



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/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/11/2015 to 12/17/2015

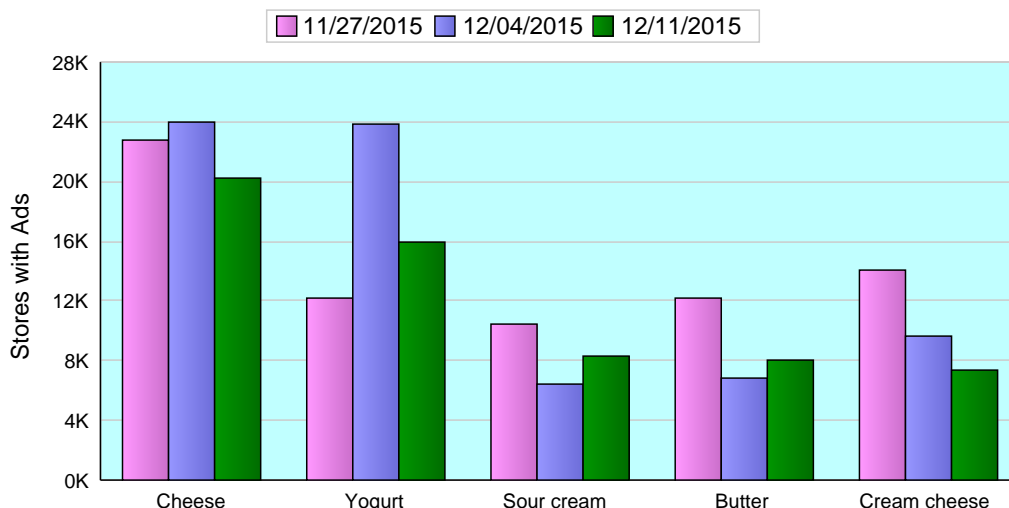
The volume of conventional dairy ads decreased by 15% compared to the previous week. Ads volume for sour cream, 16 ounce, increased by 35%, the average price is \$1.52, 29 cents lower from last week. Sour cream, 16 ounce, is the second most advertised item this period. Ads volume for ice cream, 48-64 oz, decreased by 42%, the average price is \$2.82, 16 cents lower than the previous week. For other popular holidays dairy products, the change in ad volumes, average prices, and price changes from last week are as follows: 1 pound butter, +18%, \$3.19, down 10 cents; 16 ounce cottage cheese, +123%, \$1.73, down 34; cents and half gallon eggnog , +58%, \$4.10, down 25 cents.

Conventional yogurt in 4-6 ounce packages averaged 48 cents, down 4 cents from last week and 3 cents below a year ago. This item continues to be the most advertised item compared to last week. The average price of 4-6 ounce conventional Greek yogurt is \$.94, 4 cents below last week and a year ago. Conventional yogurt ad numbers decreased 33% from last week. Organic yogurt ads decreased 44%.

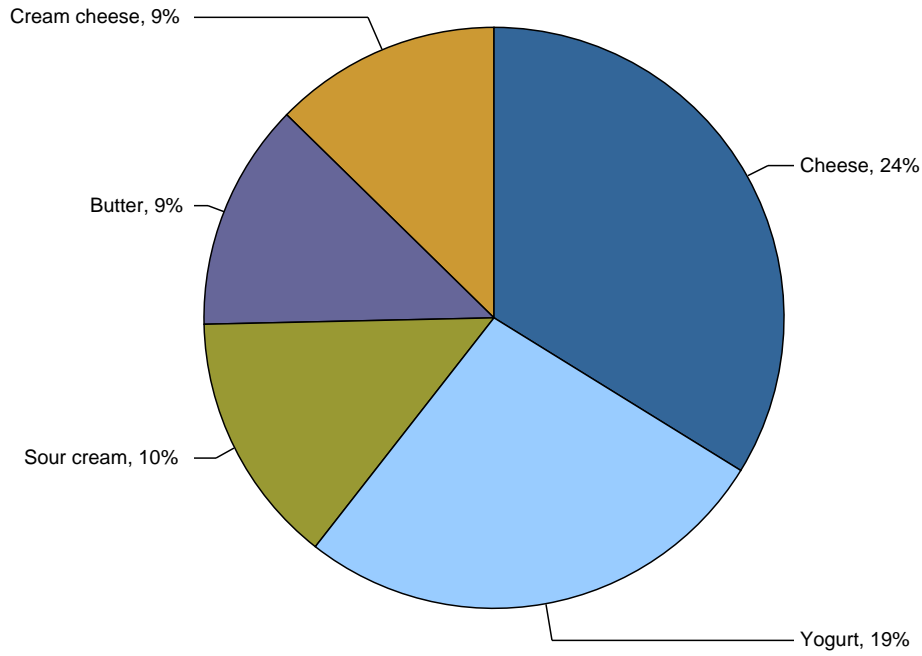
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.29, up 5 cents from last week and 33 cents below a year ago; 8 ounce shred cheese averaged \$2.20, down 12 cents from last week, and 25 cents below one year ago. Ads for conventional cheese decreased 18% from last week, but organic cheese ads increased 52%.

The price spread between organic and conventional half gallon milk is \$2.68. Last week, the spread was \$2.77. The price spread is the difference between national weighted average prices for organic, \$3.88, and conventional, \$1.20. The volume of conventional milk ads increased by 2%, but organic milk ads decreased by 75% compared to the previous week.

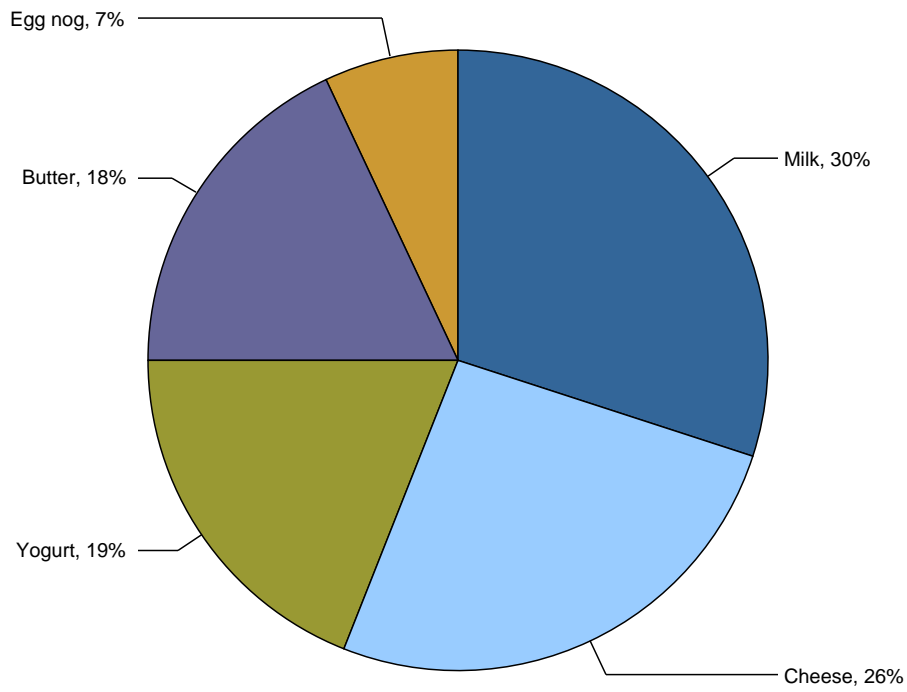
Top 5 Commodities Featured



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 #	7411	3.19	6281	3.29	5489	3.32
Cheese	Natural Varieties	8 oz block	6858	2.29	10058	2.24	7724	2.62
Cheese	Natural Varieties	1 # block	2733	3.59	1716	3.47	1617	4.24
Cheese	Natural Varieties	2 # block	943	5.57	270	5.66	2820	7.93
Cheese	Natural Varieties	8 oz shred	6719	2.20	9849	2.32	7825	2.45
Cheese	Natural Varieties	1 # shred	2066	3.39	1559	3.35	2126	3.99
Cottage cheese		16 oz	3372	1.73	1512	2.07	2659	2.35
Cream cheese		8 oz	7371	1.56	9621	1.42	9770	1.68
Egg nog		quart	706	3.00	541	2.39	1646	2.48
Egg nog		half gallon	1028	4.10	650	4.35	1084	4.40
Flavored milk	All fat tests	half gallon	425	2.37	763	1.95	1202	2.46
Flavored milk	All fat tests	gallon	945	2.96	716	2.46	142	4.49
Ice cream		48-64oz	6726	2.82	11654	2.98	10624	3.34
Milk	All fat tests	half gallon	522	1.20	667	1.26	542	2.40
Milk	All fat tests	gallon	2884	2.64	2664	2.43	2996	3.40
Sour cream		16 oz	8262	1.52	6128	1.81	6764	1.91
Yogurt	Greek	4-6 oz	9133	.94	14903	.98	14258	.98
Yogurt	Greek	32 oz	1043	5.04	1201	4.42	839	5.68
Yogurt	Yogurt	4-6 oz	4546	.48	5370	.52	6445	.51
Yogurt	Yogurt	32 oz	606	2.04	1257	2.44	53	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 #	1.99-4.49	1199	3.53	2.49-3.50	1505	2.94	1.99-3.50	1458	2.99
Cheese	Natural Varieties	8 oz block	1.49-3.29	2719	2.47	1.79-3.00	1757	2.54	0.99-1.99	918	1.31
Cheese	Natural Varieties	1 # block	3.99	282	3.99	3.49-3.50	398	3.50	1.99-2.69	458	2.45
Cheese	Natural Varieties	8 oz shred	1.99-3.49	1188	2.70	1.66-2.50	711	2.40	0.99-1.99	1742	1.59
Cheese	Natural Varieties	1 # shred	3.99	135	3.99	3.49	184	3.49	2.49-3.00	457	2.72
Cottage cheese		16 oz	1.99-2.69	1142	2.20	1.00-1.50	1267	1.43	1.99	57	1.99
Cream cheese		8 oz	0.87-2.50	1411	1.62	1.50-2.50	1462	2.21	0.88-1.50	1800	1.09
Egg nog		quart	2.50-3.49	368	3.04				2.29	119	2.29
Egg nog		half gallon	3.99-4.99	661	4.49						
Flavored milk	All fat tests	half gallon							1.99-2.00	320	2.00
Flavored milk	All fat tests	gallon	3.99	167	3.99				3.99	119	3.99
Ice cream		48-64oz	1.99-4.99	2066	2.89	2.50-3.33	1248	2.58	1.77-4.88	719	3.26
Milk	All fat tests	half gallon	2.00	84	2.00	1.00	184	1.00	1.00	110	1.00
Milk	All fat tests	gallon	3.50-3.69	533	3.55	2.99	227	2.99	1.99-2.99	729	2.36

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	1.19-2.00	2118	1.53	0.99-1.75	2148	1.48	0.99-1.99	1632	1.56
Yogurt	Greek	4-6 oz	0.69-1.25	3140	.98	0.69-1.00	1673	.83	0.80-1.25	1296	.99
Yogurt	Greek	32 oz	3.99-5.99	511	5.47				5.49	180	5.49
Yogurt	Yogurt	4-6 oz	0.33-0.50	474	.48	0.33-0.50	1400	.48	0.50-1.25	649	.71
Yogurt	Yogurt	32 oz	1.99	167	1.99				1.88-1.99	332	1.92

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 #	1.99-3.50	759	3.05	1.69-4.99	1442	3.38	2.50-3.99	897	3.15
Cheese	Natural Varieties	8 oz block	1.49-2.50	754	2.03	1.99	178	1.99	1.88-3.00	460	2.73
Cheese	Natural Varieties	1 # block	2.49-3.99	690	3.36	2.49-6.99	635	4.79	1.99-3.99	259	2.99
Cheese	Natural Varieties	2 # block	5.00	114	5.00	4.99-5.99	584	5.49	4.99-6.99	235	5.96
Cheese	Natural Varieties	8 oz shred	1.69-2.50	1592	2.16	1.99-2.50	629	2.35	1.88-3.00	764	2.48
Cheese	Natural Varieties	1 # shred	2.49-3.99	591	3.26	2.49-5.18	498	3.96	2.99-3.99	190	3.35
Cottage cheese		16 oz	1.00	288	1.00	1.00	210	1.00	1.89-2.50	384	2.20
Cream cheese		8 oz	0.89-1.67	1124	1.15	1.00-2.49	807	1.55	1.50-2.50	614	1.82
Egg nog		quart	2.50	121	2.50						
Egg nog		half gallon	2.99	78	2.99				3.49	289	3.49
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99-3.99	539	2.62	1.99	120	1.99			
Ice cream		48-64oz	1.77-4.49	1009	2.70	1.77-3.99	1034	2.37	2.88-3.50	416	3.40
Milk	All fat tests	half gallon	1.25	78	1.25				0.99	66	.99
Milk	All fat tests	gallon	1.99-3.69	586	2.32	1.99-2.88	704	2.43	2.50	105	2.50
Sour cream		16 oz	0.99-2.00	1293	1.41	1.00-2.00	505	1.40	1.50-2.50	524	1.79
Yogurt	Greek	4-6 oz	0.69-1.25	1438	.92	0.88-1.00	1137	.99	0.69-1.00	416	.95
Yogurt	Greek	32 oz				3.99	178	3.99	3.99-5.00	174	4.39
Yogurt	Yogurt	4-6 oz	0.30-0.50	1056	.40	0.30-0.50	546	.39	0.33-0.50	319	.41
Yogurt	Yogurt	32 oz							2.50	105	2.50

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 #	3.50-5.98	62	4.94	2.99-4.99	89	3.62
Cheese	Natural Varieties	8 oz block	1.99-2.00	8	1.99	2.77-3.00	64	2.99
Cheese	Natural Varieties	1 # block	3.99	11	3.99			
Cheese	Natural Varieties	2 # block	6.99-8.99	10	7.59			
Cheese	Natural Varieties	8 oz shred	1.99-3.50	29	3.08	2.77-3.00	64	2.99
Cheese	Natural Varieties	1 # shred	3.99	11	3.99			
Cottage cheese		16 oz				2.50	24	2.50
Cream cheese		8 oz	2.50-3.00	30	2.53	1.50-2.50	123	2.21
Egg nog		quart				1.99-5.99	98	4.34

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
Ice cream		48-64oz	3.98-4.00	30	4.00	2.25-4.50	204	3.62
Sour cream		16 oz	1.99-2.00	8	1.99	2.69	34	2.69
Yogurt	Greek	4-6 oz	1.00	2	1.00	0.99-1.00	31	.99
Yogurt	Yogurt	4-6 oz	0.60-0.80	34	.76	0.50-0.99	68	.70
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 #	580	5.51	555	5.23		
Cheese	Natural Varieties	8 oz block	339	3.72	330	4.20	235	3.49
Cheese	Natural Varieties	2 # block			69	4.99		
Cheese	Natural Varieties	8 oz shred	511	3.60	162	3.50		
Egg nog		quart	230	4.22	351	4.14	1844	3.95
Milk	All fat tests	half gallon	755	3.88	2126	4.03	58	3.49
Milk	All fat tests	gallon	215	6.51	435	6.24	1127	6.15
Milk	All fat tests	8 oz UHT			1304	.95		
Sour cream		16 oz	2	2.00	360	2.49		
Yogurt	Greek	4-6 oz	147	1.25	515	1.33	152	1.18
Yogurt	Greek	32 oz	483	5.40			71	6.49
Yogurt	Yogurt	4-6 oz			615	1.25	58	.69

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 #				5.49	214	5.49			
Milk	All fat tests	half gallon	4.99	60	4.99	3.99	214	3.99	2.99	98	2.99
Milk	All fat tests	gallon	5.69	78	5.69						
Yogurt	Greek	4-6 oz	1.25	147	1.25						

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	32 oz	3.99-6.49	239	4.81						

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	5.99	137	5.99	5.00-5.49	166	5.18
Cheese	Natural Varieties	8 oz block	3.49-4.69	339	3.72						
Cheese	Natural Varieties	8 oz shred	3.50	162	3.50	3.50	244	3.50	3.99	105	3.99
Egg nog		quart	3.49	63	3.49	4.49	167	4.49			
Milk	All fat tests	half gallon	3.49	114	3.49	4.99	137	4.99	2.99	121	2.99
Milk	All fat tests	gallon				6.98	137	6.98			
Yogurt	Greek	32 oz				5.99	244	5.99			

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
Milk	All fat tests	half gallon	3.29	11	3.29			
Sour cream		16 oz	2.00	2	2.00			

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