



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

Volume 83- Number 2

Issued Weekly

Friday, January 15, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 01/15/2016 to 01/21/2016

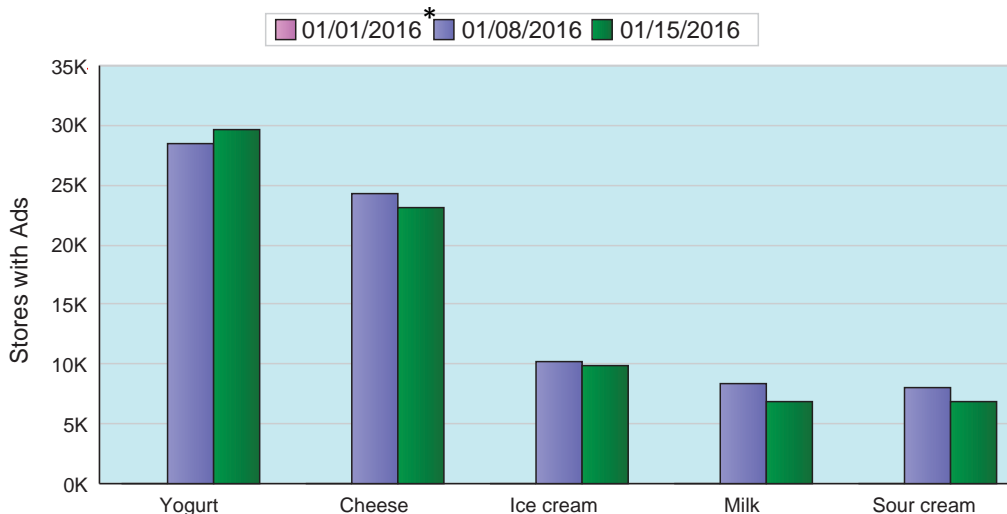
The volume of conventional dairy ads increased 1%, while organic dairy ads decreased by 33% this week. Conventional Greek yogurt in 4-6 ounce containers had the largest volume of ads, followed by 48-64 ounce containers of ice cream and 8 ounce blocks of cheese. Advertisements for 1 pound butter had the largest percentage increase for both conventional and organic ads, 118% and 71% respectively.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.35, up 16 cents from last week, and up 2 cents from a year ago; 8 ounce shred cheese averaged \$2.51, up 34 cents from last week, but 3 cents below one year ago. Organic 8 ounce blocks averaged \$3.99, while 8 ounce shred cheese averaged \$3.55. Advertisements for conventional cheese were unchanged, but organic cheese ads dropped 58% from last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.49, up 1 cent from last week, and up 2 cents from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.93, down 1 cent from last week and 3 cents lower than a year ago. The average price of 4-6 ounce organic yogurt was \$1.50, while organic Greek yogurt was \$1.33. Conventional yogurt ad numbers increased 6% from last week. Organic yogurt ads are down 22% from the previous week.

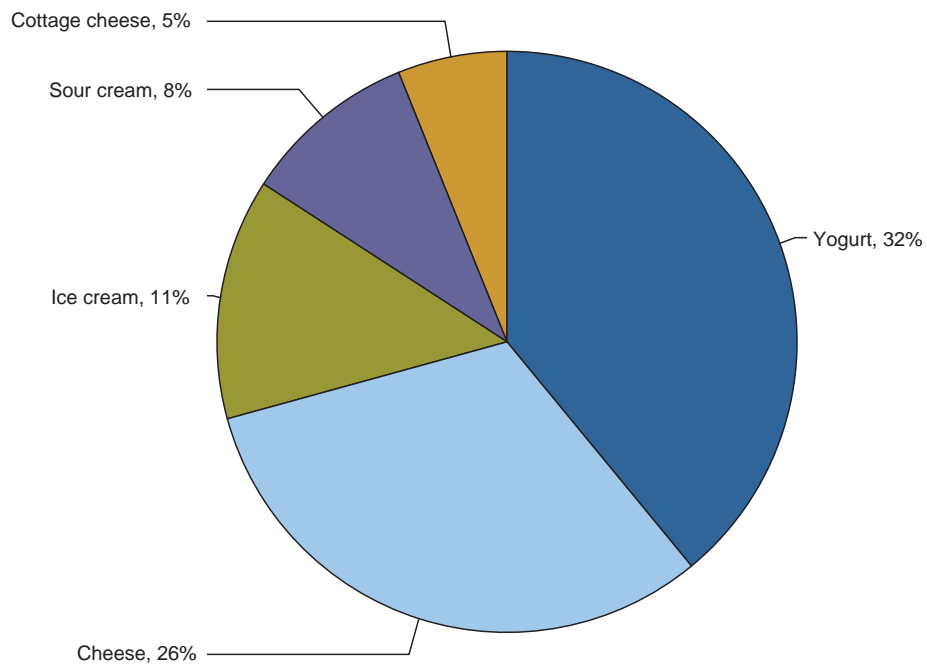
The price spread between organic and conventional half gallon milk is \$1.36. The price spread is the difference between national weighted average prices for organic, \$3.57, and conventional, \$2.21. Conventional milk ads increased by 1% from last week, while organic ads decreased by 30%.

Top 5 Commodities Featured

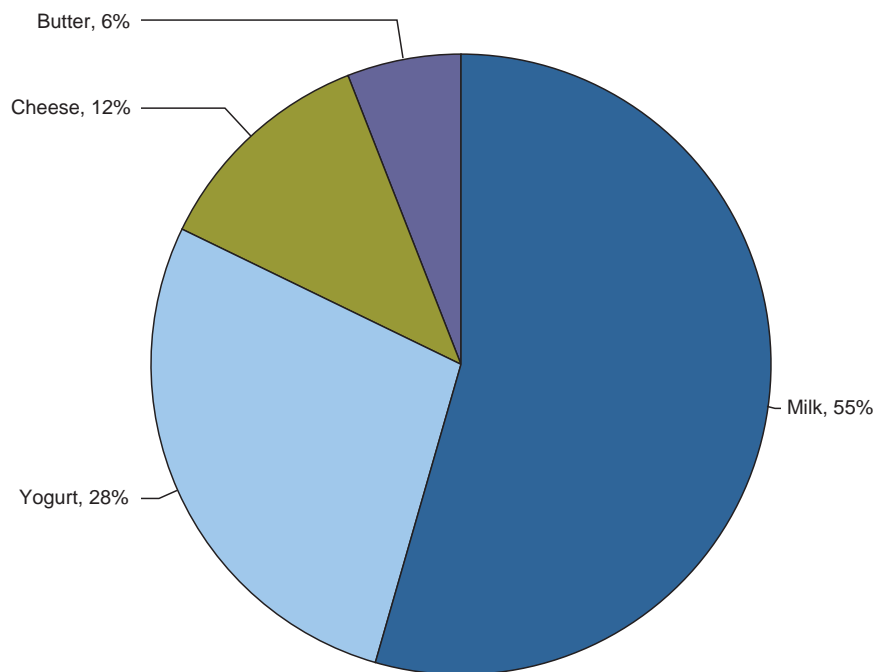


* Commodity data for 01/01/2016 not available in this graph.

Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads *



* Only 4 commodities with organic dairy ads this week.



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 #	3859	3.57	1339	3.39	1710	3.00
Cheese	Natural Varieties	8 oz block	8977	2.35	8854	2.19	6270	2.33
Cheese	Natural Varieties	1 # block	2656	3.53	1461	3.92	1862	4.25
Cheese	Natural Varieties	2 # block	918	5.35	1529	5.81	1412	7.88
Cheese	Natural Varieties	8 oz shred	7895	2.51	8931	2.17	8340	2.54
Cheese	Natural Varieties	1 # shred	1891	3.13	1642	3.77	1591	4.28
Cottage cheese		16 oz	4317	1.77	6228	1.98	4491	2.25
Cream cheese		8 oz	4030	1.83	3550	1.60	3103	1.97
Egg nog		quart			84	2.50		
Flavored milk	All fat tests	half gallon	495	1.63	1083	2.27	105	3.79
Flavored milk	All fat tests	gallon	271	2.89	295	3.54	310	3.88
Ice cream		48-64oz	9779	3.26	10190	3.04	7649	3.11
Milk	All fat tests	half gallon	1088	2.21	852	1.83	2093	2.37
Milk	All fat tests	gallon	2091	2.62	2285	2.54	1193	2.92
Sour cream		16 oz	6850	1.65	7997	1.57	5910	1.73
Yogurt	Greek	4-6 oz	17423	.93	15902	.94	16906	.96
Yogurt	Greek	32 oz	2789	4.13	2497	4.05	1347	4.19
Yogurt	Yogurt	4-6 oz	4712	.49	6096	.48	8504	.47
Yogurt	Yogurt	32 oz	2875	2.05	1659	2.06	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 #	2.79-3.99	944	3.65	3.50-3.99	2085	3.74	3.00	213	3.00
Cheese	Natural Varieties	8 oz block	1.77-3.00	1930	2.33	1.99-2.88	3139	2.43	1.79-2.99	1633	2.24
Cheese	Natural Varieties	1 # block	3.59-3.99	574	3.95	2.99-3.99	246	3.24	2.99-3.49	451	3.10
Cheese	Natural Varieties	2 # block							4.49	221	4.49
Cheese	Natural Varieties	8 oz shred	1.88-3.69	2618	2.68	2.50-2.88	1749	2.54	1.66-2.50	787	2.22
Cheese	Natural Varieties	1 # shred	3.99	304	3.99	2.99	184	2.99	2.99-3.49	451	3.10
Cottage cheese		16 oz	1.50-2.89	1113	2.13	1.50-2.00	1216	1.59	1.00-2.00	429	1.19
Cream cheese		8 oz	1.50-2.50	909	1.71	1.50-2.35	2220	1.83	1.29-2.29	426	1.90
Flavored milk	All fat tests	half gallon							1.00-2.00	495	1.63
Flavored milk	All fat tests	gallon							3.89	119	3.89
Ice cream		48-64oz	2.00-4.99	3264	3.08	2.50-4.49	1982	2.87	1.89-4.49	1834	3.31
Milk	All fat tests	half gallon	1.69-3.49	570	2.36				1.00-2.99	286	1.60
Milk	All fat tests	gallon	2.99	62	2.99	2.50	184	2.50			
Sour cream		16 oz	1.49-2.00	2061	1.68	1.50-1.79	1277	1.56	1.00-1.50	573	1.16
Yogurt	Greek	4-6 oz	0.79-1.25	4878	.98	0.69-1.00	5170	.98	0.69-1.00	2183	.84

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	3.99-4.49	1292	4.11	3.99-4.99	275	4.77	1.50-3.69	707	3.32
Yogurt	Yogurt	4-6 oz	0.40-0.60	1639	.49	0.50-0.80	1330	.51	0.33-0.59	646	.47
Yogurt	Yogurt	32 oz	1.99-2.69	411	2.28	1.99	508	1.99	1.69-2.00	1476	1.91

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 #	2.79-3.49	412	3.07	2.99	178	2.99			
Cheese	Natural Varieties	8 oz block	1.25-2.99	930	2.15	1.67-3.00	741	2.30	1.99-2.50	463	2.38
Cheese	Natural Varieties	1 # block	2.50-5.99	857	3.51	2.88-4.99	528	3.60			
Cheese	Natural Varieties	2 # block				5.99	268	5.99	4.99-5.99	394	5.26
Cheese	Natural Varieties	8 oz shred	1.79-2.99	773	2.38	1.48-3.00	1323	2.39	1.99-2.99	590	2.46
Cheese	Natural Varieties	1 # shred	2.50-2.99	591	2.86	2.88-2.99	361	2.95			
Cottage cheese		16 oz	1.50-1.99	236	1.65	0.89-1.99	1019	1.73	1.99-2.69	243	2.19
Cream cheese		8 oz	1.99-2.35	161	2.12	1.78	107	1.78	1.50-2.50	199	1.98
Flavored milk	All fat tests	gallon	1.99	141	1.99						
Ice cream		48-64oz	2.49-5.50	1161	3.80	2.49-4.99	776	3.72	2.49-4.99	602	3.21
Milk	All fat tests	half gallon	1.00	78	1.00				2.69	69	2.69
Milk	All fat tests	gallon	1.99-2.50	472	2.22	1.99-3.99	1073	2.83	2.50	289	2.50
Sour cream		16 oz	0.88-1.49	436	1.15	0.89-1.99	1673	1.85	1.50-2.00	803	1.90
Yogurt	Greek	4-6 oz	0.69-1.00	1957	.87	0.69-1.00	1515	.84	0.62-1.00	1570	.91
Yogurt	Greek	32 oz				3.99-5.99	488	4.99			
Yogurt	Yogurt	4-6 oz	0.32-0.50	462	.42	0.50	524	.50	0.50	105	.50
Yogurt	Yogurt	32 oz	1.99-2.50	241	2.14				2.50	182	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 #				4.49	27	4.49
Cheese	Natural Varieties	8 oz block	3.00-4.50	49	3.86	2.00-3.99	92	3.11
Cheese	Natural Varieties	2 # block	6.98-6.99	35	6.98			
Cheese	Natural Varieties	8 oz shred	3.00	21	3.00	3.00	34	3.00
Cottage cheese		16 oz				2.50-2.79	61	2.66
Cream cheese		8 oz	1.49-2.50	8	1.74			
Flavored milk	All fat tests	gallon	3.59	11	3.59			
Ice cream		48-64oz	3.50-7.99	62	5.71	2.99-5.99	98	4.96
Milk	All fat tests	half gallon				3.49-4.49	85	3.89
Milk	All fat tests	gallon	3.59	11	3.59			
Sour cream		16 oz				2.99	27	2.99
Yogurt	Greek	4-6 oz	1.00-1.66	61	1.42	0.99-1.50	89	1.27
Yogurt	Greek	32 oz				3.99	27	3.99
Yogurt	Yogurt	4-6 oz	0.60	6	.60			

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	32 oz				2.49-2.99	57	2.73

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 #	380	5.16	222	4.99		
Cheese	Natural Varieties	8 oz block	177	3.99	290	3.50	84	3.99
Cheese	Natural Varieties	2 # block					107	7.99
Cheese	Natural Varieties	8 oz shred	615	3.55	1611	3.43	84	3.99
Cottage cheese		16 oz			121	3.49		
Ice cream		48-64oz					137	5.99
Milk	All fat tests	half gallon	2459	3.57	4098	3.72	1029	3.56
Milk	All fat tests	gallon	105	6.99				
Milk	All fat tests	8 oz UHT	1119	.96	1186	.93	2677	1.00
Sour cream		16 oz			114	1.99		
Yogurt	Greek	4-6 oz	1293	1.33	1828	1.08	1639	1.02
Yogurt	Greek	32 oz			536	3.85	189	4.99
Yogurt	Yogurt	4-6 oz	430	1.50			114	1.00
Yogurt	Yogurt	32 oz	121	2.49				

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	275	4.99						
Cheese	Natural Varieties	8 oz block	3.99	72	3.99						
Cheese	Natural Varieties	8 oz shred							3.50-3.99	348	3.68
Milk	All fat tests	half gallon	3.50-4.50	459	3.92				2.79-4.50	1121	3.13
Milk	All fat tests	8 oz UHT	0.83-0.92	221	.86				1.00	137	1.00
Yogurt	Greek	4-6 oz				1.25	210	1.25	1.50	343	1.50

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
Yogurt	Yogurt	4-6 oz	1.50	253	1.50						

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 #							5.59	105	5.59
Cheese	Natural Varieties	8 oz block							3.99	105	3.99
Cheese	Natural Varieties	8 oz shred	2.99	162	2.99				3.99	105	3.99
Milk	All fat tests	half gallon	2.99-3.49	186	3.30	2.99-4.49	655	4.09			
Milk	All fat tests	gallon							6.99	105	6.99
Milk	All fat tests	8 oz UHT	0.92-1.00	409	.98	1.00	178	1.00	1.00	174	1.00
Yogurt	Greek	4-6 oz	1.25-1.50	311	1.44	1.00-1.25	358	1.08	1.50	60	1.50
Yogurt	Yogurt	4-6 oz				1.50	174	1.50			
Yogurt	Yogurt	32 oz							2.49	121	2.49

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	27	4.99
Yogurt	Greek	4-6 oz	1.50	11	1.50			
Yogurt	Yogurt	4-6 oz				1.25	3	1.25

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