



## 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 01/08/2016 to 01/14/2016

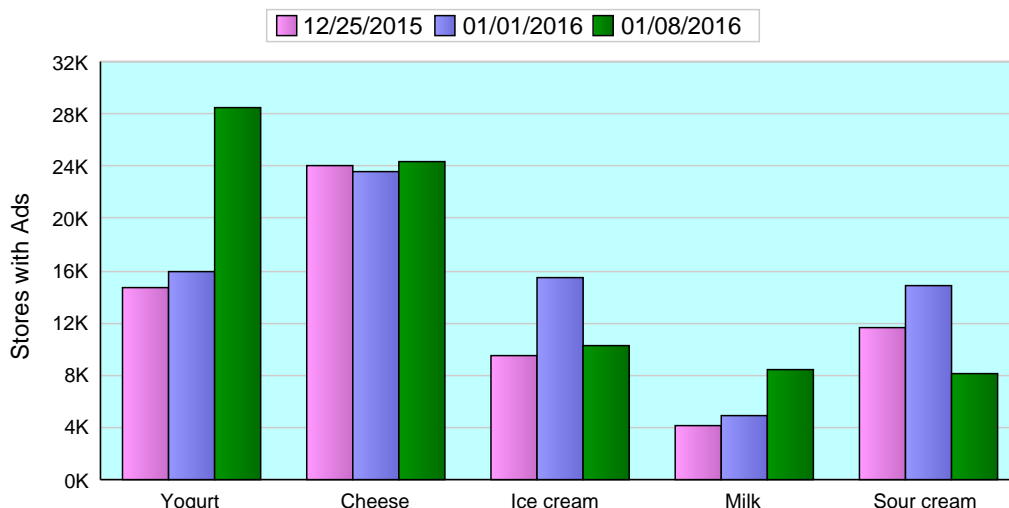
The volume of dairy ads advanced this week from the recent holiday decline. Organic dairy ads compared to conventional ads had the larger increase, 127% over the previous week. The top three regions posting organic dairy ads were the Midwest, South Central, and Southeast. Conventional dairy ads grew 78%, compared to the previous week, while conventional butter ads posted the largest change, about 21 times more ads than the previous week's number.

The average price for conventional yogurt in 4-6 ounce packages is 48 cents, down 1 cent from last week, but up 1 cent from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.94, down 1 cent from last week and 2 cents lower than a year ago. Conventional yogurt ad numbers increased 96% from last week. Organic yogurt ads this week are about 7 times more than the previous week's.

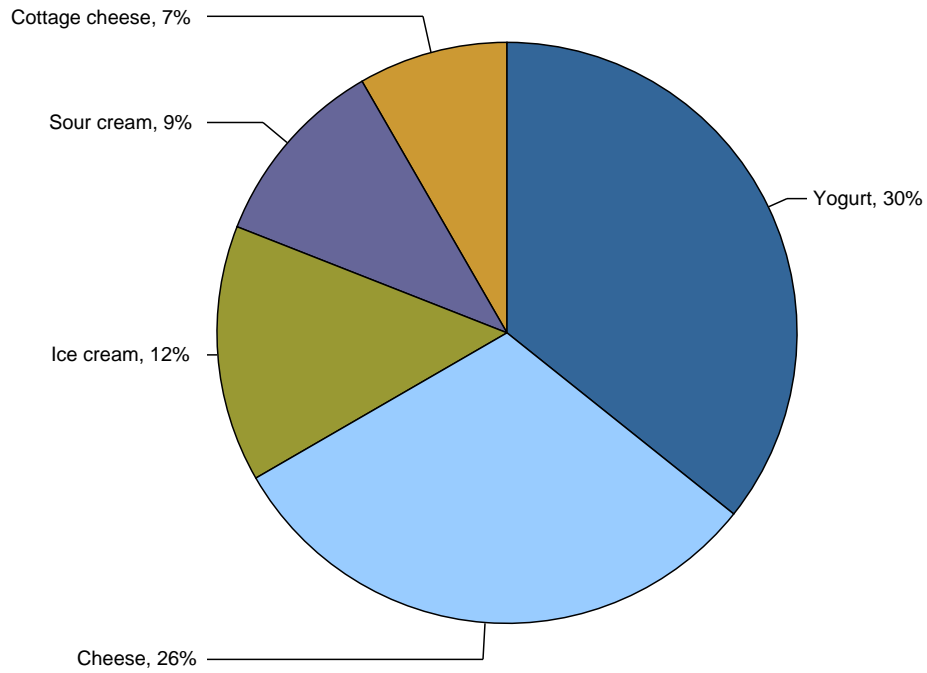
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.19, up 18 cents from last week, but down 14 cents from a year ago; 8 ounce shred cheese averaged \$2.17, down 7 cents from last week while 37 cents below one year ago. Advertisements for both conventional and organic cheeses increased from last week, 81% and 204% respectively.

The price spread between organic and conventional half gallon milk is \$1.89. The price spread is the difference between national weighted average prices for organic, \$3.72, and conventional, \$1.83. Conventional milk ads increased by 88% from last week, while organic ads increased by 78%.

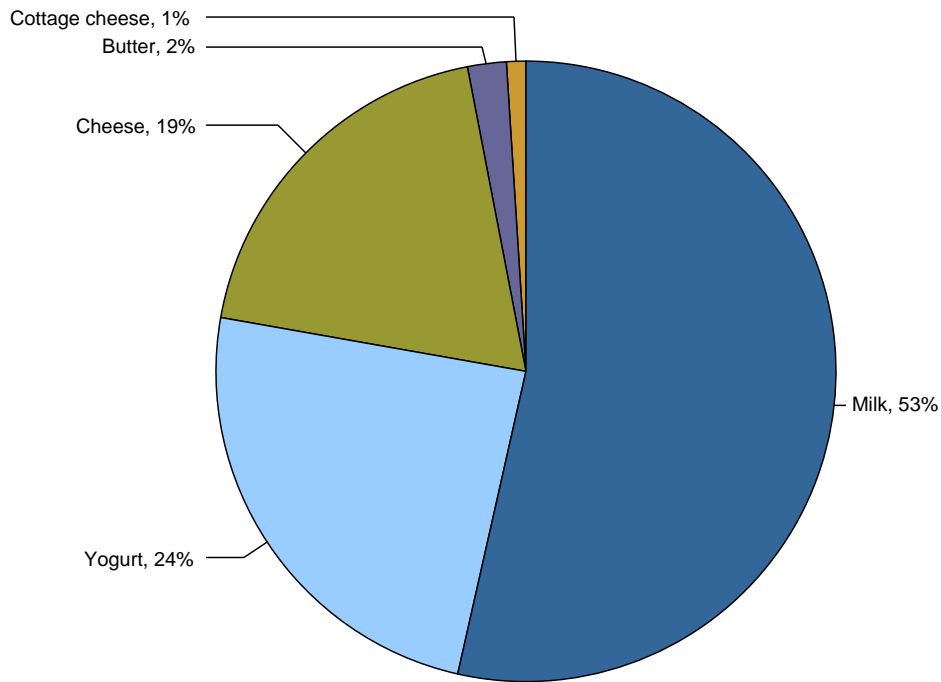
Top 5 Commodities Featured



### 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 #	1339	3.39	64	3.00	1710	3.00
Cheese	Natural Varieties	8 oz block	8854	2.19	3407	2.01	6270	2.33
Cheese	Natural Varieties	1 # block	1461	3.92	2618	4.05	1862	4.25
Cheese	Natural Varieties	2 # block	1529	5.81	1610	5.84	1412	7.88
Cheese	Natural Varieties	8 oz shred	8931	2.17	3425	2.24	8340	2.54
Cheese	Natural Varieties	1 # shred	1642	3.77	1340	3.44	1591	4.28
Cottage cheese		16 oz	6228	1.98	3479	2.01	4491	2.25
Cream cheese		8 oz	3550	1.60	4636	1.52	3103	1.97
Egg nog		quart	84	2.50				
Egg nog		half gallon						
Flavored milk	All fat tests	half gallon	1083	2.27	120	1.00	105	3.79
Flavored milk	All fat tests	gallon	295	3.54	248	2.81	310	3.88
Ice cream		48-64oz	10190	3.04	4752	2.82	7649	3.11
Milk	All fat tests	half gallon	852	1.83	377	1.36	2093	2.37
Milk	All fat tests	gallon	2285	2.54	1291	2.25	1193	2.92
Sour cream		16 oz	7997	1.57	5744	1.55	5910	1.73
Yogurt	Greek	4-6 oz	15902	.94	7135	.95	16906	.96
Yogurt	Greek	32 oz	2497	4.05	624	5.19	1347	4.19
Yogurt	Yogurt	4-6 oz	6096	.48	3997	.49	8504	.47
Yogurt	Yogurt	32 oz	1659	2.06	1573	1.94	450	2.70

## 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 #	2.88-4.49	659	3.43	3.50	87	3.50			
Cheese	Natural Varieties	8 oz block	1.77-3.50	1970	2.33	1.79-2.50	3101	2.20	1.50-2.50	1955	1.89
Cheese	Natural Varieties	1 # block				3.49	184	3.49	3.99-5.99	218	4.73
Cheese	Natural Varieties	2 # block							4.49	98	4.49
Cheese	Natural Varieties	8 oz shred	1.29-3.00	2087	2.19	1.79-2.50	3017	2.19	1.50-2.50	1367	1.94
Cheese	Natural Varieties	1 # shred	3.99	235	3.99	3.49	184	3.49	3.33-3.99	375	3.78
Cottage cheese		16 oz	1.66-2.50	1938	2.16	1.00-2.50	1902	2.04	1.25-2.39	378	1.70
Cream cheese		8 oz	1.39-2.39	1132	1.82	1.50-2.39	858	1.99	0.89-1.50	826	.99
Egg nog		quart	2.50	84	2.50						
Flavored milk	All fat tests	half gallon	1.99-2.99	230	2.36				1.00-3.00	721	1.99
Flavored milk	All fat tests	gallon							2.50	53	2.50
Ice cream		48-64oz	1.99-3.99	2290	2.70	2.50-3.99	4163	3.16	2.50-3.33	1258	3.01
Milk	All fat tests	half gallon	3.49	126	3.49				1.00-1.25	221	1.14
Milk	All fat tests	gallon	1.99-3.69	309	2.98				1.88-2.99	1083	2.23

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
Sour cream		16 oz	1.29-2.00	1771	1.73	0.99-2.50	3299	1.53	1.00-2.00	614	1.40
Yogurt	Greek	4-6 oz	0.80-1.00	4078	.98	0.80-1.00	3148	.90	0.69-1.25	3617	.90
Yogurt	Greek	32 oz	3.99-5.49	977	4.54	5.49	61	5.49	3.00-3.69	707	3.57
Yogurt	Yogurt	4-6 oz	0.49-0.60	2175	.51	0.50	1562	.50	0.25-0.50	1095	.42
Yogurt	Yogurt	32 oz	1.99-2.50	376	2.27				1.89	588	1.89

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 #	2.49-3.49	397	2.98				3.99	166	3.99
Cheese	Natural Varieties	8 oz block	1.49-2.79	864	2.08	2.25-2.99	518	2.60	1.79-2.99	408	2.36
Cheese	Natural Varieties	1 # block	3.99-4.29	293	4.07	2.99-3.99	766	3.73			
Cheese	Natural Varieties	2 # block	6.99	372	6.99	4.99-5.99	410	5.39	4.99-5.99	584	5.38
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1313	2.09	1.59-2.99	391	2.59	1.79-2.50	697	2.34
Cheese	Natural Varieties	1 # shred	3.99	219	3.99	2.99-3.99	629	3.68			
Cottage cheese		16 oz	1.00-2.50	578	1.51	1.00-1.99	558	1.46	1.25-2.69	869	2.25
Cream cheese		8 oz	0.99-2.00	349	1.47	1.19	178	1.19	1.50-2.00	207	1.83
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	3.69	162	3.69				3.99	69	3.99
Ice cream		48-64oz	2.49-3.99	855	3.25	1.88-3.49	938	2.94	3.00-3.99	537	3.23
Milk	All fat tests	half gallon				1.00-1.49	361	1.33	2.50-2.69	138	2.60
Milk	All fat tests	gallon	1.88-3.69	397	2.28	1.99-3.99	346	3.12	2.49	105	2.49
Sour cream		16 oz	1.00-2.09	659	1.34	0.99-1.99	1039	1.57	1.29-2.00	593	1.65
Yogurt	Greek	4-6 oz	0.69-1.00	1591	.92	0.79-1.25	2263	.99	0.88-1.00	1170	.99
Yogurt	Greek	32 oz	4.99	54	4.99	3.00-3.99	488	3.50	3.99	210	3.99
Yogurt	Yogurt	4-6 oz	0.39-0.50	563	.48	0.50	178	.50	0.34-0.50	463	.45
Yogurt	Yogurt	32 oz	2.50	118	2.50	1.69	178	1.69	2.00-2.50	394	2.13

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 #	3.50-4.50	30	4.43			
Cheese	Natural Varieties	8 oz block	2.50-3.50	34	3.32	2.50	4	2.50
Cheese	Natural Varieties	2 # block	6.99-7.49	38	7.35	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	2.50-3.79	55	3.50	2.50	4	2.50
Cottage cheese		16 oz	2.50	5	2.50			
Flavored milk	All fat tests	half gallon				3.99	27	3.99
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.50-4.00	37	3.85	3.50-4.99	112	4.20
Milk	All fat tests	half gallon	4.99	6	4.99			
Milk	All fat tests	gallon	3.59	11	3.59	5.29	34	5.29
Sour cream		16 oz	2.14-2.50	10	2.21	3.08	12	3.08

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	Greek	4-6 oz	1.50	28	1.50	1.00-1.07	7	1.03
Yogurt	Yogurt	4-6 oz	0.60	9	.60	0.50-0.69	51	.60
Yogurt	Yogurt	32 oz	2.98-3.00	5	2.99			

## 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 #	222	4.99				
Cheese	Natural Varieties	8 oz block	290	3.50	276	3.49	84	3.99
Cheese	Natural Varieties	8 oz shred	1611	3.43	105	3.99	84	3.99
Cheese	Natural Varieties	1 # shred			244	7.99		
Cottage cheese		16 oz	121	3.49				
Cream cheese		8 oz						
Egg nog		quart			221	4.59		
Milk	All fat tests	half gallon	4098	3.72	2452	4.11	1029	3.56
Milk	All fat tests	gallon			214	5.99		
Milk	All fat tests	8 oz UHT	1186	.93	300	.90	2677	1.00
Sour cream		16 oz	114	1.99	244	2.49		
Yogurt	Greek	4-6 oz	1828	1.08	357	1.00	1639	1.02
Yogurt	Greek	32 oz	536	3.85			189	4.99
Yogurt	Yogurt	4-6 oz					114	1.00
Yogurt	Yogurt	32 oz						

## 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	108	4.99						
Cheese	Natural Varieties	8 oz shred	3.50	84	3.50	3.50	184	3.50	2.99-3.99	823	3.22

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	3.69-4.99	501	4.20	2.99-4.49	1276	4.26	2.95-4.29	1073	3.27
Milk	All fat tests	8 oz UHT	0.92	627	.92				1.00	81	1.00
Yogurt	Greek	4-6 oz	1.00	72	1.00	1.00-1.25	304	1.10	1.00	235	1.00
Yogurt	Greek	32 oz	3.49-5.99	322	4.74	2.50	214	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 #	4.99	114	4.99						
Cheese	Natural Varieties	8 oz block	3.49-3.50	290	3.50						
Cheese	Natural Varieties	8 oz shred	3.49-3.99	415	3.66				3.99	105	3.99
Cottage cheese		16 oz	3.49	121	3.49						
Milk	All fat tests	half gallon	2.99-3.49	564	3.21	2.79-4.25	456	3.62	2.99	187	2.99
Milk	All fat tests	8 oz UHT	0.88	162	.88	1.00	178	1.00	0.83-1.00	138	.92
Sour cream		16 oz	1.99	114	1.99						
Yogurt	Greek	4-6 oz	1.00	429	1.00	1.00-1.50	785	1.16			

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	3.49	11	3.49	4.99-5.97	30	5.09
Yogurt	Greek	4-6 oz				1.00	3	1.00

#### 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