



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/dybretil.pdf>

Volume 83- Number 5

Issued Weekly

Friday, February 5, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/05/2016 to 02/11/2016

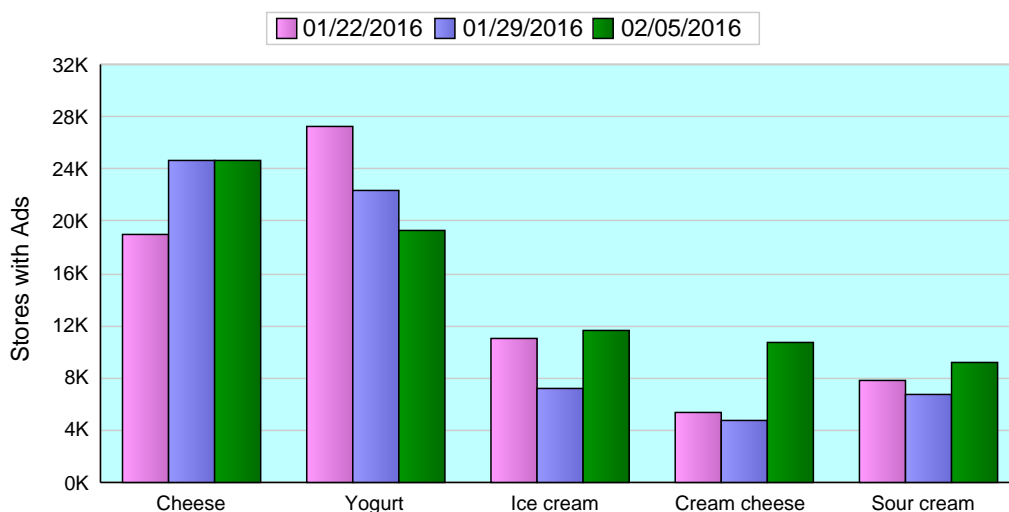
For conventional dairy advertisements, shredded cheese in 8 ounce packages had the largest volume of ads, followed by 48-60 ounce ice cream and 4-6 ounce Greek yogurt, respectively. Advertisements for cream cheese had the largest percentage increase, 124%. Ads for half-gallon milk decreased 81%, followed by a 45% decline for 1# butter. The total volume of conventional dairy ads increased 9%, but organic dairy ads decreased 17% this week.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.07, down 13 cents from last week, and down 40 cents from a year ago; 8 ounce shred cheese averaged \$2.18, down 16 cents from last week, and 34 cents below one year ago. Organic 8 ounce blocks averaged \$3.99, while 8 ounce shred cheese averaged \$3.43. Advertisements for conventional cheese were up 2%, but organic cheese ads dropped 44% from last week.

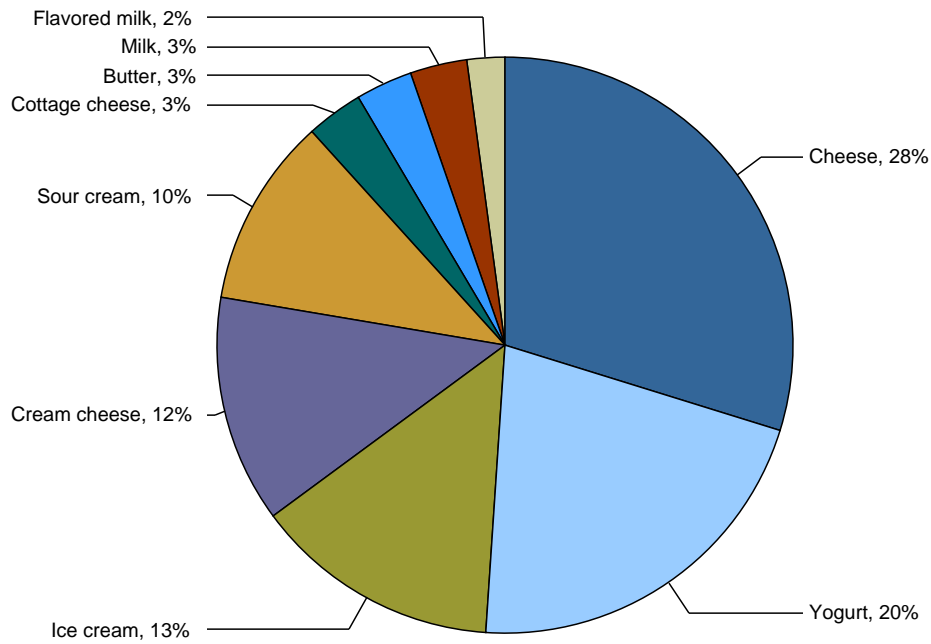
The average price for conventional yogurt in 4-6 ounce packages is \$.52, up 2 cents from last week and up 2 cents from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.97, up 5 cents from last week, but 1 cent lower than a year ago. The average price of 4-6 ounce organic Greek yogurt was \$1.37. Conventional yogurt ad numbers decreased 17% from last week. Organic yogurt ads are up 71% from the previous week.

The price spread between organic and conventional half gallon milk is \$1.60. The price spread is the difference between national weighted average prices for organic, \$3.73, and conventional, \$2.13. Conventional milk ads declined by 16% from last week, while organic ads decreased by 36%.

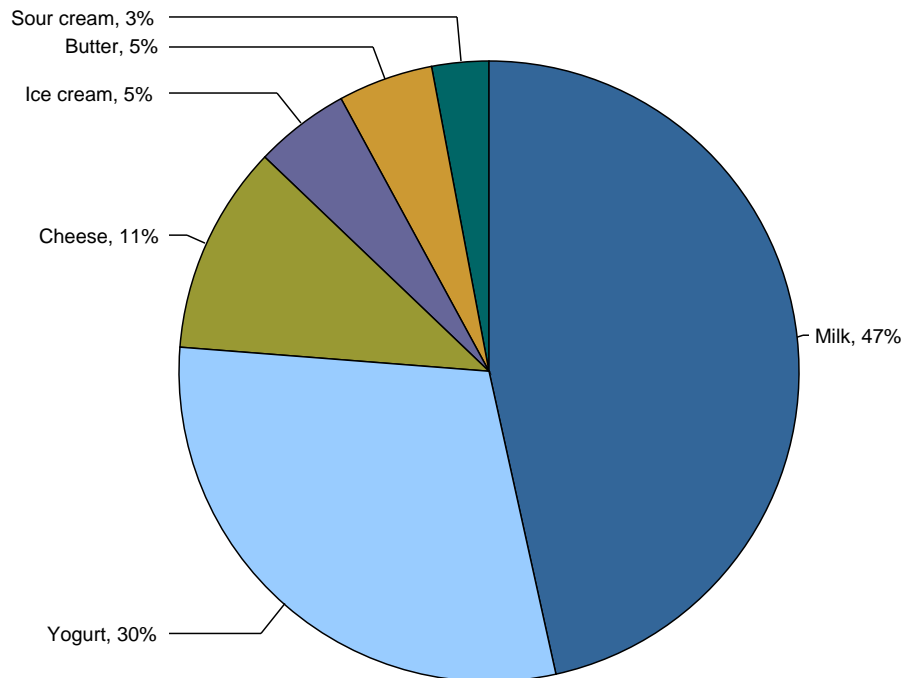
Top 5 Commodities Featured



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 #	2731	3.32	5003	2.92	1261	3.03
Cheese	Natural Varieties	8 oz block	9304	2.07	8782	2.20	5989	2.47
Cheese	Natural Varieties	1 # block	533	3.07	932	4.67	1923	4.52
Cheese	Natural Varieties	2 # block	1361	6.33	877	6.29	384	7.26
Cheese	Natural Varieties	8 oz shred	12829	2.18	12839	2.34	8453	2.52
Cheese	Natural Varieties	1 # shred	122	3.99	213	4.99	1506	3.50
Cottage cheese		16 oz	2822	1.79	2761	1.93	3096	2.32
Cream cheese		8 oz	10735	1.71	4796	1.76	4635	1.83
Flavored milk	All fat tests	half gallon	608	2.42	707	1.98	383	2.14
Flavored milk	All fat tests	gallon	829	3.15	611	2.22	810	4.28
Ice cream		48-64oz	11467	2.94	7133	3.01	8333	3.01
Milk	All fat tests	half gallon	226	2.13	1162	1.34	1185	1.92
Milk	All fat tests	gallon	2444	2.31	2026	2.25	3940	2.99
Sour cream		16 oz	8996	1.67	6691	1.55	5061	1.63
Yogurt	Greek	4-6 oz	11040	.97	11371	.92	16299	.98
Yogurt	Greek	32 oz	1533	4.09	1455	4.46	1858	4.31
Yogurt	Yogurt	4-6 oz	3957	.52	7040	.50	7574	.50
Yogurt	Yogurt	32 oz	1232	2.24	1624	2.45	1745	2.02

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 #	2.50-4.99	1695	3.52	2.70	233	2.70			
Cheese	Natural Varieties	8 oz block	1.66-2.99	2971	2.19	1.88-2.50	2004	2.03	0.99-2.50	2614	1.94
Cheese	Natural Varieties	1 # block	2.50-3.99	144	3.25						
Cheese	Natural Varieties	8 oz shred	1.66-3.00	3130	2.34	1.88-2.50	2900	2.20	1.49-2.50	2943	2.03
Cheese	Natural Varieties	1 # shred	3.99	53	3.99						
Cottage cheese		16 oz	1.99-3.49	714	2.51	1.00-2.00	1186	1.84	1.25-1.98	415	1.35
Cream cheese		8 oz	1.49-3.00	2111	1.94	1.00-3.00	3874	1.67	0.99-2.49	2155	1.52
Flavored milk	All fat tests	half gallon							1.99-2.99	332	2.35
Flavored milk	All fat tests	gallon	3.99	84	3.99	3.00	502	3.00	2.79-3.49	188	3.23
Ice cream		48-64oz	1.99-5.98	3011	2.95	1.99-3.50	4167	2.85	1.99-3.99	1483	3.00
Milk	All fat tests	half gallon	2.68	62	2.68				0.99	98	.99
Milk	All fat tests	gallon				2.50-3.00	735	2.84	1.49-2.89	960	1.88
Sour cream		16 oz	0.99-2.00	2679	1.68	1.00-2.00	2196	1.79	0.99-2.00	1178	1.47
Yogurt	Greek	4-6 oz	0.60-1.50	3482	1.03	0.50-1.00	2302	.95	0.69-1.00	1928	.89
Yogurt	Greek	32 oz	3.99-5.00	535	4.45				3.69-3.99	645	3.72
Yogurt	Yogurt	4-6 oz	0.33-0.55	1278	.50	0.50-0.60	1127	.59	0.49-0.50	735	.50
Yogurt	Yogurt	32 oz	2.49-2.77	464	2.53				1.89-3.00	707	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 #	2.50-3.49	534	2.96	2.99	178	2.99	3.49	61	3.49
Cheese	Natural Varieties	8 oz block	1.50-2.50	1011	2.01	1.88-2.50	562	2.12	2.50-2.99	129	2.76
Cheese	Natural Varieties	1 # block	2.50	239	2.50				2.50-3.99	129	3.30
Cheese	Natural Varieties	2 # block	4.99-5.99	331	5.62	4.99-7.99	567	6.74	5.99	424	5.99
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1933	1.98	1.79-3.00	1326	2.31	1.99-2.50	581	2.35
Cheese	Natural Varieties	1 # shred							3.99	69	3.99
Cottage cheese		16 oz	1.00	288	1.00	1.00	210	1.00			
Cream cheese		8 oz	1.00-3.00	1182	1.59	1.25-2.00	816	1.83	1.25-2.50	485	1.67
Flavored milk	All fat tests	half gallon	1.99-2.99	207	2.35				2.99	69	2.99
Flavored milk	All fat tests	gallon	3.00	55	3.00						
Ice cream		48-64oz	1.99-4.99	1253	3.09	1.99-3.49	987	2.79	2.79-3.33	482	3.02
Milk	All fat tests	half gallon							3.29	66	3.29
Milk	All fat tests	gallon	1.99-3.00	316	2.24	1.99	120	1.99	2.50	289	2.50
Sour cream		16 oz	1.00-2.00	1008	1.48	1.00-2.00	1590	1.70	1.25-1.79	240	1.61
Yogurt	Greek	4-6 oz	0.85-1.00	989	.94	0.88-1.50	1640	1.03	0.88-1.00	611	.92
Yogurt	Greek	32 oz	5.39	74	5.39				3.00-4.49	279	3.93
Yogurt	Yogurt	4-6 oz	0.50	178	.50	0.50	253	.50	0.50	350	.50
Yogurt	Yogurt	32 oz							2.00	61	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 #				4.49-4.99	30	4.94
Cheese	Natural Varieties	8 oz block	2.00	6	2.00	2.50-3.00	7	2.71
Cheese	Natural Varieties	1 # block	6.99	21	6.99			
Cheese	Natural Varieties	2 # block	6.98-10.98	39	10.11			
Cheese	Natural Varieties	8 oz shred	2.00-3.98	9	2.66	2.50-3.00	7	2.71
Cottage cheese		16 oz	2.49	6	2.49	2.50	3	2.50
Cream cheese		8 oz	1.79-3.50	58	2.71	2.49-2.50	54	2.50
Ice cream		48-64oz	3.00-7.49	36	6.57	3.99-4.00	48	4.00
Milk	All fat tests	gallon	2.99	21	2.99	4.99	3	4.99
Sour cream		16 oz	2.19-2.99	39	2.83	1.99-3.08	66	2.32
Yogurt	Greek	4-6 oz	1.00-1.25	37	1.11	0.99-1.29	51	1.13
Yogurt	Yogurt	4-6 oz	0.60	6	.60	0.50-0.60	30	.59

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD	LAST WEEK	LAST YEAR
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Wtd Avg - Simple weighted average



			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	229	4.99	391	5.61	137	5.49
Cheese	Natural Varieties	8 oz block	84	3.99	403	3.36	900	3.99
Cheese	Natural Varieties	8 oz shred	452	3.43	559	3.50	935	3.96
Cream cheese		8 oz					59	3.19
Ice cream		48-64oz	244	4.99				
Milk	All fat tests	half gallon	1649	3.73	2307	4.33	2134	3.89
Milk	All fat tests	gallon	105	6.99	448	5.69	563	5.01
Milk	All fat tests	8 oz UHT	647	.94	1002	.98	604	1.00
Sour cream		16 oz	167	2.99	114	1.99	59	4.49
Yogurt	Greek	4-6 oz	867	1.37	816	1.08	194	1.09
Yogurt	Greek	32 oz	458	5.16			538	4.22
Yogurt	Yogurt	4-6 oz	178	.99				
Yogurt	Yogurt	32 oz			61	4.79		

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 block	3.99	84	3.99						
Cheese	Natural Varieties	8 oz shred	2.99	167	2.99				3.50	180	3.50
Milk	All fat tests	half gallon	3.99-5.99	252	4.47	3.99	210	3.99	2.95	588	2.95
Milk	All fat tests	8 oz UHT	0.92-1.00	647	.94						
Yogurt	Greek	4-6 oz							1.00-1.50	564	1.30
Yogurt	Greek	32 oz				2.50	214	2.50			
Yogurt	Yogurt	4-6 oz	1.00	72	1.00				0.99	106	.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	121	4.99						
Cheese	Natural Varieties	8 oz shred							3.99	105	3.99
Ice cream		48-64oz				4.99	244	4.99			
Milk	All fat tests	half gallon				3.69-3.99	422	3.95	4.29-4.49	174	4.41
Milk	All fat tests	gallon							6.99	105	6.99
Sour cream		16 oz				2.99	167	2.99			
Yogurt	Greek	4-6 oz	1.50	239	1.50				1.50	60	1.50

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
Yogurt	Greek	32 oz				7.49	244	7.49			

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				5.97	3	5.97
Yogurt	Greek	4-6 oz				1.50	4	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