



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 6

Issued Weekly

Friday, February 12, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/12/2016 to 02/18/2016

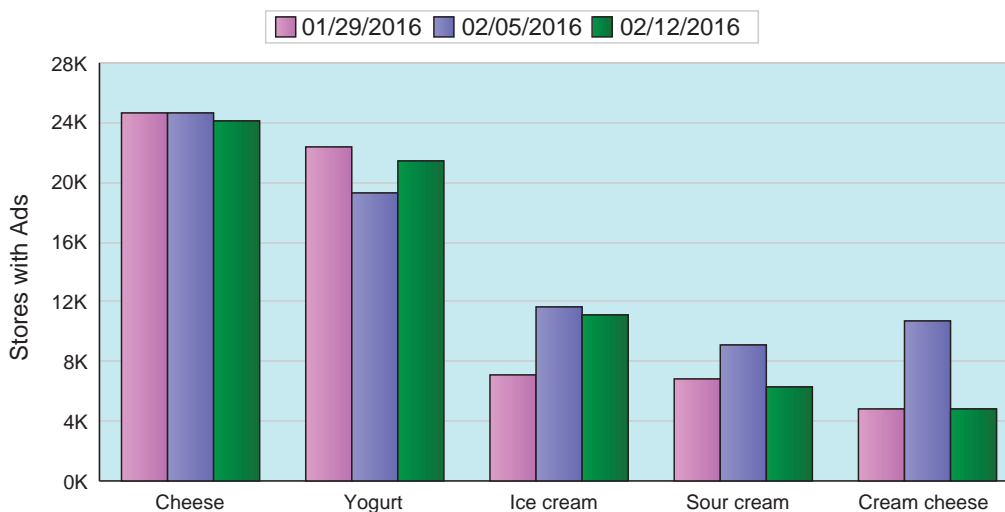
The total volume of conventional dairy ads decreased 6%, and organic dairy ads decreased 20% this week. For conventional dairy advertisements, Greek yogurt in 4-6 ounce containers had the largest volume of ads, followed by 48-64 ounce ice cream and 8 ounce blocks of cheese. Advertisements for 1 pound packages of cheese, shred and blocks, had the largest percentage increase, 2,419% and 609% respectively. Some stores also ran wine and specialty cheese pairing specials for Valentine's Day. Ads for 1# packages of butter increased 47%, with an average weighted price of \$3.29.

The average price for conventional yogurt in 4-6 ounce packages is \$.49, down 3 cents from last week and down 1 cent from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.92, down 5 cents from both last week and a year ago. The average prices of 4-6 ounce organic yogurt and organic Greek yogurt were \$.99 and \$1.25 respectively. Conventional yogurt ad numbers increased 16% from last week. Organic yogurt ads are down 47% from the previous week.

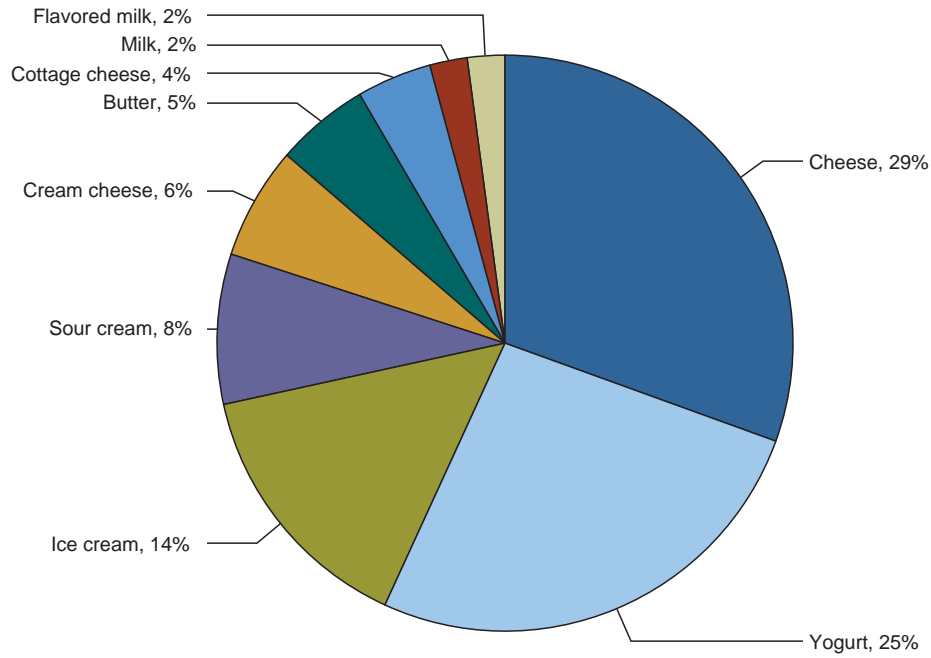
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.22, up 15 cents from last week, but down 14 cents from a year ago; 8 ounce shred cheese averaged \$2.22, up 4 cents from last week, but 25 cents below one year ago. Organic 8 ounce blocks averaged \$4.84, while 8 ounce shred cheese averaged \$3.99. Advertisements for conventional cheese were down 2%, and organic cheese ads dropped 42% from last week.

The price spread between organic and conventional half gallon milk is \$2.65. The price spread is the difference between national weighted average prices for organic, \$3.71, and conventional, \$1.06. Conventional milk ads decreased by 27% from last week, while organic ads increased by 12%.

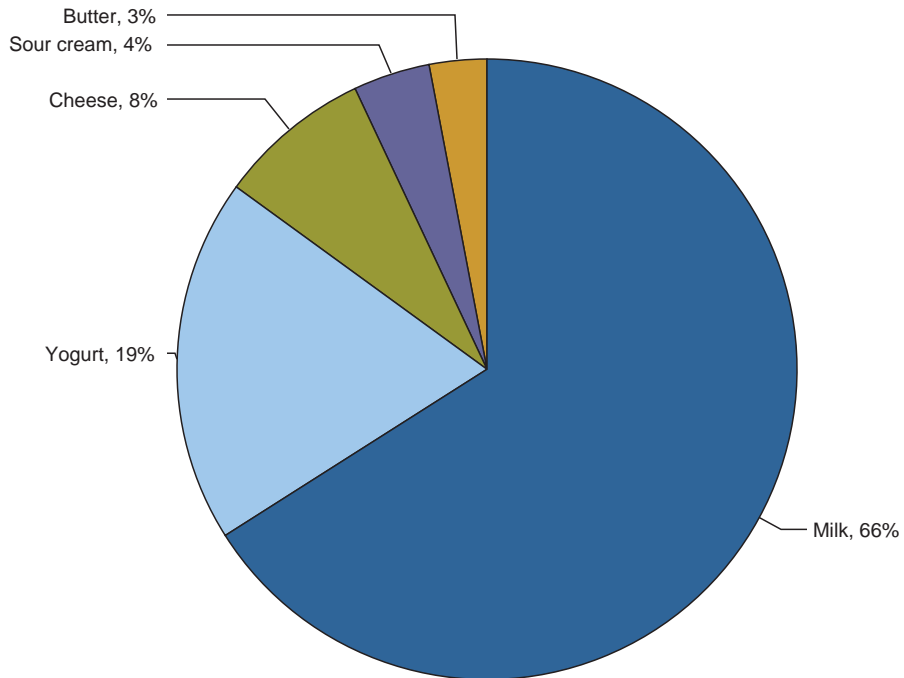
Top 5 Commodities Featured



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 #	4024	3.29	2731	3.32	5337	3.62
Cheese	Natural Varieties	8 oz block	8909	2.22	9304	2.07	6986	2.36
Cheese	Natural Varieties	1 # block	3777	3.95	533	3.07	1340	3.81
Cheese	Natural Varieties	2 # block	190	6.04	1361	6.33	1295	8.07
Cheese	Natural Varieties	8 oz shred	7807	2.22	12829	2.18	11188	2.47
Cheese	Natural Varieties	1 # shred	3073	3.83	122	3.99	1460	3.98
Cottage cheese		16 oz	3568	1.83	2822	1.79	1654	2.24
Cream cheese		8 oz	4863	1.96	10735	1.71	4168	2.19
Flavored milk	All fat tests	half gallon	1058	1.71	608	2.42	200	2.63
Flavored milk	All fat tests	gallon	413	2.84	829	3.15	357	3.99
Ice cream		48-64oz	11134	3.03	11467	2.94	10584	3.22
Milk	All fat tests	half gallon	296	1.06	226	2.13	396	1.92
Milk	All fat tests	gallon	1640	2.33	2444	2.31	2368	3.44
Sour cream		16 oz	6187	1.72	8996	1.67	1927	1.72
Yogurt	Greek	4-6 oz	13330	.92	11040	.97	12436	.97
Yogurt	Greek	32 oz	913	4.43	1533	4.09	1015	5.19
Yogurt	Yogurt	4-6 oz	4862	.49	3957	.52	10550	.50
Yogurt	Yogurt	32 oz	1579	2.76	1232	2.24	549	2.41

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 #	2.50-5.49	1197	3.75	3.00-3.99	1511	3.68	2.50-3.00	373	2.86
Cheese	Natural Varieties	8 oz block	1.49-3.50	2493	2.19	1.99-2.99	1214	2.21	1.50-3.50	1699	2.16
Cheese	Natural Varieties	1 # block	3.50-5.99	317	4.27	3.50-3.79	1186	3.54	3.79-3.99	759	3.92
Cheese	Natural Varieties	8 oz shred	1.88-2.99	1395	2.20	1.99-2.99	902	2.19	1.66-2.50	1354	2.06
Cheese	Natural Varieties	1 # shred	3.50	110	3.50	3.50-3.79	1186	3.54	3.79-3.99	579	3.90
Cottage cheese		16 oz	1.50-2.99	1605	2.07	1.50	1002	1.50	1.00-2.00	467	1.25
Cream cheese		8 oz	1.50-2.50	1473	1.89	2.00-2.50	1170	2.04	1.00-2.29	595	1.54
Flavored milk	All fat tests	half gallon	2.99	137	2.99				0.99-2.00	500	1.13
Flavored milk	All fat tests	gallon							2.99	106	2.99
Ice cream		48-64oz	2.00-3.49	2353	2.76	2.00-3.99	3231	2.91	1.88-4.49	2380	3.16
Milk	All fat tests	half gallon							1.00	110	1.00
Milk	All fat tests	gallon	2.99-4.39	266	3.30	2.39	184	2.39	1.79-2.49	403	1.99
Sour cream		16 oz	0.99-2.99	2249	1.77	1.50-2.00	1212	1.58	1.00-1.99	754	1.41
Yogurt	Greek	4-6 oz	0.50-1.00	2788	.99	0.70-1.00	3350	.92	0.69-1.00	2460	.90
Yogurt	Greek	32 oz	3.99	289	3.99						
Yogurt	Yogurt	4-6 oz	0.33-0.55	2266	.50	0.50	275	.50	0.40-0.50	1138	.48
Yogurt	Yogurt	32 oz	2.49	147	2.49				1.89-3.69	1295	2.72

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 #	0.89-2.99	136	1.85	0.69-2.99	422	1.66	2.99-3.00	358	3.00
Cheese	Natural Varieties	8 oz block	1.98-2.50	1658	2.24	1.99-2.50	869	2.16	1.67-3.00	821	2.36
Cheese	Natural Varieties	1 # block	3.49-4.99	929	4.17	3.50-4.99	451	4.37	3.99	135	3.99
Cheese	Natural Varieties	2 # block	5.99	114	5.99				5.99	69	5.99
Cheese	Natural Varieties	8 oz shred	1.99-2.78	1933	2.19	1.99-2.99	1177	2.24	1.67-3.00	887	2.41
Cheese	Natural Varieties	1 # shred	3.49-3.99	550	3.72	3.50-5.99	513	4.57	3.99	135	3.99
Cottage cheese		16 oz	2.00	78	2.00	1.50-2.49	304	2.28	2.00	61	2.00
Cream cheese		8 oz	1.25-2.29	293	1.92	1.66-2.50	797	2.02	2.00-2.50	488	2.43
Flavored milk	All fat tests	half gallon	1.99-2.50	232	2.21	1.00	120	1.00	2.99	69	2.99
Flavored milk	All fat tests	gallon	1.89-3.99	273	2.39						
Ice cream		48-64oz	1.88-5.50	1492	3.37	1.99-3.99	1119	3.03	2.99-4.49	421	3.23
Milk	All fat tests	half gallon				1.00	120	1.00	1.25	66	1.25
Milk	All fat tests	gallon	1.89-2.19	340	1.99	1.85-2.29	331	2.17	2.49	105	2.49
Sour cream		16 oz	1.49-2.00	337	1.71	1.49-2.49	1010	1.97	1.69-2.00	590	1.77
Yogurt	Greek	4-6 oz	0.50-1.00	1913	.87	0.70-1.00	1773	.91	0.70-1.00	915	.92
Yogurt	Greek	32 oz				4.99	137	4.99	3.00-4.99	463	4.47
Yogurt	Yogurt	4-6 oz	0.33-0.50	544	.47	0.50	287	.50	0.40-0.60	336	.50
Yogurt	Yogurt	32 oz				3.49	137	3.49			

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
Butter		1 #				4.39	27	4.39
Cheese	Natural Varieties	8 oz block	2.50-3.50	70	3.00	2.00-3.99	85	3.13
Cheese	Natural Varieties	2 # block	5.99-7.49	7	7.28			
Cheese	Natural Varieties	8 oz shred	2.00-3.50	74	2.98	2.00-3.99	85	3.13
Cottage cheese		16 oz				2.79-2.88	51	2.84
Cream cheese		8 oz	3.00	23	3.00	1.69	24	1.69
Flavored milk	All fat tests	gallon				5.99	34	5.99
Ice cream		48-64oz	3.49-4.00	44	3.93	3.50-4.50	94	3.97
Milk	All fat tests	gallon	3.59	11	3.59			
Sour cream		16 oz	1.99-2.50	23	2.03	3.08	12	3.08
Yogurt	Greek	4-6 oz	0.99-1.50	63	1.30	1.00-1.50	68	1.35
Yogurt	Greek	32 oz				5.99	24	5.99
Yogurt	Yogurt	4-6 oz	0.60	9	.60	0.50-0.67	7	.57

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 #	121	4.99	229	4.99		
Cheese	Natural Varieties	8 oz block	126	4.84	84	3.99		
Cheese	Natural Varieties	8 oz shred	183	3.99	452	3.43		
Ice cream		48-64oz			244	4.99		
Milk	All fat tests	half gallon	2150	3.71	1649	3.73	305	3.56
Milk	All fat tests	gallon	242	6.98	105	6.99	1509	6.14
Milk	All fat tests	8 oz UHT	292	1.00	647	.94		
Sour cream		16 oz	167	2.99	167	2.99		
Yogurt	Greek	4-6 oz	206	1.25	867	1.37	63	.99
Yogurt	Greek	32 oz	105	4.49	458	5.16	928	6.53
Yogurt	Yogurt	4-6 oz	182	.99	178	.99	61	.99
Yogurt	Yogurt	32 oz	300	3.52				

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
Milk	All fat tests	half gallon	3.49-4.99	441	4.52	3.99	84	3.99	2.95	588	2.95
Milk	All fat tests	8 oz UHT	1.00	231	1.00	1.00	61	1.00			
Yogurt	Greek	4-6 oz	1.25	206	1.25						
Yogurt	Yogurt	4-6 oz							0.89	119	.89
Yogurt	Yogurt	32 oz	4.29	168	4.29						

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 block	4.69-4.99	126	4.84						
Cheese	Natural Varieties	8 oz shred	3.99	78	3.99				3.99	105	3.99
Milk	All fat tests	half gallon	3.99	228	3.99	2.29-4.15	601	3.40	4.29-4.49	174	4.41
Milk	All fat tests	gallon				6.98	137	6.98	6.99	105	6.99
Sour cream		16 oz				2.99	167	2.99			
Yogurt	Greek	32 oz							4.49	105	4.49
Yogurt	Yogurt	4-6 oz	1.19	63	1.19						
Yogurt	Yogurt	32 oz							2.50	121	2.50

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				5.29	34	5.29
Yogurt	Yogurt	32 oz	2.99	11	2.99			

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