0.50-0.70	27	.68
Yogurt	Yogurt	32 oz				3.50-3.79	27	3.76

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 #	555	5.23	1094	5.36	165	6.99
Cheese	Natural Varieties	8 oz block	330	4.20	219	4.31	1293	3.99
Cheese	Natural Varieties	2 # block	69	4.99				
Cheese	Natural Varieties	8 oz shred	162	3.50			944	3.99
Egg nog		quart	351	4.14				
Ice cream		48-64oz					143	5.99
Milk	All fat tests	half gallon	2126	4.03	1715	3.95	3102	3.63
Milk	All fat tests	gallon	435	6.24			232	6.49
Milk	All fat tests	8 oz UHT	1304	.95	84	.92	201	1.00
Sour cream		16 oz	360	2.49	273	2.35		
Yogurt	Greek	4-6 oz	515	1.33	55	1.25	293	1.25
Yogurt	Yogurt	4-6 oz	615	1.25			56	.99
Yogurt	Yogurt	32 oz					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 #							4.49-5.99	360	5.24
Milk	All fat tests	half gallon	4.29	253	4.29	2.99	184	2.99	2.99	137	2.99
Milk	All fat tests	gallon							6.49	180	6.49
Milk	All fat tests	8 oz UHT	0.83-1.16	1223	.94				1.00	81	1.00

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				1.34	210	1.34	1.25	137	1.25
Yogurt	Yogurt	4-6 oz	1.00-1.25	144	1.13						

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 #	5.39	63	5.39				4.99	121	4.99
Cheese	Natural Varieties	8 oz block	3.50-4.69	225	3.83				4.99	105	4.99
Cheese	Natural Varieties	2 # block							4.99	69	4.99
Cheese	Natural Varieties	8 oz shred	3.50	162	3.50						
Egg nog		quart	3.49-3.99	184	3.82	4.49	167	4.49			
Milk	All fat tests	half gallon	3.19-4.29	449	3.78	2.99-4.99	1002	4.27	4.29	60	4.29
Milk	All fat tests	gallon	4.99	118	4.99	6.98	137	6.98			
Sour cream		16 oz				2.49	360	2.49			
Yogurt	Greek	4-6 oz	1.25	78	1.25	1.50	90	1.50			
Yogurt	Yogurt	4-6 oz	1.25-1.33	351	1.30	1.25	120	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
Butter		1 #	6.49	11	6.49			
Milk	All fat tests	half gallon				4.29-7.49	41	7.07

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