



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 9

Issued Weekly

Friday, March 4, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/04/2016 to 03/10/2016

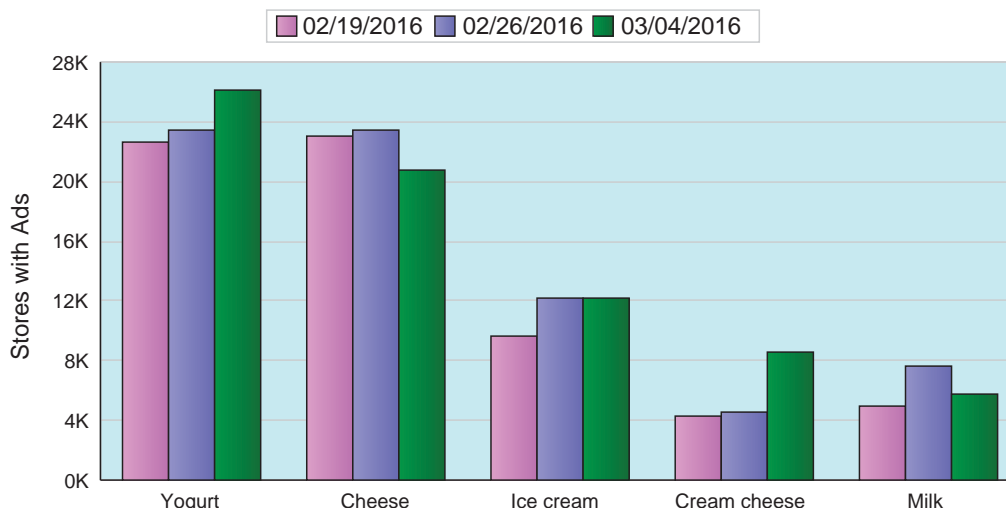
The total volume of conventional dairy ads increased 3%, but organic dairy ads decreased 8% this week. For conventional dairy advertisements, Greek yogurt in 4-6 ounce containers had the largest volume of ads, followed by 48-64 ounce ice cream and 8 ounce packages of cream cheese. For conventional items, larger sized items had the largest percentage increase in the number of ads. Leading the way was gallons of flavored milk, 481%; 1 pound blocks of cheese, 196%; and 32 ounce containers of yogurt, 130%. Eight ounce cheese blocks had the largest percentage increase for organic ads, up 238%,

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.29, up 4 cents from last week, but down 4 cents from a year ago; 8 ounce shred cheese averaged \$2.28, up 2 cents from last week, but 39 cents below one year ago. Organic 8 ounce blocks averaged \$4.49, while 8 ounce shred cheese averaged \$3.73. Advertisements for conventional cheese are down 15%, but organic cheese ads increased 124% from last week.

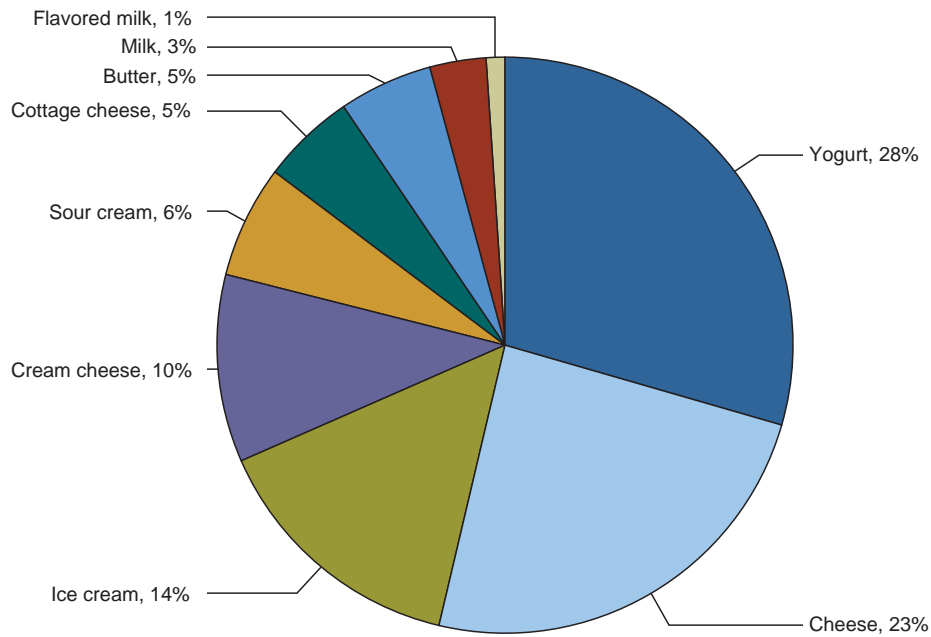
The average price for conventional yogurt in 4-6 ounce packages is \$.48, down 1 cent from last week, but up 1 cent from a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.95, down 1 cent from last week, and down 3 cents from a year ago. Conventional yogurt ad numbers are up 8% from last week. Organic yogurt ads are up 61% from the previous week.

The price spread between organic and conventional half gallon milk is \$2.44. The price spread is the difference between national weighted average prices for organic, \$3.85, and conventional, \$1.41. Conventional milk ads increased by 19% from last week, while organic ads decreased by 46%.

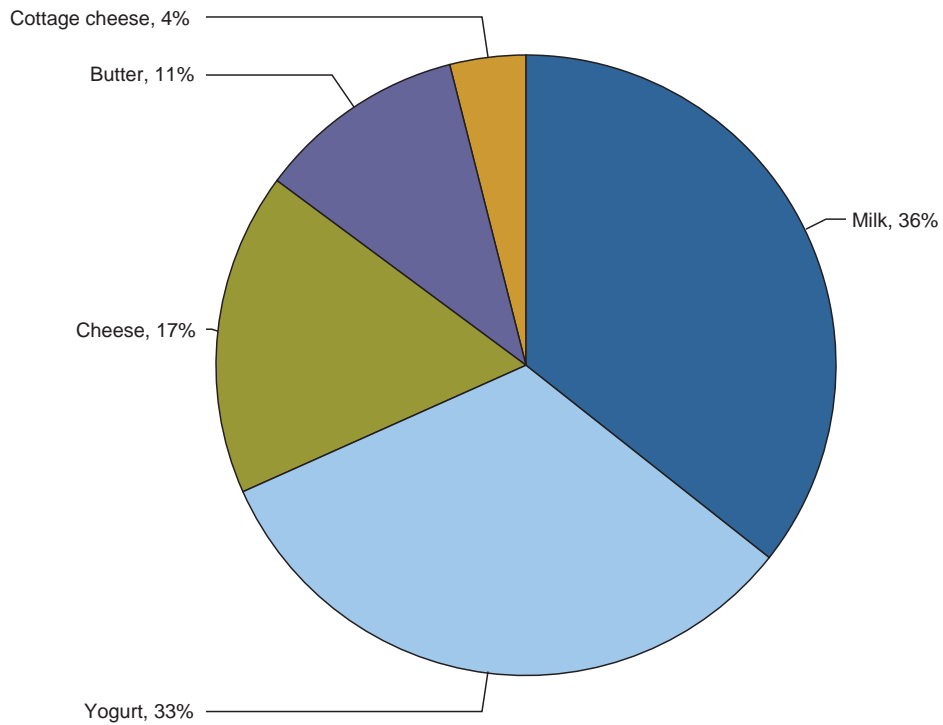
Top 5 Commodities Featured



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 #	4237	2.90	4894	2.96	4249	3.02
Cheese	Natural Varieties	8 oz block	4934	2.29	9047	2.25	6285	2.33
Cheese	Natural Varieties	1 # block	3154	3.63	1066	3.61	2060	4.99
Cheese	Natural Varieties	2 # block	799	6.20	757	5.65	1496	7.32
Cheese	Natural Varieties	8 oz shred	7788	2.28	10290	2.26	9615	2.67
Cheese	Natural Varieties	1 # shred	2800	3.72	1729	3.49	1724	4.33
Cottage cheese		16 oz	4333	1.99	3825	1.66	2121	2.26
Cream cheese		8 oz	8566	1.88	4500	1.84	4543	1.83
Flavored milk	All fat tests	half gallon	427	1.98	1113	1.94	310	3.21
Flavored milk	All fat tests	gallon	819	2.99	141	1.89	344	3.54
Ice cream		48-64oz	12210	3.02	12168	2.95	14623	3.06
Milk	All fat tests	half gallon	499	1.41	694	1.35	1300	1.99
Milk	All fat tests	gallon	2487	2.38	1810	2.52	3369	2.76
Sour cream		16 oz	5369	1.71	6143	1.50	6819	1.85
Yogurt	Greek	4-6 oz	13141	.95	13318	.96	14042	.98
Yogurt	Greek	32 oz	1555	4.93	1128	4.18	1047	4.04
Yogurt	Yogurt	4-6 oz	7983	.48	6946	.49	5739	.47
Yogurt	Yogurt	32 oz	912	2.18	397	2.20	622	2.46

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 #	1.99-4.49	1717	3.37	2.50	502	2.50	2.50-3.00	561	2.69
Cheese	Natural Varieties	8 oz block	1.66-2.99	1178	2.18	2.50-2.77	1331	2.54	1.99-2.00	545	1.99
Cheese	Natural Varieties	1 # block	2.49-3.99	370	3.34	3.50	1186	3.50	2.99-3.50	353	3.35
Cheese	Natural Varieties	8 oz shred	1.66-2.99	2078	2.10	2.77-3.00	1267	2.97	1.67-2.50	1176	2.03
Cheese	Natural Varieties	1 # shred	3.50-5.99	247	4.88	3.50	1186	3.50	3.33-3.50	300	3.47
Cottage cheese		16 oz	1.99-2.99	1340	2.35	2.00	1002	2.00	1.00-2.00	683	1.31
Cream cheese		8 oz	0.99-2.50	2475	1.88	1.49-2.00	3390	1.92	1.49-2.29	1000	1.71
Flavored milk	All fat tests	half gallon				1.97	214	1.97	1.99	213	1.99
Flavored milk	All fat tests	gallon	3.79	62	3.79				1.79-2.99	512	2.73
Ice cream		48-64oz	1.99-3.99	2491	2.89	2.50-3.99	2785	2.93	2.49-4.00	2048	2.97
Milk	All fat tests	half gallon	1.69-2.28	223	1.85						
Milk	All fat tests	gallon	3.49	137	3.49	2.50	62	2.50	1.49-2.50	821	1.92
Sour cream		16 oz	0.99-2.00	1704	1.70	1.66-2.00	1799	1.87	1.25	225	1.25
Yogurt	Greek	4-6 oz	0.83-1.25	3085	1.04	0.70-1.25	2311	.94	0.69-1.00	1989	.86
Yogurt	Greek	32 oz	4.59-5.49	947	5.22	5.49	61	5.49	3.00-4.99	299	4.20
Yogurt	Yogurt	4-6 oz	0.39-0.60	2520	.51	0.33-0.60	1808	.51	0.33-0.50	1361	.42
Yogurt	Yogurt	32 oz	1.89-2.69	377	2.12	1.89	227	1.89			

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 #	1.99-3.49	718	2.64	1.99	451	1.99	2.50-3.00	232	2.87
Cheese	Natural Varieties	8 oz block	1.50-2.77	1253	2.24	1.99-2.50	447	2.26	1.99-2.49	138	2.24
Cheese	Natural Varieties	1 # block	3.50-3.79	429	3.74	3.50-4.99	618	4.15	3.50-3.79	187	3.60
Cheese	Natural Varieties	2 # block	6.99	162	6.99	4.99-7.99	373	6.33	4.99-5.99	235	5.25
Cheese	Natural Varieties	8 oz shred	1.67-2.77	1789	2.22	1.99-3.00	810	2.21	1.99-2.99	598	2.16
Cheese	Natural Varieties	1 # shred	3.50-3.79	429	3.74	3.50-3.99	451	3.84	3.50-3.79	187	3.60
Cottage cheese		16 oz				1.00-2.49	1113	1.94	2.00	166	2.00
Cream cheese		8 oz	1.39-2.29	497	1.70	1.50-2.00	960	1.90	1.99-2.00	174	1.99
Flavored milk	All fat tests	gallon	1.89	78	1.89	3.99	167	3.99			
Ice cream		48-64oz	2.39-5.50	2175	3.37	2.49-3.00	2022	2.82	2.99-3.99	536	3.11
Milk	All fat tests	half gallon	1.00	210	1.00				1.25	66	1.25
Milk	All fat tests	gallon	1.88-3.99	665	2.59	1.99-2.29	350	2.13	2.49-2.50	394	2.50
Sour cream		16 oz	1.39-1.75	115	1.56	0.99-1.99	1220	1.55	1.50-1.79	279	1.65
Yogurt	Greek	4-6 oz	0.69-1.50	1811	.93	0.69-1.00	2535	.92	0.75-1.50	1336	.93
Yogurt	Greek	32 oz	4.99	74	4.99				3.99-5.00	174	4.39
Yogurt	Yogurt	4-6 oz	0.33-0.50	881	.38	0.50	851	.50	0.40-0.50	514	.48
Yogurt	Yogurt	32 oz	1.89	151	1.89				2.00-3.69	130	2.90

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 #	3.99-4.79	16	4.24	4.99-5.29	40	5.25
Cheese	Natural Varieties	8 oz block	3.49	5	3.49	3.00-3.25	37	3.23
Cheese	Natural Varieties	1 # block	4.00	11	4.00			
Cheese	Natural Varieties	2 # block	5.49	2	5.49	7.99	27	7.99
Cheese	Natural Varieties	8 oz shred	3.49-3.50	33	3.50	3.00-3.25	37	3.23
Cottage cheese		16 oz	2.50	2	2.50	2.50	27	2.50
Cream cheese		8 oz	2.29-3.98	33	3.72	2.25-2.50	37	2.27
Ice cream		48-64oz	3.49-6.99	65	5.27	3.97-4.29	88	4.11
Milk	All fat tests	gallon	2.99	21	2.99	4.99	37	4.99
Sour cream		16 oz				2.99	27	2.99
Yogurt	Greek	4-6 oz	1.00-1.25	47	1.13	1.25	27	1.25
Yogurt	Yogurt	4-6 oz	0.60	5	.60	0.50-0.99	43	.81
Yogurt	Yogurt	32 oz				3.50-3.79	27	3.76

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 #	840	5.47	757	5.39	1128	6.10
Cheese	Natural Varieties	8 oz block	717	4.49	212	4.33	1212	3.99
Cheese	Natural Varieties	8 oz shred	627	3.73	388	3.42	966	3.99
Cottage cheese		16 oz	276	3.00	394	3.27		
Milk	All fat tests	half gallon	1652	3.85	3480	3.93	2165	3.68
Milk	All fat tests	gallon	891	5.20	1625	5.95	1304	5.75
Milk	All fat tests	8 oz UHT	271	1.11	84	1.00	147	1.67
Yogurt	Greek	4-6 oz	1400	1.29	673	1.36	1438	1.25
Yogurt	Greek	32 oz	626	5.87	227	5.99		
Yogurt	Yogurt	4-6 oz	238	1.20	294	1.26		
Yogurt	Yogurt	32 oz	322	3.13	408	2.61	355	2.38

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 #	3.99	108	3.99	5.99	87	5.99	4.99	180	4.99
Cheese	Natural Varieties	8 oz block	3.50-5.99	231	5.08						
Milk	All fat tests	half gallon	3.99-4.19	331	4.07	3.99	84	3.99	3.00-3.79	249	3.57
Milk	All fat tests	gallon							5.99	180	5.99
Milk	All fat tests	8 oz UHT	1.00-1.25	202	1.15						
Yogurt	Greek	4-6 oz	1.00-1.25	233	1.17	1.25	245	1.25	1.25	247	1.25
Yogurt	Greek	32 oz	3.99-5.99	382	4.83						
Yogurt	Yogurt	4-6 oz							0.99	106	.99
Yogurt	Yogurt	32 oz	3.49	161	3.49				2.50	98	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 #				5.99	360	5.99	5.59	105	5.59
Cheese	Natural Varieties	8 oz block	4.69-4.99	126	4.84	3.99	360	3.99			
Cheese	Natural Varieties	8 oz shred	2.99	162	2.99	3.99	360	3.99	3.99	105	3.99
Cottage cheese		16 oz	2.99-3.00	276	3.00						
Milk	All fat tests	half gallon	2.99-3.49	280	3.28	3.99-4.39	441	4.21	2.99-4.49	226	3.69
Milk	All fat tests	gallon	4.99	141	4.99	3.99	360	3.99	6.49-6.99	210	6.74
Milk	All fat tests	8 oz UHT							1.00	69	1.00
Yogurt	Greek	4-6 oz	1.25	429	1.25	1.50	174	1.50	1.79	61	1.79

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			
Yogurt	Yogurt	4-6 oz	1.19	63	1.19				1.50	66	1.50
Yogurt	Yogurt	32 oz	3.19	63	3.19						

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	11	3.29	4.99-5.97	30	5.09
Yogurt	Greek	4-6 oz	1.50	11	1.50			
Yogurt	Yogurt	4-6 oz				2.00	3	2.00

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