



## 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>

Volume 83- Number 7

Issued Weekly

Friday, February 19, 2016

### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 02/19/2016 to 02/25/2016

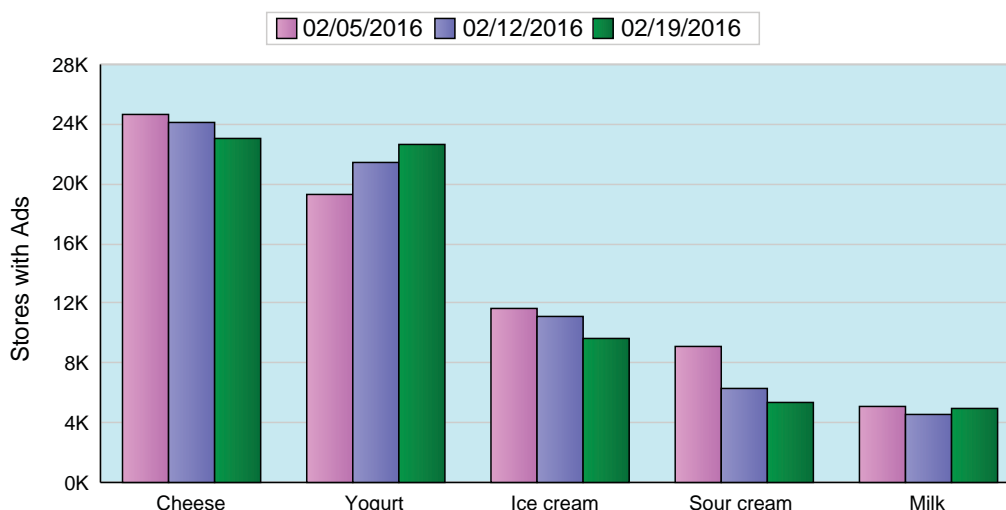
The total volume of conventional dairy ads decreased 7%, but organic dairy ads increased 11% this week. For conventional dairy advertisements, Greek yogurt in 4-6 ounce containers had the largest volume of ads, followed by 48-64 ounce ice cream and 8 ounce blocks of cheese. Ads for 1# packages of butter decreased 25%, with an average weighted price of \$3.44 while ads for 1# organic butter increased 255% with an average price of \$4.99.

The average price for conventional yogurt in 4-6 ounce packages is \$.53, up 4 cents from last week and up 2 cents from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.95, up 3 cents from last week, but down 5 cents from a year ago. Conventional yogurt ad numbers are even with last week. Organic yogurt ads are up 149% from the previous week.

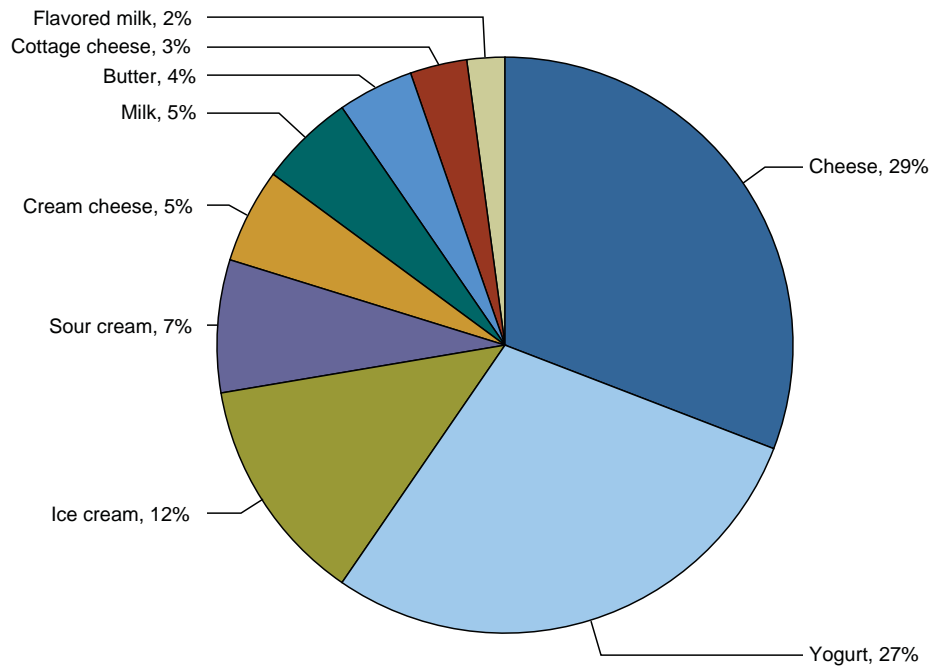
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.32, up 10 cents from last week, but down 32 cents from a year ago; 8 ounce shred cheese averaged \$2.36, up 14 cents from last week, but 10 cents below one year ago. Organic 8 ounce blocks averaged \$4.46, while 8 ounce shred cheese averaged \$3.51. Advertisements for conventional cheese were down 6%, and organic cheese ads increased 142% from last week.

The price spread between organic and conventional half gallon milk is \$1.47. The price spread is the difference between national weighted average prices for organic, \$4.01, and conventional, \$2.54. Conventional milk ads increased by 87% from last week, while organic ads decreased by 49%.

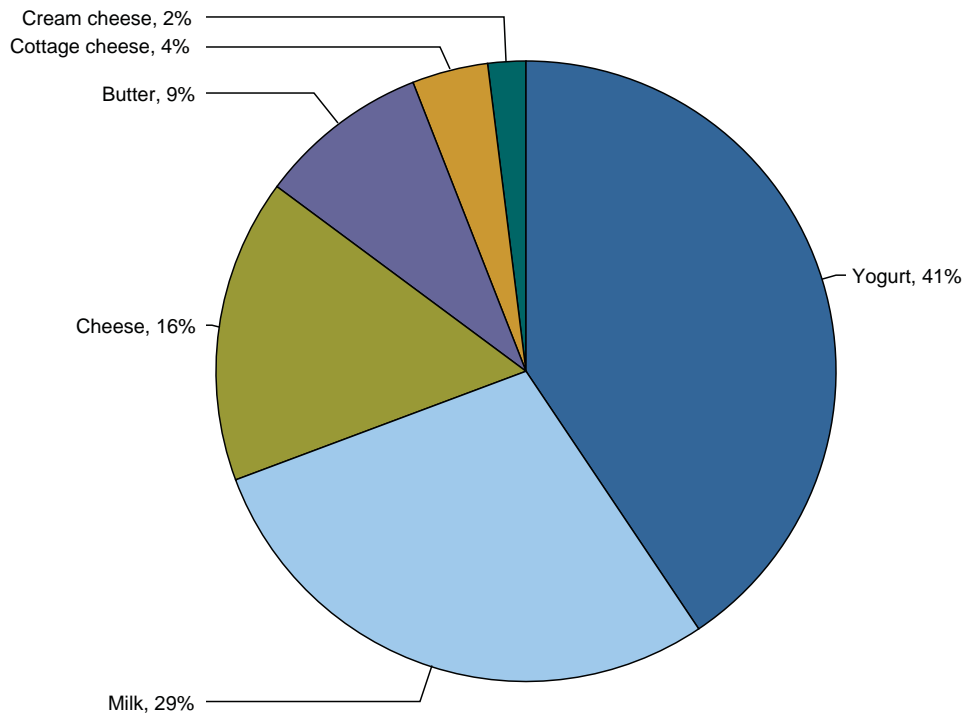
Top 5 Commodities Featured



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 #	3017	3.44	4024	3.29	6892	3.18
Cheese	Natural Varieties	8 oz block	6713	2.32	8909	2.22	5840	2.64
Cheese	Natural Varieties	1 # block	2714	3.22	3777	3.95	1888	4.13
Cheese	Natural Varieties	2 # block	1403	6.92	190	6.04	1557	7.86
Cheese	Natural Varieties	8 oz shred	7478	2.36	7807	2.22	9954	2.46
Cheese	Natural Varieties	1 # shred	3822	3.37	3073	3.83	1445	3.91
Cheese		8 oz shred	147	2.75				
Cottage cheese		16 oz	1981	2.24	3568	1.83	2934	1.84
Cream cheese		8 oz	4152	1.75	4863	1.96	4192	1.94
Flavored milk	All fat tests	half gallon	996	1.77	1058	1.71	278	2.50
Flavored milk	All fat tests	gallon	251	2.58	413	2.84	769	2.69
Ice cream		48-64oz	9641	3.15	11134	3.03	10718	3.29
Milk	All fat tests	half gallon	1003	2.54	296	1.06	1132	2.01
Milk	All fat tests	gallon	2620	2.37	1640	2.33	2963	2.71
Sour cream		16 oz	5424	1.69	6187	1.72	6978	1.66
Yogurt	Greek	4-6 oz	12126	.95	13330	.92	12410	1.00
Yogurt	Greek	32 oz	628	4.26	913	4.43	1876	4.70
Yogurt	Yogurt	4-6 oz	6629	.53	4862	.49	6891	.51
Yogurt	Yogurt	32 oz	1329	2.06	1579	2.76	617	2.28

## 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 #	2.49-4.79	946	3.54	2.99-3.50	1267	3.43			
Cheese	Natural Varieties	8 oz block	1.66-2.99	1530	2.30	2.00-2.50	1481	2.43	1.99-2.99	1016	2.35
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.99	184	2.99	2.99-3.79	458	3.40
Cheese	Natural Varieties	2 # block	6.99	202	6.99	6.99	508	6.99	6.99	586	6.99
Cheese	Natural Varieties	8 oz shred	1.66-2.75	1497	2.31	2.00-3.29	1708	2.54	1.99-2.99	1229	2.38
Cheese	Natural Varieties	1 # shred	3.99	100	3.99	2.99-3.49	271	3.15	2.99-4.99	1512	3.66
Cheese		8 oz shred	2.75	147	2.75						
Cottage cheese		16 oz	1.99-2.99	958	2.53	1.50	87	1.50	1.99	107	1.99
Cream cheese		8 oz	1.50-2.50	1204	1.82	1.50-2.00	1504	1.67	1.29-2.00	535	1.70
Flavored milk	All fat tests	half gallon	1.99-2.00	360	1.99				1.00-1.99	384	1.14
Flavored milk	All fat tests	gallon							2.69	119	2.69
Ice cream		48-64oz	1.99-3.89	2008	2.66	1.99-5.50	2955	3.24	2.88-3.99	1417	3.24
Milk	All fat tests	half gallon	1.99-4.99	576	3.58				0.99-1.00	400	1.00
Milk	All fat tests	gallon	1.99-2.50	389	2.07	2.50	1083	2.50	2.50	119	2.50
Sour cream		16 oz	1.29-2.99	1248	1.72	1.50-2.00	1775	1.83	1.49-1.66	484	1.52
Yogurt	Greek	4-6 oz	0.88-1.25	2120	1.02	0.85-1.00	3072	.93	0.75-1.25	2709	.89

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	4.29-5.00	337	4.71						
Yogurt	Yogurt	4-6 oz	0.40-0.90	1370	.55	0.50-0.60	1902	.55	0.50	771	.50
Yogurt	Yogurt	32 oz	2.00-2.50	314	2.23				1.88-2.00	332	1.92

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	172	2.99	3.99	274	3.99	2.99-3.00	358	3.00
Cheese	Natural Varieties	8 oz block	1.33-2.50	1251	2.09	1.99-2.50	785	2.33	1.25-2.99	556	2.40
Cheese	Natural Varieties	1 # block	2.49-3.99	732	3.20	2.49-3.49	1070	2.99	3.99	135	3.99
Cheese	Natural Varieties	2 # block							5.99	105	5.99
Cheese	Natural Varieties	8 oz shred	1.49-2.78	1664	2.14	1.99-2.99	952	2.44	1.25-2.99	394	2.45
Cheese	Natural Varieties	1 # shred	1.96-3.99	934	3.15	2.49-3.49	870	2.99	3.99	135	3.99
Cottage cheese		16 oz	1.79	62	1.79	1.49-2.50	381	1.85	2.00-2.50	350	2.09
Cream cheese		8 oz	1.59-2.00	291	1.89	1.99	178	1.99	1.50-2.00	358	1.60
Flavored milk	All fat tests	half gallon	2.29	74	2.29	2.49	178	2.49			
Flavored milk	All fat tests	gallon	2.19-2.88	132	2.47						
Ice cream		48-64oz	1.99-5.99	1356	3.47	2.50-3.49	1179	3.04	2.99-4.49	537	3.29
Milk	All fat tests	gallon	1.69-3.29	766	2.33	1.99-2.39	263	2.29			
Sour cream		16 oz	1.25-1.79	527	1.56	0.99-2.00	993	1.46	1.50-2.00	337	1.84
Yogurt	Greek	4-6 oz	0.75-1.25	1793	.97	0.88-1.25	1033	.95	0.88-1.25	1328	.99
Yogurt	Greek	32 oz	4.99	54	4.99				2.99-3.99	235	3.44
Yogurt	Yogurt	4-6 oz	0.40-0.50	746	.49	0.48-0.60	1208	.52	0.40-0.60	572	.52
Yogurt	Yogurt	32 oz				1.99	244	1.99	2.00	394	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
Cheese	Natural Varieties	8 oz block	2.50	2	2.50	2.50-3.99	92	3.45
Cheese	Natural Varieties	2 # block	7.99	2	7.99			
Cheese	Natural Varieties	8 oz shred	2.98	3	2.98	2.50-2.99	31	2.93
Cottage cheese		16 oz	2.50	2	2.50	3.49	34	3.49
Cream cheese		8 oz	1.79	21	1.79	2.00-2.25	61	2.14
Ice cream		48-64oz	3.29-4.00	34	3.77	2.99-4.79	155	4.20
Milk	All fat tests	half gallon				2.98-3.49	27	3.43
Sour cream		16 oz	2.00	2	2.00	2.00-2.69	58	2.40
Yogurt	Greek	4-6 oz	1.00-1.50	30	1.47	0.99-1.25	41	1.23
Yogurt	Greek	32 oz	3.50	2	3.50			
Yogurt	Yogurt	4-6 oz	0.60-1.25	33	1.15	0.44	27	.44
Yogurt	Yogurt	32 oz	2.50	21	2.50	2.99	24	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 #	429	4.99	121	4.99	118	4.99
Cheese	Natural Varieties	8 oz block	295	4.46	126	4.84		
Cheese	Natural Varieties	8 oz shred	453	3.51	183	3.99		
Cottage cheese		16 oz	193	3.68				
Cream cheese		8 oz	72	2.50			59	3.19
Milk	All fat tests	half gallon	1030	4.01	2150	3.71	2405	3.71
Milk	All fat tests	gallon	258	6.86	242	6.98	221	6.98
Milk	All fat tests	8 oz UHT	84	1.00	292	1.00		
Sour cream		16 oz			167	2.99	59	4.49
Yogurt	Greek	4-6 oz	207	1.25	206	1.25	1152	1.23
Yogurt	Greek	32 oz	331	5.49	105	4.49	528	6.56
Yogurt	Yogurt	4-6 oz	173	1.50	182	.99	59	.60
Yogurt	Yogurt	32 oz	1017	2.59	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
Butter		1 #	4.99	84	4.99				4.99	69	4.99
Cheese	Natural Varieties	8 oz block	3.49	108	3.49						
Cheese	Natural Varieties	8 oz shred	3.49	108	3.49						
Cottage cheese		16 oz	3.99	72	3.99						
Cream cheese		8 oz	2.50	72	2.50						
Milk	All fat tests	half gallon	4.99	294	4.99						
Milk	All fat tests	gallon	6.99	84	6.99				6.49	69	6.49
Milk	All fat tests	8 oz UHT	1.00	84	1.00						
Yogurt	Greek	4-6 oz				1.00	101	1.00	1.49	106	1.49
Yogurt	Yogurt	4-6 oz							1.67	110	1.67
Yogurt	Yogurt	32 oz				2.79	184	2.79	2.50	362	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	276	4.99						
Cheese	Natural Varieties	8 oz block	4.69-4.99	126	4.84				5.39	61	5.39
Cheese	Natural Varieties	8 oz shred	2.99-3.99	240	3.32				3.99	105	3.99
Cottage cheese		16 oz	3.49	121	3.49						
Milk	All fat tests	half gallon	2.50-3.49	255	2.94				2.99-4.49	461	3.98
Milk	All fat tests	gallon							6.99	105	6.99
Yogurt	Greek	32 oz				2.80-6.49	331	5.49			
Yogurt	Yogurt	4-6 oz	1.19	63	1.19						
Yogurt	Yogurt	32 oz	2.50	351	2.50	2.79	120	2.79			

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	3.29-4.99	20	4.06			

#### 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