



## 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](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 01/01/2016 to 01/07/2016

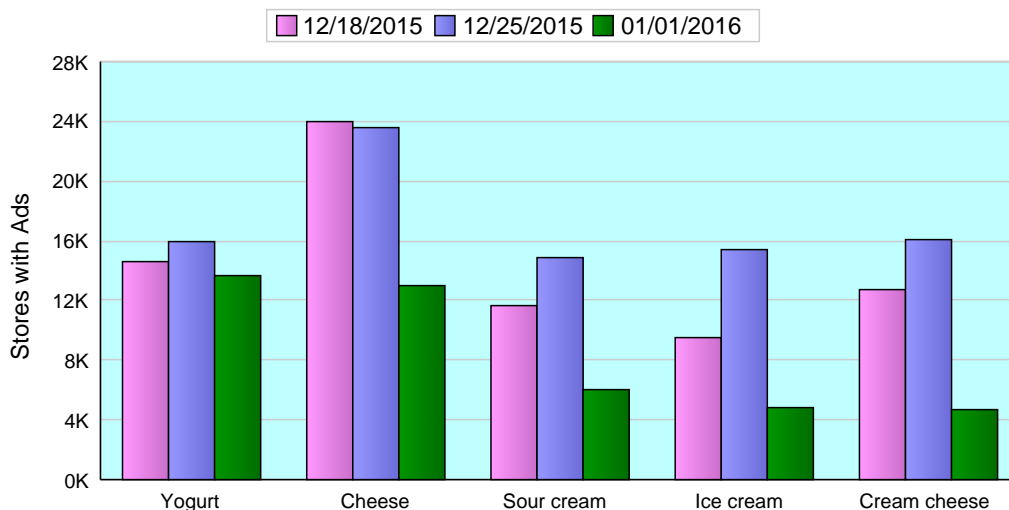
The volume of dairy ads fell off in the holiday shortened week. Conventional dairy ads decreased by 55%, while organic dairy ads decreased by 42% compared to the previous week. Holiday favorites such as butter dropped 99%, cream cheese declined 71%, and egg nog ads were absent from surveyed store circulars. The top three advertised dairy items this period were 4-6 ounce packages of Greek yogurt, 16 ounce packages of sour cream, and 48-64 ounce containers of ice cream.

The average price for conventional yogurt in 4-6 ounce packages is 49 cents, down 2 cents from last week, but 1 cent higher than a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.95, down 1 cent from last week and unchanged from a year ago. Conventional yogurt ad numbers decreased 6% from last week; however within the category, non-Greek yogurt in 4-6 ounce packages increased by 231%. Organic yogurt ads decreased 81%.

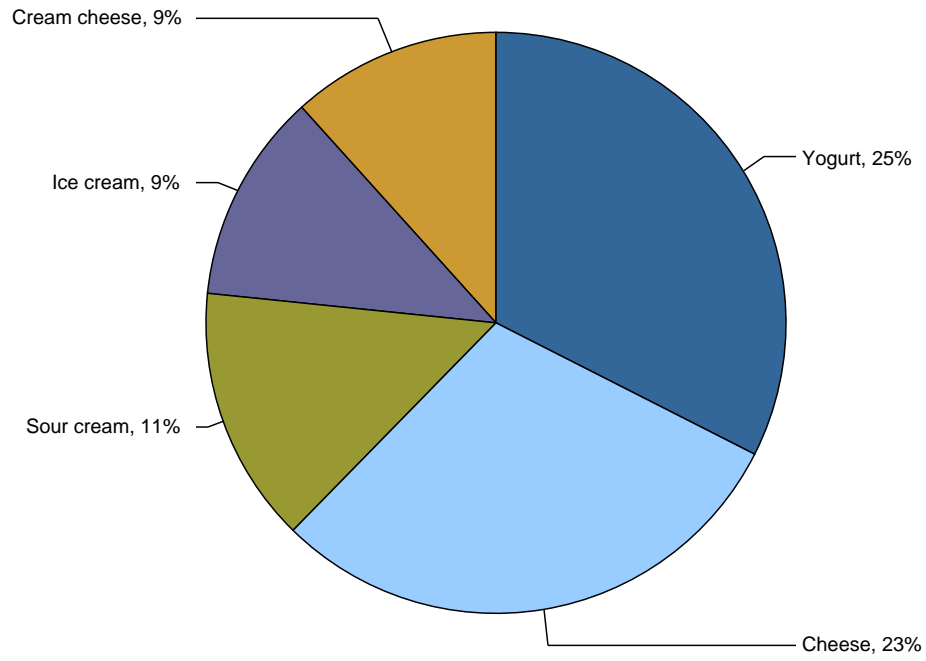
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.01, down 18 cents from last week and 50 cents below a year ago; 8 ounce shred cheese averaged \$2.24, down 3 cents from last week and 11 cents below one year ago. Ads for conventional cheese decreased 46% from last week, and organic cheese ads increased 20%.

The price spread between organic and conventional half gallon milk is \$2.75. The price spread is the difference between national weighted average prices for organic, \$4.11, and conventional, \$1.36. Conventional milk ads increased by 57% from last week, while organic ads decreased by 21%.

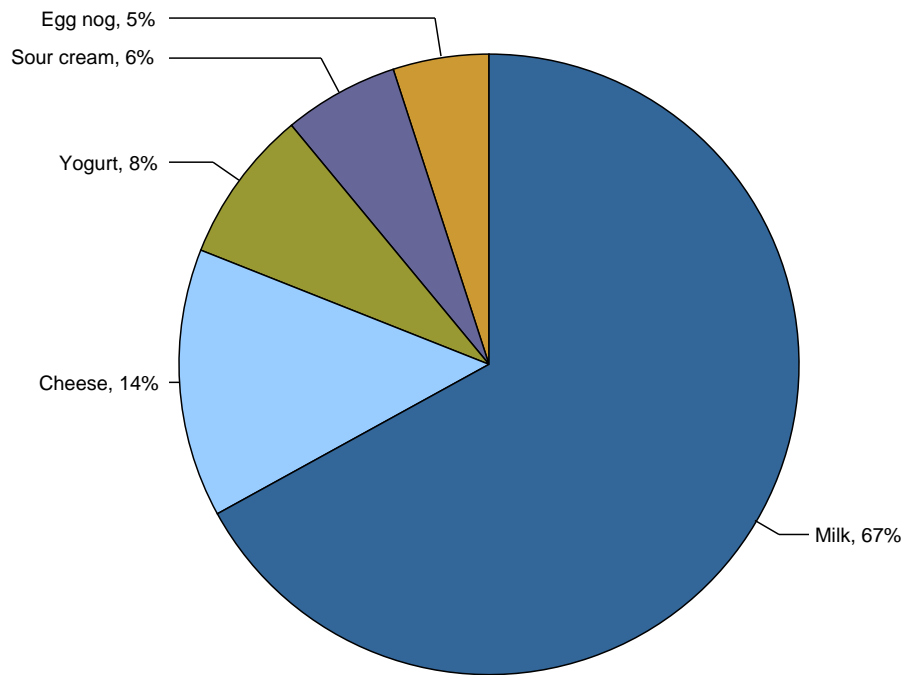
Top 5 Commodities Featured



### 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 #	64	3.00	11067	3.03	9237	3.06
Cheese	Natural Varieties	8 oz block	3407	2.01	10422	2.19	9443	2.51
Cheese	Natural Varieties	1 # block	2618	4.05	1347	3.69	555	3.74
Cheese	Natural Varieties	2 # block	1610	5.84	1227	6.55	957	7.83
Cheese	Natural Varieties	8 oz shred	3425	2.24	9300	2.27	7738	2.35
Cheese	Natural Varieties	1 # shred	1340	3.44	806	3.99	495	3.61
Cottage cheese		16 oz	3479	2.01	5360	1.84	1624	1.86
Cream cheese		8 oz	4636	1.52	16051	1.49	15132	1.42
Egg nog		quart			1129	2.95	678	2.33
Egg nog		half gallon			1648	3.82	4704	3.73
Flavored milk	All fat tests	half gallon	120	1.00	400	3.36	271	2.53
Flavored milk	All fat tests	gallon	248	2.81			51	4.19
Ice cream		48-64oz	4752	2.82	15347	2.97	10459	2.98
Milk	All fat tests	half gallon	377	1.36			70	2.50
Milk	All fat tests	gallon	1291	2.25	1064	2.72	1582	3.15
Sour cream		16 oz	5744	1.55	14415	1.81	9792	1.67
Yogurt	Greek	4-6 oz	7135	.95	11584	.96	9934	.95
Yogurt	Greek	32 oz	624	5.19	906	3.99	1923	4.84
Yogurt	Yogurt	4-6 oz	3997	.49	1207	.51	1238	.48
Yogurt	Yogurt	32 oz	1573	1.94	430	2.42	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 #	2.99	63	2.99						
Cheese	Natural Varieties	8 oz block	1.79-2.50	524	2.05	1.79-2.50	376	2.07	1.49-2.50	1255	2.01
Cheese	Natural Varieties	1 # block	3.50	110	3.50	3.50-4.90	1951	4.03	2.99-4.99	320	4.32
Cheese	Natural Varieties	8 oz shred	2.50	332	2.50	2.50	778	2.50	1.79-2.50	561	2.23
Cheese	Natural Varieties	1 # shred	3.50	110	3.50	3.50	1002	3.50	2.99	107	2.99
Cottage cheese		16 oz	1.50-2.69	541	2.07	1.50-2.50	1511	1.77	2.49-2.99	283	2.78
Cream cheese		8 oz	0.89-2.49	918	1.49	0.89-1.79	2026	1.54	0.99-1.99	384	1.13
Flavored milk	All fat tests	gallon							3.88	107	3.88
Ice cream		48-64oz	2.50-3.29	173	2.79	2.50-3.33	1572	2.53	1.98-3.33	752	2.69
Milk	All fat tests	half gallon							1.00	110	1.00
Milk	All fat tests	gallon				2.50-2.88	246	2.60	2.50-2.77	110	2.63
Sour cream		16 oz	1.29-1.66	716	1.46	1.50-2.00	2013	1.64	0.99-2.98	1084	1.31
Yogurt	Greek	4-6 oz	1.00	657	1.00	0.88-1.00	987	.94	0.75-1.00	2178	.90
Yogurt	Greek	32 oz	4.99	135	4.99				5.99	110	5.99

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	0.50	245	.50	0.50	2100	.50	0.50	107	.50
Yogurt	Yogurt	32 oz	1.99	202	1.99				1.88-1.99	799	1.96

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
Cheese	Natural Varieties	8 oz block	1.49-1.79	418	1.61	1.67-2.99	482	2.22	1.67-2.50	309	1.96
Cheese	Natural Varieties	1 # block	4.90	55	4.90				3.33-4.99	182	3.89
Cheese	Natural Varieties	2 # block	5.99-6.99	472	6.43	4.99-6.99	567	5.61	4.99-5.99	493	5.13
Cheese	Natural Varieties	8 oz shred	1.49-2.50	739	1.92	1.59-2.99	607	2.21	1.67-2.79	370	2.10
Cheese	Natural Varieties	1 # shred							3.33	121	3.33
Cottage cheese		16 oz	1.99	99	1.99	1.49	178	1.49	1.25-2.69	808	2.23
Cream cheese		8 oz	0.89-1.75	324	1.17	1.25-1.88	262	1.62	0.99-2.50	653	1.82
Flavored milk	All fat tests	half gallon				1.00	120	1.00			
Flavored milk	All fat tests	gallon	1.99	141	1.99						
Ice cream		48-64oz	1.98-4.49	816	3.30	2.49-3.00	873	2.87	2.50-3.00	476	2.87
Milk	All fat tests	half gallon	1.25	78	1.25	1.00	120	1.00	2.69	69	2.69
Milk	All fat tests	gallon	1.99	472	1.99	1.99-2.49	394	2.30	1.88	69	1.88
Sour cream		16 oz	1.39-2.09	898	1.69	0.99-1.89	377	1.36	1.25-2.00	598	1.62
Yogurt	Greek	4-6 oz	0.79-1.00	1430	.95	0.99-1.00	1039	1.00	0.88-1.00	749	.93
Yogurt	Greek	32 oz	5.99	210	5.99				3.50-3.99	166	3.81
Yogurt	Yogurt	4-6 oz	0.33-0.50	556	.43	0.50	696	.50	0.38-0.50	235	.42
Yogurt	Yogurt	32 oz				1.69	178	1.69	2.00	394	2.00

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	1	3.49			
Cheese	Natural Varieties	8 oz block	2.50	6	2.50	2.50-3.50	37	2.58
Cheese	Natural Varieties	2 # block	6.99-9.99	51	8.73	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50	1	2.50	2.50-3.50	37	2.58
Cottage cheese		16 oz	1.98-2.50	5	2.19	2.29-2.50	54	2.41
Cream cheese		8 oz	1.50-3.00	32	2.62	2.00-3.00	37	2.08
Ice cream		48-64oz	3.00-4.00	29	3.79	3.75-4.97	61	3.90
Sour cream		16 oz	1.98-2.49	4	2.11	1.99-2.50	54	2.25
Yogurt	Greek	4-6 oz	0.99-1.25	30	1.01	1.00-1.50	65	1.37
Yogurt	Greek	32 oz				5.99	3	5.99
Yogurt	Yogurt	4-6 oz	0.80	28	.80	0.50-0.60	30	.59

## 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		
Cheese	Natural Varieties	8 oz block	276	3.49	84	3.50	1616	3.95
Cheese	Natural Varieties	8 oz shred	105	3.99	438	3.73	989	3.99
Cheese	Natural Varieties	1 # shred	244	7.99				
Egg nog		quart	221	4.59			63	2.99
Ice cream		48-64oz			117	4.99		
Milk	All fat tests	half gallon	2452	4.11	3025	3.89	176	3.15
Milk	All fat tests	gallon	214	5.99	137	6.98	1421	5.89
Milk	All fat tests	8 oz UHT	300	.90	596	1.07		
Sour cream		16 oz	244	2.49	472	2.25		
Yogurt	Greek	4-6 oz	357	1.00			235	1.25
Yogurt	Greek	32 oz			298	3.34		
Yogurt	Yogurt	4-6 oz			137	1.00		
Yogurt	Yogurt	32 oz			1417	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
Egg nog		quart	4.59	221	4.59						
Milk	All fat tests	half gallon	3.69-4.69	856	4.24	4.29	184	4.29			
Milk	All fat tests	gallon				5.99	214	5.99			

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
Cheese	Natural Varieties	8 oz block	3.49-3.50	276	3.49						
Cheese	Natural Varieties	8 oz shred							3.99	105	3.99
Cheese	Natural Varieties	1 # shred				7.99	244	7.99			
Milk	All fat tests	half gallon	2.99-3.98	586	3.56	4.29-4.49	762	4.33	4.29	60	4.29
Milk	All fat tests	8 oz UHT	0.88	162	.88				0.83-1.00	138	.92
Sour cream		16 oz				2.49	244	2.49			
Yogurt	Greek	4-6 oz				0.99-1.00	357	1.00			

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				4.29	4	4.29

#### 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