



## 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 01/22/2016 to 01/28/2016

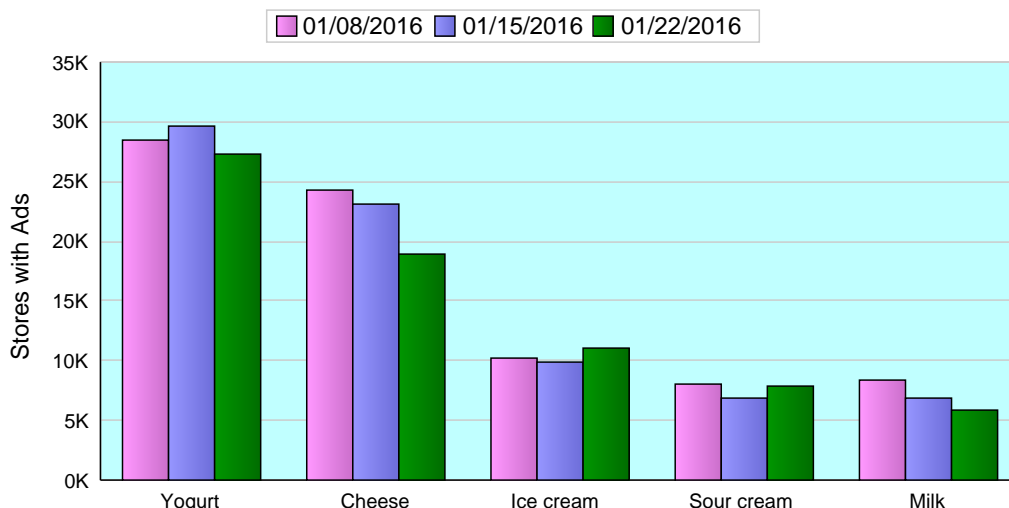
The conventional dairy ads volume decreased by 7%, while organic dairy ads increased by 2% when compared with the previous week. Some weekly ads are focused on the needs of Super Bowl viewers. Total ads for 16 ounce conventional sour cream increased by 13%, the average price is \$1.74, 9 cents above last week. Total ads for 16 ounce conventional cottage cheese increased by 27%, the average price is \$2.01, 24 cents above last week. This week, total advertisements for 1 pound of conventional butter decreased by 58%, while total ads for 1 pound of organic butter decreased by 24%.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.33, down 2 cents from last week; 8 ounce shred cheese averaged \$2.39, down 12 cents from last week. Organic 8 ounce block cheese averaged \$3.95, while 8 ounce shred cheese averaged \$3.82. Total advertisements for conventional cheese decreased by 20%, but organic cheese ads increased by 34% from last week.

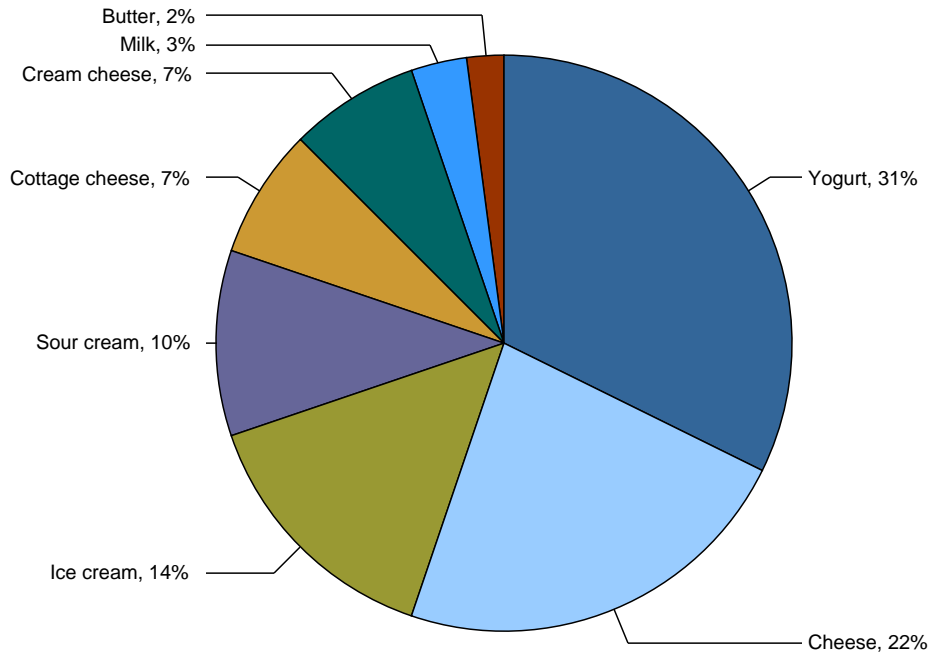
The average price for conventional yogurt in 4-6 ounce packages is \$.55, up 6 cent from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.97, up 4 cents from last week. The average price of 4-6 ounce organic yogurt is \$1.50, while organic Greek yogurt is \$1.05. Compared to the previous week, ad numbers for conventional yogurt decreased 9%, however, organic yogurt ads increased by 6%.

The price spread between organic and conventional half gallon milk is \$2.08. The price spread is the difference between national weighted average prices for organic, \$3.65, and conventional, \$1.57. Conventional milk ads decreased by 20% from last week, while organic ads decreased by 10%.

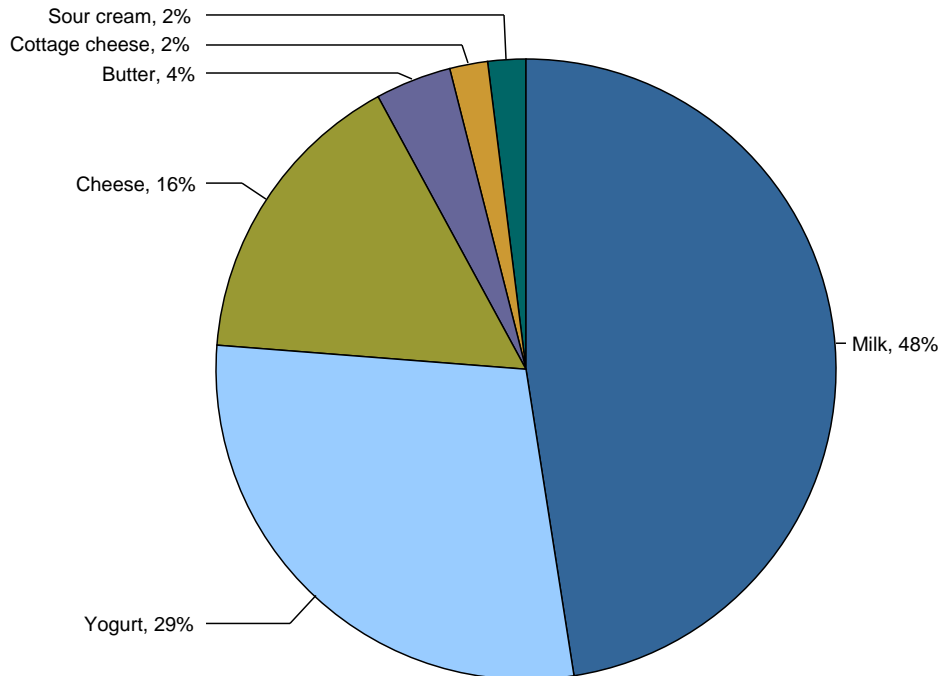
Top 5 Commodities Featured



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





## 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 #	1602	3.20	3859	3.57	3673	3.32
Cheese	Natural Varieties	8 oz block	8997	2.33	8977	2.35	6858	2.50
Cheese	Natural Varieties	1 # block	662	3.69	2656	3.53	1020	3.89
Cheese	Natural Varieties	2 # block	274	6.98	918	5.35	861	6.40
Cheese	Natural Varieties	8 oz shred	7686	2.39	7895	2.51	12435	2.56
Cheese	Natural Varieties	1 # shred	236	3.38	1891	3.13	1874	4.08
Cottage cheese		16 oz	5494	2.01	4317	1.77	3212	1.96
Cream cheese		8 oz	5349	1.94	4030	1.83	8220	1.76
Flavored milk	All fat tests	half gallon	114	1.88	495	1.63	544	2.56
Flavored milk	All fat tests	gallon	175	3.29	271	2.89	238	3.25
Ice cream		48-64oz	11084	3.08	9779	3.26	13050	3.24
Milk	All fat tests	half gallon	186	1.57	1088	2.21	824	2.18
Milk	All fat tests	gallon	2289	2.75	2091	2.62	1484	3.40
Sour cream		16 oz	7736	1.74	6850	1.65	12577	1.78
Yogurt	Greek	4-6 oz	14261	.97	17423	.93	16418	.99
Yogurt	Greek	32 oz	1104	3.88	2789	4.13	1450	3.79
Yogurt	Yogurt	4-6 oz	7498	.55	4712	.49	3956	.52
Yogurt	Yogurt	32 oz	2398	2.06	2875	2.05	582	2.35

## 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 #	2.49-4.99	913	3.25	3.79	61	3.79	1.99	98	1.99
Cheese	Natural Varieties	8 oz block	1.50-3.00	2626	2.33	1.88-3.50	2157	2.81	1.77-2.50	1262	1.96
Cheese	Natural Varieties	1 # block	3.99-5.99	144	4.99				2.99	98	2.99
Cheese	Natural Varieties	8 oz shred	1.50-3.59	1853	2.48	1.88-3.50	1267	3.26	1.77-2.99	1436	2.23
Cheese	Natural Varieties	1 # shred							2.99-3.33	167	3.13
Cottage cheese		16 oz	1.99-3.00	1009	2.14	1.50-2.63	2269	2.26	1.25-2.50	900	1.85
Cream cheese		8 oz	1.50-2.50	939	1.92	2.00-2.38	2269	2.03	1.49-2.00	988	1.78
Flavored milk	All fat tests	gallon							2.99-3.49	175	3.29
Ice cream		48-64oz	2.50-4.99	2947	3.02	2.49-3.49	2227	2.86	2.00-3.99	1883	3.14
Milk	All fat tests	half gallon							0.99	69	.99
Milk	All fat tests	gallon	3.99-4.99	272	4.49	2.50	1083	2.50	2.99	81	2.99
Sour cream		16 oz	1.25-2.29	2005	1.81	1.50-2.00	1982	1.83	1.25-2.00	895	1.66
Yogurt	Greek	4-6 oz	0.75-1.25	4368	1.00	0.83-1.00	2706	.96	0.69-1.00	3215	.92
Yogurt	Greek	32 oz	3.99-4.99	269	4.21				3.69	588	3.69
Yogurt	Yogurt	4-6 oz	0.49-0.75	1726	.54	0.50	2566	.50	0.50-1.25	924	.67
Yogurt	Yogurt	32 oz	1.99	202	1.99	1.99	508	1.99	1.89-3.69	1280	2.08

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 #	2.99-3.69	297	3.26	2.99	63	2.99	2.99-3.99	166	3.36
Cheese	Natural Varieties	8 oz block	1.49-2.00	906	1.80	1.67-2.69	866	2.03	1.67-2.99	1030	2.44
Cheese	Natural Varieties	1 # block				2.99-3.98	351	3.29	3.99	69	3.99
Cheese	Natural Varieties	2 # block				6.99	167	6.99	6.99	105	6.99
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1400	2.00	1.67-1.99	923	1.90	1.67-2.50	680	2.24
Cheese	Natural Varieties	1 # shred							3.99	69	3.99
Cottage cheese		16 oz	0.99-1.99	641	1.46	1.00-1.99	331	1.46	1.25-2.69	309	1.99
Cream cheese		8 oz	1.99	429	1.99	1.49-1.99	451	1.76	1.55-2.49	273	2.00
Flavored milk	All fat tests	half gallon	1.88	114	1.88						
Ice cream		48-64oz	1.88-4.99	1644	3.58	2.49-3.29	1359	2.82	2.49-3.50	825	2.94
Milk	All fat tests	half gallon	1.88	114	1.88						
Milk	All fat tests	gallon	1.99-2.99	343	2.38	2.39-2.49	483	2.42			
Sour cream		16 oz	1.00-1.99	1212	1.51	0.99-2.49	1165	1.79	1.25-2.00	466	1.65
Yogurt	Greek	4-6 oz	0.77-1.00	1415	.91	0.79-1.50	1080	1.20	0.75-1.00	1435	.90
Yogurt	Greek	32 oz				3.99	244	3.99			
Yogurt	Yogurt	4-6 oz	0.50	742	.50	0.48-0.88	986	.62	0.50	551	.50
Yogurt	Yogurt	32 oz	1.99-2.50	241	2.14	2.00	62	2.00	2.00	105	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 #	3.50-3.99	4	3.75			
Cheese	Natural Varieties	8 oz block	1.99-3.00	62	2.72	2.50-3.00	88	2.74
Cheese	Natural Varieties	2 # block	5.99	2	5.99			
Cheese	Natural Varieties	8 oz shred	1.99-3.98	42	2.81	2.50-3.00	85	2.74
Cottage cheese		16 oz	1.50	11	1.50	2.39	24	2.39
Ice cream		48-64oz	3.49-3.99	40	3.76	3.00-5.99	159	4.13
Milk	All fat tests	half gallon				2.98	3	2.98
Milk	All fat tests	gallon				4.99	27	4.99
Sour cream		16 oz	1.50	11	1.50			
Yogurt	Greek	4-6 oz	1.00-1.25	11	1.20	1.00-1.25	31	1.22
Yogurt	Greek	32 oz				3.99	3	3.99
Yogurt	Yogurt	4-6 oz				0.69	3	.69

## 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

Wtd Avg - Simple weighted average



Butter		1 #	288	5.21	380	5.16	274	3.99
Cheese	Natural Varieties	8 oz block	532	3.95	177	3.99		
Cheese	Natural Varieties	8 oz shred	532	3.82	615	3.55		
Cottage cheese		16 oz	119	3.00				
Milk	All fat tests	half gallon	1480	3.65	2459	3.57	137	3.99
Milk	All fat tests	gallon	189	6.99	105	6.99		
Milk	All fat tests	8 oz UHT	1629	.96	1119	.96	1946	1.00
Sour cream		16 oz	114	1.99				
Yogurt	Greek	4-6 oz	1732	1.05	1293	1.33	1279	1.21
Yogurt	Yogurt	4-6 oz	3	1.50	430	1.50		
Yogurt	Yogurt	32 oz	221	3.99	121	2.49	884	3.92

## 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	69	4.99
Cheese	Natural Varieties	8 oz block							3.50	180	3.50
Cheese	Natural Varieties	8 oz shred							3.50	180	3.50
Cottage cheese		16 oz							3.00	119	3.00
Milk	All fat tests	half gallon	3.49-4.99	688	4.12	4.25	90	4.25	2.95	588	2.95
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT	0.92-1.00	1086	.96	0.92-1.00	122	.96			
Yogurt	Greek	4-6 oz	0.88	108	.88	1.00	184	1.00	1.00	387	1.00
Yogurt	Yogurt	32 oz	3.99	221	3.99						

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
Butter		1 #	4.99	114	4.99				5.59	105	5.59
Cheese	Natural Varieties	8 oz block				3.99	178	3.99	3.99-4.99	174	4.39
Cheese	Natural Varieties	8 oz shred				3.99	178	3.99	3.99	174	3.99
Milk	All fat tests	half gallon	3.99	114	3.99						
Milk	All fat tests	gallon							6.99	105	6.99
Milk	All fat tests	8 oz UHT				1.00	178	1.00	0.75-1.00	243	.93
Sour cream		16 oz	1.99	114	1.99						
Yogurt	Greek	4-6 oz	1.00	351	1.00	1.00-1.25	691	1.13			



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

#### 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