



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>

Volume 82- Number 50

Issued Weekly

Friday, December 18, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/18/2015 to 12/24/2015

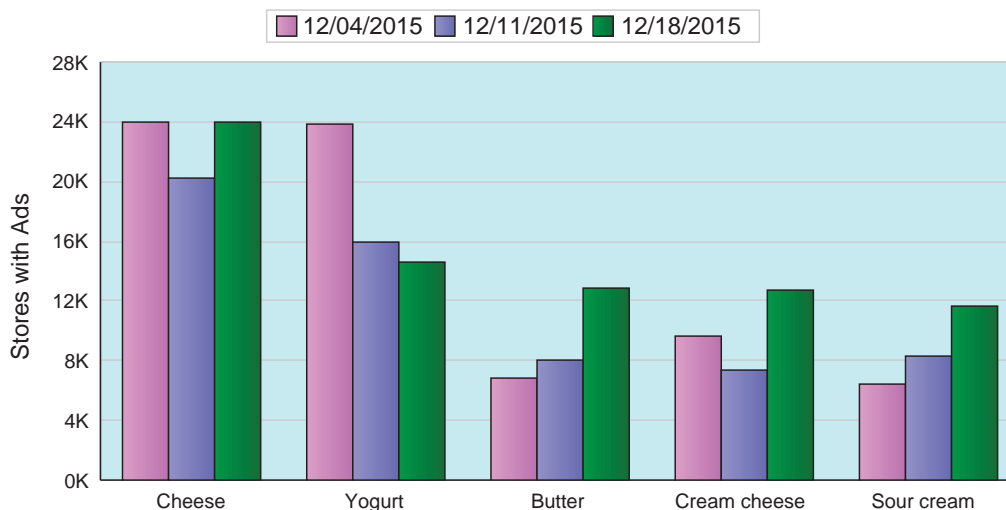
The volume of conventional dairy ads increased by 22% compared to the previous week. The most advertised items this period were 8 ounce packages of cream cheese, one pound butter, and 16 ounce packages of sour cream. Cream cheese ads increased 73% from the week before, with an average price of \$1.43. Butter ads were up 60%. The average price of butter was \$3.10, down 9 cents from last week. Sour cream ads increased 36%. Another popular holiday favorite, egg nog, had the largest percentage increase in ad volume. Advertisements for quart containers of egg nog increased by 130%, with an average price of \$2.98. Ads for half gallon egg nog went up 106%, with an average price of \$3.54.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.22, down 7 cents from last week and 40 cents below a year ago; 8 ounce shred cheese averaged \$2.27, up 7 cents from last week, but 18 cents below one year ago. Ads for conventional cheese increased 19% from last week, and organic cheese ads increased 25%.

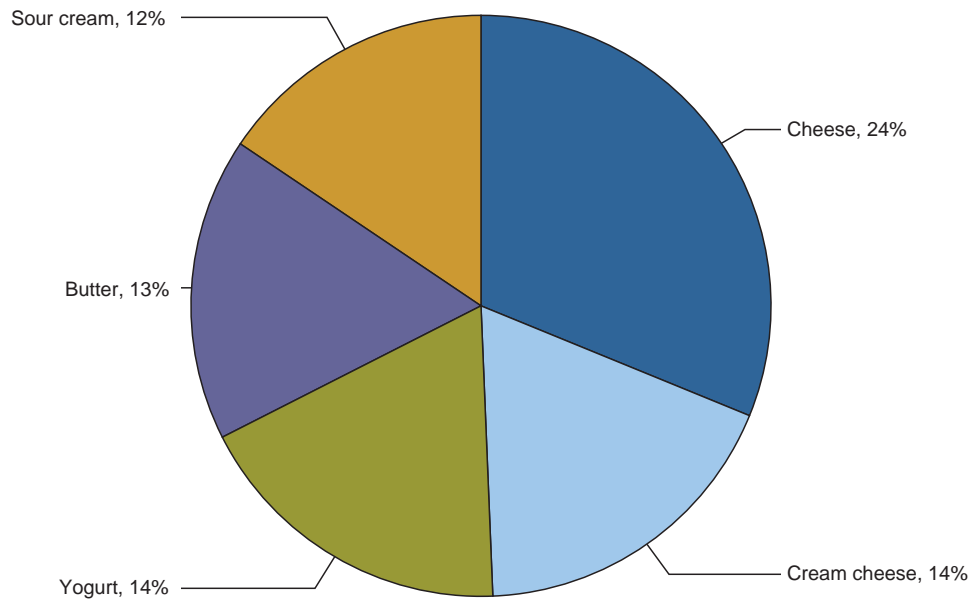
Conventional yogurt in 4-6 ounce packages averaged 51 cents, up 3 cents from last week and unchanged from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.94, unchanged from last week, but down 4 cents from a year ago. Conventional yogurt ad numbers decreased 17% from last week. Organic yogurt ads increased 209%.

The price spread between organic and conventional half gallon milk is \$.08. Last week, the spread was \$2.68. The price spread is the difference between national weighted average prices for organic, \$3.78, and conventional, \$3.70. The only region with reported conventional half gallon milk ads this period was Hawaii.

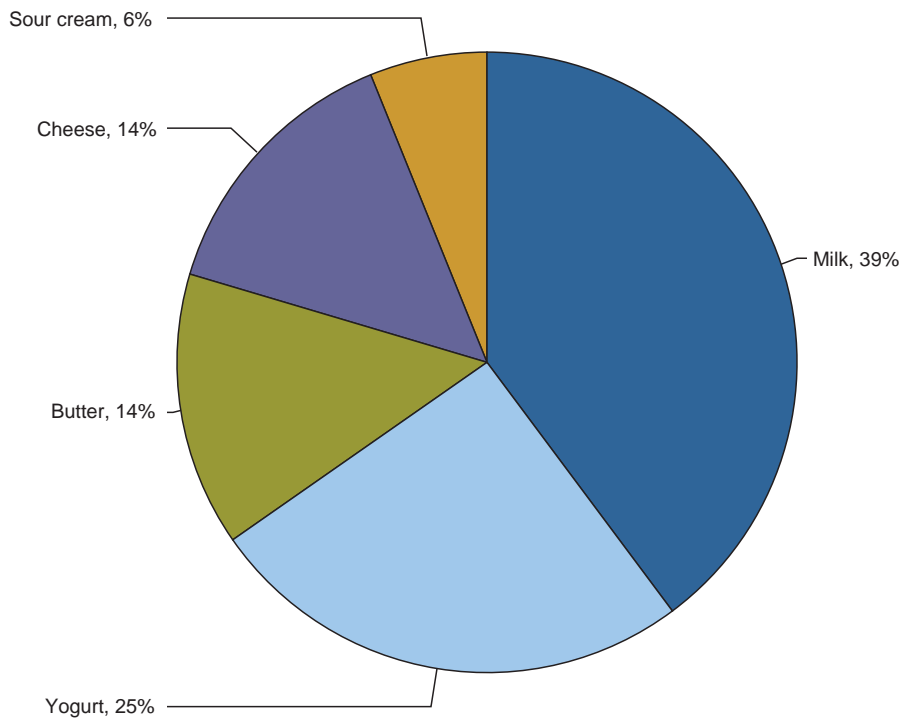
Top 5 Commodities Featured



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 #	11834	3.10	7411	3.19	5489	3.32
Cheese	Natural Varieties	8 oz block	10789	2.22	6858	2.29	7724	2.62
Cheese	Natural Varieties	1 # block	928	4.08	2733	3.59	1617	4.24
Cheese	Natural Varieties	2 # block	835	6.36	943	5.57	2820	7.93
Cheese	Natural Varieties	8 oz shred	9800	2.27	6719	2.20	7825	2.45
Cheese	Natural Varieties	1 # shred	579	4.36	2066	3.39	2126	3.99
Cottage cheese		16 oz	4359	1.87	3372	1.73	2659	2.35
Cream cheese		8 oz	12723	1.43	7371	1.56	9770	1.68
Egg nog		quart	1623	2.98	706	3.00	1646	2.48
Egg nog		half gallon	2113	3.54	1028	4.10	1084	4.40
Flavored milk	All fat tests	half gallon	213	2.94	425	2.37	1202	2.46
Flavored milk	All fat tests	gallon	276	3.44	945	2.96	142	4.49
Ice cream		48-64oz	9441	3.01	6726	2.82	10624	3.34
Milk	All fat tests	half gallon	27	3.70	522	1.20	542	2.40
Milk	All fat tests	gallon	1064	2.72	2884	2.64	2996	3.40
Sour cream		16 oz	11215	1.65	8262	1.52	6764	1.91
Yogurt	Greek	4-6 oz	9230	.94	9133	.94	14258	.98
Yogurt	Greek	32 oz	677	4.14	1043	5.04	839	5.68
Yogurt	Yogurt	4-6 oz	2249	.51	4546	.48	6445	.51
Yogurt	Yogurt	32 oz	556	2.37	606	2.04	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 #	1.50-4.49	2034	3.32	2.49-3.50	3488	3.13	1.97-3.49	1339	2.59
Cheese	Natural Varieties	8 oz block	1.99-2.99	1736	2.38	1.66-2.50	1924	2.34	0.98-2.25	2516	1.86
Cheese	Natural Varieties	1 # block	1.99-3.99	325	3.66				4.99	213	4.99
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2391	2.39	1.66-2.50	1744	2.39	0.98-2.50	1244	1.94
Cheese	Natural Varieties	1 # shred	3.99	135	3.99				4.99	213	4.99
Cottage cheese		16 oz	2.00-2.50	526	2.39	1.00-2.00	1186	1.84	1.00-1.69	467	1.18
Cream cheese		8 oz	0.89-2.00	2414	1.39	0.89-2.00	3229	1.45	0.89-2.00	2255	1.21
Egg nog		quart	2.50-3.99	633	3.68				2.39-2.99	279	2.69
Egg nog		half gallon	2.79-4.99	1140	3.88	2.99	394	2.99	2.99	137	2.99
Flavored milk	All fat tests	half gallon	2.00	84	2.00						
Flavored milk	All fat tests	gallon	3.99	167	3.99				2.49	98	2.49
Ice cream		48-64oz	1.99-4.99	3640	2.81	2.49-3.00	368	2.83	2.50-3.99	978	2.84
Milk	All fat tests	gallon	3.49	137	3.49				2.49-2.50	278	2.49
Sour cream		16 oz	0.99-2.00	2021	1.60	0.99-2.50	3330	1.82	0.99-1.99	1859	1.29

Wtd Avg - Simple weighted average



National Retail Report - Dairy Vol 82 - No. 50
Friday, December 18, 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
Yogurt	Greek	4-6 oz	0.75-1.25	3454	.99	0.70-1.00	2631	.94	0.70-1.00	810	.95
Yogurt	Greek	32 oz	3.99	314	3.99				3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.50-0.59	1204	.50	0.50	64	.50	0.50	237	.50
Yogurt	Yogurt	32 oz	1.50-2.69	397	2.35						

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 #	1.99-3.99	1829	2.70	1.97-3.99	2366	3.34	2.50-4.00	620	3.22
Cheese	Natural Varieties	8 oz block	0.98-2.50	1970	2.17	1.49-3.00	1876	2.37	1.99-2.50	589	2.38
Cheese	Natural Varieties	1 # block	3.99	162	3.99				2.99-3.99	174	3.39
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99-7.99	313	7.04	4.99-6.99	361	5.75
Cheese	Natural Varieties	8 oz shred	0.98-2.88	1792	2.05	1.49-3.00	1716	2.31	1.89-3.00	824	2.38
Cheese	Natural Varieties	1 # shred	3.99	162	3.99				3.99	69	3.99
Cottage cheese		16 oz	1.25-2.28	768	1.58	0.99-2.49	965	2.00	1.89-2.50	445	2.24
Cream cheese		8 oz	0.88-2.00	1902	1.43	0.99-2.49	1911	1.53	0.99-2.99	909	1.75
Egg nog		quart	2.50	121	2.50	1.99-2.49	497	2.35	2.99	66	2.99
Egg nog		half gallon	2.99	288	2.99				2.99	121	2.99
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Ice cream		48-64oz	1.99-5.99	1807	3.47	2.49-3.33	1815	2.86	2.97-3.00	606	2.99
Milk	All fat tests	gallon	1.99-3.99	611	2.54						
Sour cream		16 oz	0.99-2.00	1803	1.53	0.99-2.00	1629	1.73	2.00-2.50	463	2.07
Yogurt	Greek	4-6 oz	0.70-1.00	1165	.83	0.70-1.00	1004	.93	0.70-0.88	135	.79
Yogurt	Greek	32 oz							3.99	105	3.99
Yogurt	Yogurt	4-6 oz	0.50	129	.50	0.50	422	.50	0.50-0.60	166	.56
Yogurt	Yogurt	32 oz	2.29	51	2.29				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 #	2.48-5.50	66	4.47	2.99-4.99	92	3.98
Cheese	Natural Varieties	8 oz block	2.50-3.69	25	2.83	2.49-3.49	153	3.14
Cheese	Natural Varieties	1 # block				4.99-5.99	54	5.49
Cheese	Natural Varieties	2 # block	5.99-9.99	13	6.53	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50-5.48	55	4.23	2.50-3.00	34	2.94
Cottage cheese		16 oz	2.50	2	2.50			
Cream cheese		8 oz	1.50-2.88	38	2.22	1.50-2.50	65	2.00
Egg nog		quart				3.49	27	3.49
Egg nog		half gallon	3.98-7.98	33	7.44			
Flavored milk	All fat tests	half gallon				3.79	24	3.79
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.00-6.99	63	5.29	3.25-7.99	164	4.86

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
Milk	All fat tests	half gallon				2.98-3.79	27	3.70
Milk	All fat tests	gallon	3.59	11	3.59	4.99	27	4.99
Sour cream		16 oz	1.98-3.50	32	3.33	1.77-2.29	78	2.01
Yogurt	Greek	4-6 oz	1.25	1	1.25	1.07-1.25	30	1.23
Yogurt	Greek	32 oz				3.99-6.49	78	5.32
Yogurt	Yogurt	4-6 oz				0.60	27	.60
Yogurt	Yogurt	32 oz				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 #	1080	5.13	580	5.51		
Cheese	Natural Varieties	8 oz block	631	4.54	339	3.72	235	3.49
Cheese	Natural Varieties	8 oz shred	432	4.11	511	3.60		
Egg nog		quart	100	4.50	230	4.22	1844	3.95
Ice cream		48-64oz	117	4.99				
Milk	All fat tests	half gallon	2669	3.78	755	3.88	58	3.49
Milk	All fat tests	gallon	347	5.99	215	6.51	1127	6.15
Sour cream		16 oz	474	2.37	2	2.00		
Yogurt	Greek	4-6 oz	137	1.25	147	1.25	152	1.18
Yogurt	Greek	32 oz	692	2.86	483	5.40	71	6.49
Yogurt	Yogurt	4-6 oz	137	1.00			58	.69
Yogurt	Yogurt	32 oz	983	2.50			430	3.04

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	180	5.49
Cheese	Natural Varieties	8 oz shred							4.50	213	4.50

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	half gallon	3.89	108	3.89	2.99-3.89	1267	3.76			
Milk	All fat tests	gallon				5.99	210	5.99	5.99	137	5.99
Yogurt	Greek	4-6 oz	1.25	137	1.25						
Yogurt	Greek	32 oz	5.49	84	5.49	2.50	398	2.50			
Yogurt	Yogurt	32 oz				2.50	210	2.50	2.50	247	2.50

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 #	3.99-4.99	186	4.60	4.49-5.49	477	5.24	4.99-5.00	226	4.99
Cheese	Natural Varieties	8 oz block				3.99-4.99	604	4.59			
Cheese	Natural Varieties	8 oz shred	3.50	114	3.50				3.99	105	3.99
Egg nog		quart							3.99	66	3.99
Ice cream		48-64oz				4.99	117	4.99			
Milk	All fat tests	half gallon	2.99-3.79	527	3.43	2.99-4.49	707	4.04	3.79	60	3.79
Sour cream		16 oz	1.99	114	1.99	2.49	360	2.49			
Yogurt	Greek	32 oz	2.50	210	2.50						
Yogurt	Yogurt	4-6 oz				1.00	137	1.00			
Yogurt	Yogurt	32 oz	2.50	219	2.50	2.49	241	2.49	2.50	66	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 #	5.49	11	5.49			
Cheese	Natural Varieties	8 oz block				3.49	27	3.49
Egg nog		quart				5.49	34	5.49

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