



## 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>

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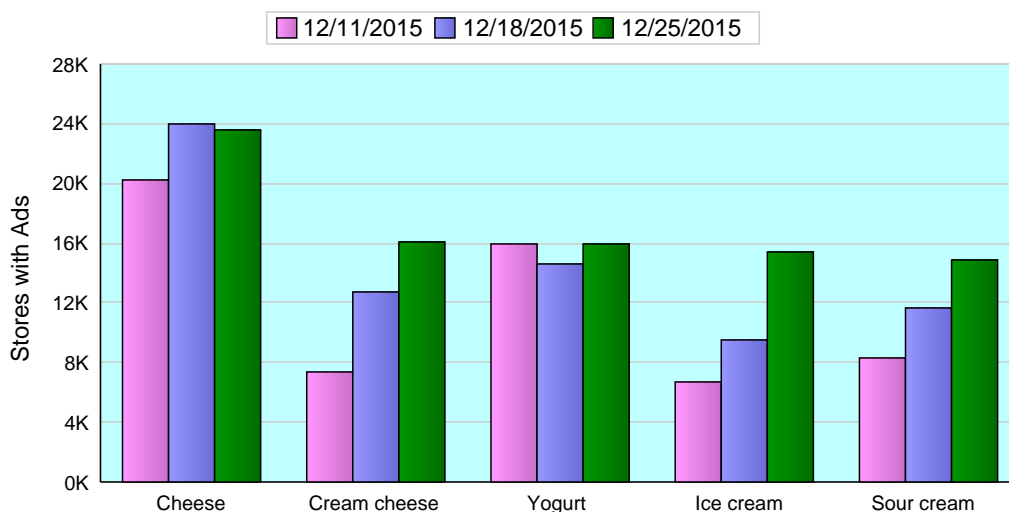
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 12/25/2015 to 12/31/2015

Conventional dairy ads increased 15% compared to the previous week. Cream cheese, 16 ounce, is the most advertised item this period, with an increase of 26% in ads volume. The U.S. weighted average price is \$1.49, 6 cents above last week. Ads volume for sour cream, 16 ounce, increased by 29%, the average price is \$1.81, 16 cents above last week. Ads volume for ice cream, 48-64 ounce, increased by 63%, the average price is \$2.97, 4 cents lower than the previous week. For other featured holiday dairy products, the change in ad volumes, average prices, and price changes from last week are as follows: 1 pound butter, -6%, \$3.03, down 7 cents; 16 ounce cottage cheese, +23%, \$1.84, down 3 cents; and half gallon eggnog, -22%, \$3.82, up 28 cents.

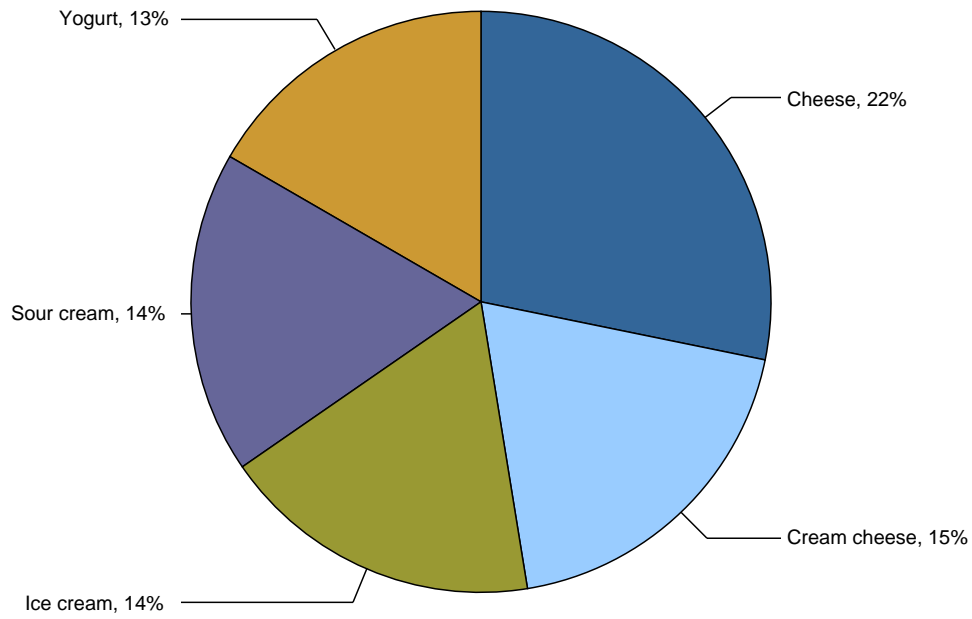
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.19, down 3 cents from last week and 32 cents below a year ago; 8 ounce shred cheese averaged \$2.27, unchanged from last week, but 8 cents below one year ago. Ads for conventional cheese increased 1% from last week, but organic cheese ads decreased 51%.

Conventional yogurt in 4-6 ounce packages averaged 51 cents, unchanged from last week but 3 cents higher than a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.96, 2 cents up from last week and 1 cent above a year ago. Conventional yogurt ad numbers increased 11% from last week. Organic yogurt ads decreased 5%.

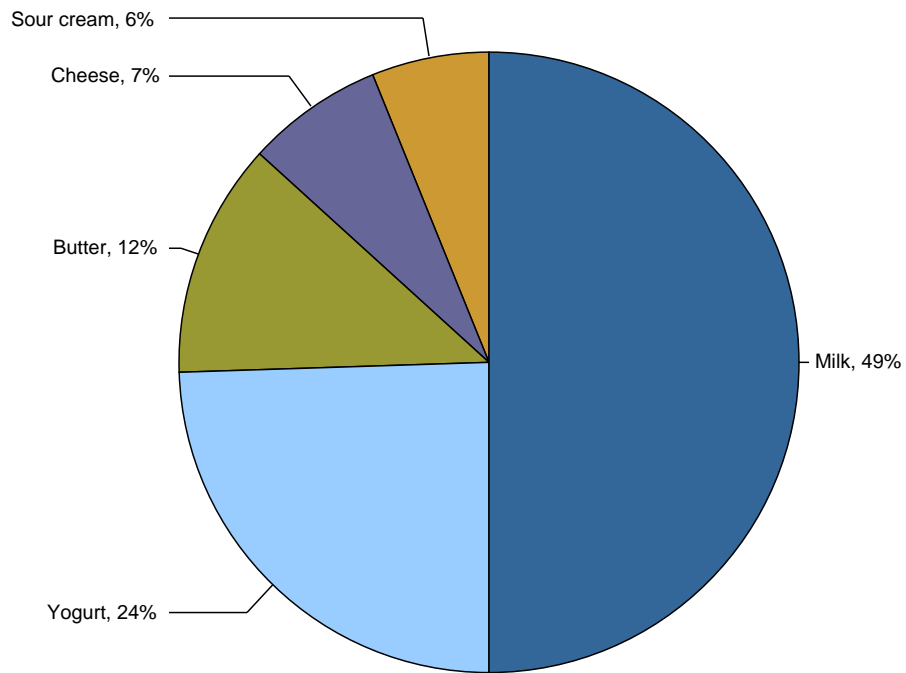
Top 5 Commodities Featured



### 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 #	11067	3.03	11834	3.10	9237	3.06
Cheese	Natural Varieties	8 oz block	10422	2.19	10789	2.22	9443	2.51
Cheese	Natural Varieties	1 # block	1347	3.69	928	4.08	555	3.74
Cheese	Natural Varieties	2 # block	1227	6.55	835	6.36	957	7.83
Cheese	Natural Varieties	8 oz shred	9300	2.27	9800	2.27	7738	2.35
Cheese	Natural Varieties	1 # shred	806	3.99	579	4.36	495	3.61
Cottage cheese		16 oz	5360	1.84	4359	1.87	1624	1.86
Cream cheese		8 oz	16051	1.49	12723	1.43	15132	1.42
Egg nog		quart	1129	2.95	1623	2.98	678	2.33
Egg nog		half gallon	1648	3.82	2113	3.54	4704	3.73
Flavored milk	All fat tests	half gallon	400	3.36	213	2.94	271	2.53
Flavored milk	All fat tests	gallon			276	3.44	51	4.19
Ice cream		48-64oz	15347	2.97	9441	3.01	10459	2.98
Milk	All fat tests	half gallon			27	3.70	70	2.50
Milk	All fat tests	gallon	1064	2.72	1064	2.72	1582	3.15
Sour cream		16 oz	14415	1.81	11215	1.65	9792	1.67
Yogurt	Greek	4-6 oz	11584	.96	9230	.94	9934	.95
Yogurt	Greek	32 oz	906	3.99	677	4.14	1923	4.84
Yogurt	Yogurt	4-6 oz	1207	.51	2249	.51	1238	.48
Yogurt	Yogurt	32 oz	430	2.42	556	2.37	63	2.50

## 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 #	2.50-3.99	1799	3.24	3.00-3.50	2358	3.29	1.97-3.49	1370	2.35
Cheese	Natural Varieties	8 oz block	1.88-2.50	2089	2.25	1.99-2.50	657	2.31	0.98-2.50	2256	2.01
Cheese	Natural Varieties	1 # block	3.99	270	3.99				3.99	213	3.99
Cheese	Natural Varieties	2 # block	6.99	108	6.99						
Cheese	Natural Varieties	8 oz shred	1.88-3.00	2037	2.54	2.50-3.00	424	2.57	1.49-2.50	1476	2.17
Cheese	Natural Varieties	1 # shred	3.99	270	3.99						
Cottage cheese		16 oz	1.99-2.99	584	2.37	2.00	1002	2.00	1.25-1.98	401	1.48
Cream cheese		8 oz	0.99-2.00	2564	1.61	1.50-2.00	3919	1.58	0.89-2.00	3356	1.17
Egg nog		quart	2.89-3.99	431	3.47	2.99	184	2.99	2.39-2.99	226	2.67
Egg nog		half gallon	3.89-4.99	750	4.48				2.99-3.49	388	3.06
Flavored milk	All fat tests	half gallon	3.49	137	3.49				2.50	53	2.50
Ice cream		48-64oz	1.99-3.99	3890	2.68	1.99-3.00	2318	2.86	2.50-3.99	2576	3.07
Milk	All fat tests	gallon	3.69	137	3.69				1.97	53	1.97
Sour cream		16 oz	1.29-2.50	2481	1.79	1.66-2.50	4187	1.96	0.99-1.99	1537	1.30

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	1.00-1.25	2921	1.07	0.70-1.25	2913	.95	0.70-1.00	1137	.91
Yogurt	Greek	32 oz	3.99	167	3.99				3.99	180	3.99
Yogurt	Yogurt	4-6 oz	0.49-0.50	388	.50	0.50	64	.50	0.50	180	.50
Yogurt	Yogurt	32 oz	1.50-2.49	132	1.95						

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	2083	2.63	1.69-3.99	2783	3.23	2.50-4.00	585	3.24
Cheese	Natural Varieties	8 oz block	0.98-2.99	2378	2.21	1.49-3.49	2351	2.22	1.79-2.50	650	2.26
Cheese	Natural Varieties	1 # block	3.99	242	3.99	2.99-3.99	343	3.41	2.99-3.99	279	3.24
Cheese	Natural Varieties	2 # block	5.99	121	5.99	5.99-7.99	626	7.04	4.99-6.99	370	5.74
Cheese	Natural Varieties	8 oz shred	0.98-2.88	2141	2.01	1.49-3.00	2444	2.25	1.89-2.50	742	2.28
Cheese	Natural Varieties	1 # shred	3.99	242	3.99	3.99	225	3.99	3.99	69	3.99
Cottage cheese		16 oz	1.25-2.28	1068	1.63	0.99-2.00	1350	1.57	1.25-2.50	889	2.07
Cream cheese		8 oz	0.88-2.00	2096	1.42	0.99-2.49	2980	1.58	0.99-2.99	1022	1.76
Egg nog		quart	2.50	121	2.50	1.99	137	1.99			
Egg nog		half gallon	2.99	288	2.99				2.99-3.99	182	3.33
Flavored milk	All fat tests	half gallon							3.49	210	3.49
Ice cream		48-64oz	1.99-5.99	2936	3.35	2.49-3.99	3202	2.90	2.97-3.50	256	3.10
Milk	All fat tests	gallon	1.99-3.99	710	2.47	2.88	137	2.88			
Sour cream		16 oz	1.00-2.00	2082	1.61	0.99-4.88	3199	1.92	1.25-2.50	819	1.96
Yogurt	Greek	4-6 oz	0.70-1.00	1494	.83	0.70-1.00	2642	.95	0.70-1.00	422	.91
Yogurt	Greek	32 oz				3.99	244	3.99	3.99	315	3.99
Yogurt	Yogurt	4-6 oz	0.50	201	.50	0.50	178	.50	0.50-0.60	166	.56
Yogurt	Yogurt	32 oz	2.29	51	2.29				2.50	210	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 #	3.49-5.98	55	4.95	4.49	34	4.49
Cheese	Natural Varieties	8 oz block	2.49-2.79	38	2.66	3.50	3	3.50
Cheese	Natural Varieties	2 # block	8.99-9.99	2	9.49			
Cheese	Natural Varieties	8 oz shred	2.50-3.98	9	2.99	3.00	27	3.00
Cottage cheese		16 oz	1.49-3.50	39	2.93	2.29-2.77	27	2.34
Cream cheese		8 oz	1.66-2.88	73	2.32	1.50-3.00	41	2.02
Egg nog		quart				1.99-3.49	30	3.34
Egg nog		half gallon	3.98-7.98	40	7.12			
Ice cream		48-64oz	3.00-7.99	68	5.53	3.50-4.08	101	3.82
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	1.49-3.50	52	2.75	2.50-2.69	58	2.61
Yogurt	Greek	4-6 oz				1.00-1.25	55	1.23

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
Yogurt	Yogurt	4-6 oz				0.60-1.29	30	.67
Yogurt	Yogurt	32 oz				2.50-3.99	37	3.87

## 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 #	879	5.13	1080	5.13		
Cheese	Natural Varieties	8 oz block	84	3.50	631	4.54	1616	3.95
Cheese	Natural Varieties	8 oz shred	438	3.73	432	4.11	989	3.99
Egg nog		quart			100	4.50	63	2.99
Ice cream		48-64oz	117	4.99	117	4.99		
Milk	All fat tests	half gallon	3025	3.89	2669	3.78	176	3.15
Milk	All fat tests	gallon	137	6.98	347	5.99	1421	5.89
Milk	All fat tests	8 oz UHT	596	1.07				
Sour cream		16 oz	472	2.25	474	2.37		
Yogurt	Greek	4-6 oz			137	1.25	235	1.25
Yogurt	Greek	32 oz	298	3.34	692	2.86		
Yogurt	Yogurt	4-6 oz	137	1.00	137	1.00		
Yogurt	Yogurt	32 oz	1417	2.50	983	2.50	141	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 #							4.99-5.49	429	5.41
Cheese	Natural Varieties	8 oz block	3.50	84	3.50						
Milk	All fat tests	half gallon	3.99	137	3.99	2.99-4.29	1267	4.10	2.99	110	2.99
Milk	All fat tests	8 oz UHT	1.08	543	1.08	1.00	53	1.00			
Yogurt	Greek	32 oz	5.49	84	5.49	2.50	214	2.50			
Yogurt	Yogurt	32 oz							2.50	110	2.50

Wtd Avg - Simple weighted average



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	228	4.99	4.49	117	4.49	5.00	105	5.00
Cheese	Natural Varieties	8 oz shred	3.49-3.50	228	3.50				3.99	210	3.99
Ice cream		48-64oz				4.99	117	4.99			
Milk	All fat tests	half gallon	2.99-3.19	288	3.14	2.99-4.49	1054	3.89	2.99	121	2.99
Milk	All fat tests	gallon				6.98	137	6.98			
Sour cream		16 oz	1.99	228	1.99	2.49	244	2.49			
Yogurt	Yogurt	4-6 oz				1.00	137	1.00			
Yogurt	Yogurt	32 oz	2.50	642	2.50	2.49-2.50	599	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
Milk	All fat tests	half gallon	3.29	11	3.29	5.87-7.89	37	7.73

#### 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