



## 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 03/11/2016 to 03/17/2016

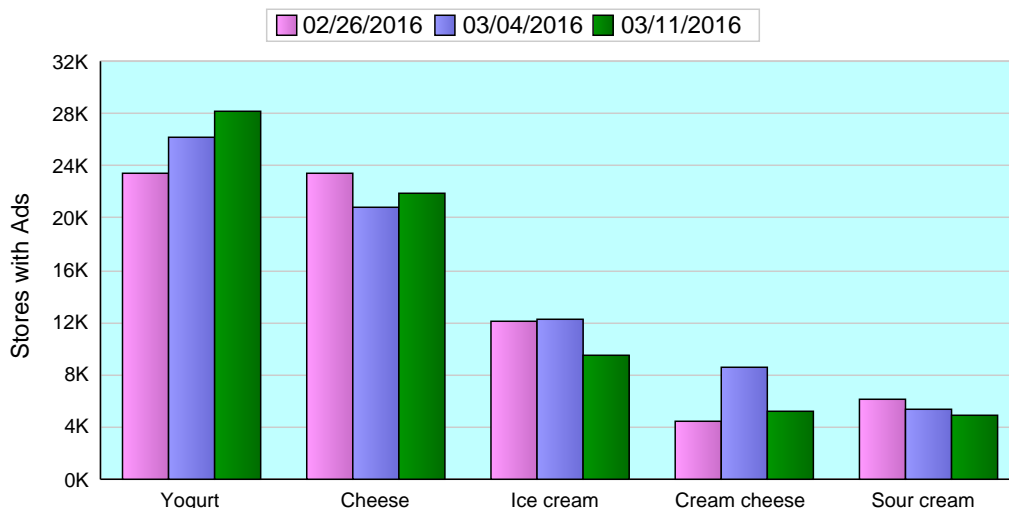
This week, dairy advertisements are mostly focused on conventional yogurt, cheese and organic milk. The total volume of conventional dairy ads decreased 8% and organic dairy ads decreased 22%. Ads for 1# packages of conventional butter decreased 60%, with an average weighted price of \$3.43. Ads for 1# organic butter decreased 42% with an average price of \$5.10. Ads for 16 ounce conventional cottage cheese decreased 27%, with an average weighted price of \$2.07. Ads for 16 ounce organic cottage cheese increased 99% with an average price of \$3.00.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.43, up 14 cents from last week, and 13 cents above a year ago; 8 ounce shred cheese averaged \$2.29, up 1 cent from last week, but 6 cents below one year ago. Organic 8 ounce blocks averaged \$4.46, while 8 ounce shred cheese averaged \$3.09. Advertisements for conventional cheese are up 10%, but organic cheese ads are down 54% from last week.

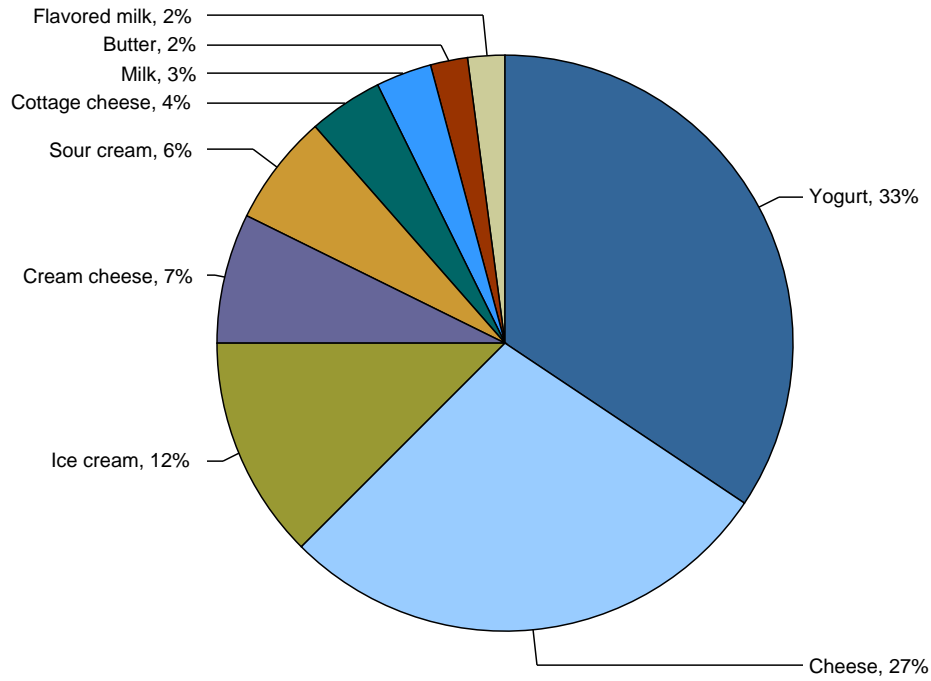
The average price for conventional yogurt in 4-6 ounce packages is \$.48, unchanged from last week, but 1 cent above a year ago. The average price of 4-6 ounce conventional Greek yogurt is \$.91, down 4 cent from last week, and down 5 cents from a year ago. This item had the largest volume of ads this week. Conventional yogurt ad numbers are up 11% from last week. Organic yogurt ads are 29% below the previous week.

The price spread between organic and conventional half gallon milk is \$1.76. The price spread is the difference between national weighted average prices for organic, \$4.30, and conventional, \$2.54. Conventional milk ads decreased by 22% from last week, while organic ads decreased by 15%.

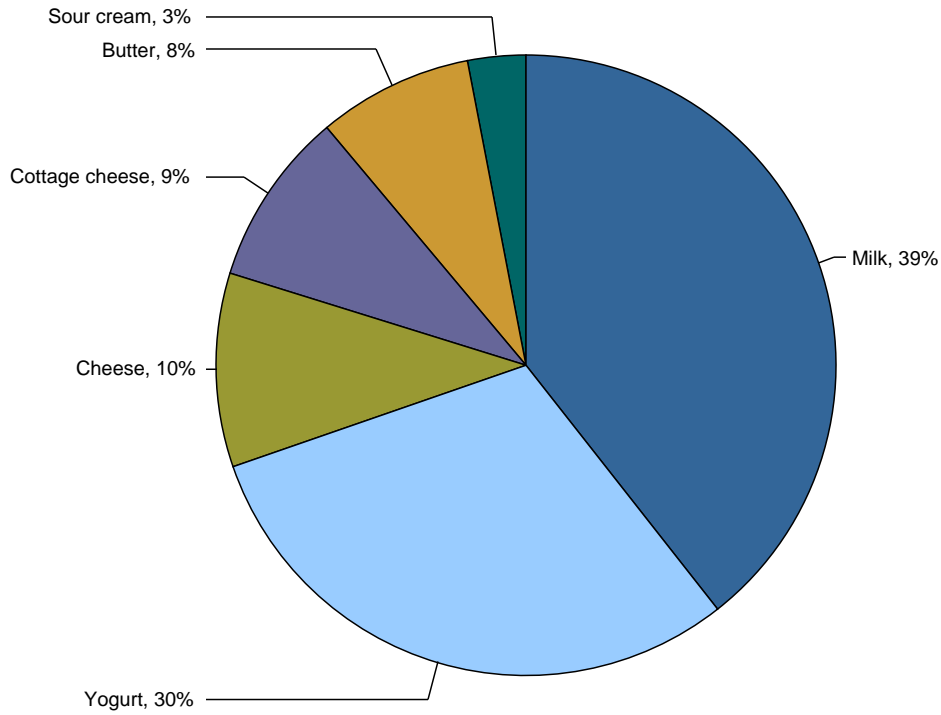
Top 5 Commodities Featured



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 #	1703	3.43	4237	2.90	4349	3.26
Cheese	Natural Varieties	8 oz block	7351	2.43	4934	2.29	7287	2.30
Cheese	Natural Varieties	1 # block	3604	3.46	3154	3.63	2710	3.93
Cheese	Natural Varieties	2 # block	1217	5.84	799	6.20	1059	7.28
Cheese	Natural Varieties	8 oz shred	5999	2.29	7788	2.28	8940	2.35
Cheese	Natural Varieties	1 # shred	3163	3.48	2800	3.72	1689	3.50
Cottage cheese		16 oz	3155	2.07	4333	1.99	3593	2.19
Cream cheese		8 oz	5191	1.70	8566	1.88	4381	2.16
Flavored milk	All fat tests	half gallon	308	2.76	427	1.98	249	2.91
Flavored milk	All fat tests	gallon	977	3.01	819	2.99		
Ice cream		48-64oz	9418	3.11	12210	3.02	11787	2.96
Milk	All fat tests	half gallon	536	2.54	499	1.41	427	1.76
Milk	All fat tests	gallon	1797	2.54	2487	2.38	1422	3.24
Sour cream		16 oz	4618	1.75	5369	1.71	3617	1.75
Yogurt	Greek	4-6 oz	16561	.91	13141	.95	9039	.96
Yogurt	Greek	32 oz	565	4.58	1555	4.93	3010	4.72
Yogurt	Yogurt	4-6 oz	6799	.48	7983	.48	5847	.47
Yogurt	Yogurt	32 oz	2342	2.14	912	2.18	960	2.48

## 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 #	1.99-4.99	430	4.09				2.99-3.00	241	3.00
Cheese	Natural Varieties	8 oz block	1.66-2.99	2244	2.27	2.00-3.50	1691	3.15	1.50-2.50	1199	2.06
Cheese	Natural Varieties	1 # block	2.49-3.99	435	3.68	3.50	1186	3.50	2.99-3.50	676	3.44
Cheese	Natural Varieties	2 # block	5.99	108	5.99						
Cheese	Natural Varieties	8 oz shred	1.99-2.99	1495	2.48	2.00-2.77	307	2.56	1.50-2.50	1217	2.04
Cheese	Natural Varieties	1 # shred	3.50-3.99	277	3.80	3.50	1186	3.50	2.99-4.49	685	3.61
Cottage cheese		16 oz	1.00-2.99	1469	2.00	2.00	1002	2.00			
Cream cheese		8 oz	1.29-2.50	942	1.67	1.49-2.19	1743	1.88	1.00-1.59	824	1.43
Flavored milk	All fat tests	half gallon	2.99	84	2.99				1.50	119	1.50
Flavored milk	All fat tests	gallon	3.79-4.99	170	4.55				1.79-3.99	471	2.65
Ice cream		48-64oz	1.99-3.99	2542	2.78	2.50-3.99	1874	2.83	2.50-4.99	2334	3.20
Milk	All fat tests	half gallon	2.28	62	2.28				1.50-3.79	269	2.23
Milk	All fat tests	gallon	3.96	135	3.96				1.79-2.28	355	1.90
Sour cream		16 oz	1.49-2.00	1842	1.70	1.50-2.00	1277	1.90	1.50	119	1.50
Yogurt	Greek	4-6 oz	0.60-1.00	3126	.97	0.50-1.00	5899	.84	0.70-1.00	2013	.89
Yogurt	Greek	32 oz	2.99	72	2.99				4.99	180	4.99
Yogurt	Yogurt	4-6 oz	0.39-0.55	2184	.49	0.33-0.50	1550	.44	0.33-0.59	1619	.45

Wtd Avg - Simple weighted average



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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	Yogurt	32 oz	1.99-2.69	494	2.39				1.89	588	1.89

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 #	2.50-2.99	269	2.77	2.99	393	2.99	2.99-4.99	337	3.80
Cheese	Natural Varieties	8 oz block	1.50-2.50	1074	2.25	1.99-2.99	551	2.45	1.67-2.50	523	1.81
Cheese	Natural Varieties	1 # block	2.99	489	2.99	2.88-3.49	451	3.23	2.99-4.99	367	3.99
Cheese	Natural Varieties	2 # block	5.00-6.99	397	5.81	4.99-6.99	538	6.11	4.99	174	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.50	1126	2.25	1.99-2.99	1036	2.47	1.67-2.50	749	1.94
Cheese	Natural Varieties	1 # shred	2.99	429	2.99	2.88-3.49	451	3.23	3.79-4.99	135	4.40
Cottage cheese		16 oz	1.88	74	1.88	1.50-2.99	471	2.44	2.00	105	2.00
Cream cheese		8 oz	0.89-1.68	1001	1.38				1.67-2.29	629	2.08
Flavored milk	All fat tests	half gallon							3.99	105	3.99
Flavored milk	All fat tests	gallon	1.89-3.99	336	2.75						
Ice cream		48-64oz	2.50-4.99	1430	3.79	2.50-3.49	684	3.04	2.99-3.99	421	3.30
Milk	All fat tests	half gallon							1.25-3.99	171	2.93
Milk	All fat tests	gallon	1.89-3.99	499	3.28	1.85-2.39	797	2.10			
Sour cream		16 oz	1.25-1.50	399	1.45	1.50-1.99	588	1.70	1.67-2.00	340	1.90
Yogurt	Greek	4-6 oz	0.79-1.00	1971	.93	0.79-1.00	2130	.94	0.70-1.00	1309	.96
Yogurt	Greek	32 oz				4.99	244	4.99	3.69	69	3.69
Yogurt	Yogurt	4-6 oz	0.38-0.69	529	.50	0.50-0.69	421	.55	0.49-0.70	469	.54
Yogurt	Yogurt	32 oz	2.00	429	2.00	1.99-2.00	451	1.99	2.50	350	2.50

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 #	4.69	6	4.69	4.99	27	4.99
Cheese	Natural Varieties	8 oz block	3.00	28	3.00	2.50-3.29	41	3.19
Cheese	Natural Varieties	8 oz shred	3.00	28	3.00	2.50-3.29	41	3.19
Cottage cheese		16 oz				2.79	34	2.79
Cream cheese		8 oz	1.69-2.69	52	2.56			
Ice cream		48-64oz	3.99-4.99	15	4.59	3.99-5.99	118	4.41
Milk	All fat tests	half gallon				3.49	34	3.49
Milk	All fat tests	gallon	3.49	11	3.49			
Sour cream		16 oz	2.00	2	2.00	2.00-2.50	51	2.26
Yogurt	Greek	4-6 oz	1.00-1.50	72	1.34	0.88-1.07	41	.91
Yogurt	Yogurt	4-6 oz				0.60	27	.60
Yogurt	Yogurt	32 oz	2.99-3.00	27	3.00	2.50	3	2.50



## 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 #	486	5.10	840	5.47	202	5.41
Cheese	Natural Varieties	8 oz block	225	4.46	717	4.49	84	3.99
Cheese	Natural Varieties	8 oz shred	393	3.09	627	3.73	84	3.99
Cottage cheese		16 oz	550	3.00	276	3.00		
Milk	All fat tests	half gallon	1757	4.30	1652	3.85	445	3.44
Milk	All fat tests	gallon	474	5.81	891	5.20	1128	5.86
Milk	All fat tests	8 oz UHT	174	1.00	271	1.11		
Sour cream		16 oz	210	2.99				
Yogurt	Greek	4-6 oz	535	1.28	1400	1.29	84	1.20
Yogurt	Greek	32 oz	518	3.03	626	5.87		
Yogurt	Yogurt	4-6 oz	462	.97	238	1.20		
Yogurt	Yogurt	32 oz	322	2.88	322	3.13		

## 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	180	4.99
Cheese	Natural Varieties	8 oz block				4.00	120	4.00			
Cheese	Natural Varieties	8 oz shred				3.75	53	3.75			
Milk	All fat tests	half gallon	3.90-5.99	440	4.23	3.99	64	3.99	4.78	180	4.78
Milk	All fat tests	gallon	6.99	84	6.99				5.99	180	5.99
Yogurt	Greek	4-6 oz							1.25	472	1.25
Yogurt	Greek	32 oz				2.50-3.79	428	3.15			
Yogurt	Yogurt	4-6 oz	0.88	396	.88						

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							4.99	105	4.99

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
Cheese	Natural Varieties	8 oz shred	2.99	162	2.99	2.99	178	2.99			
Cottage cheese		16 oz	2.99-3.00	372	2.99	3.00	178	3.00			
Milk	All fat tests	half gallon	3.99	72	3.99	3.99-4.49	781	4.17	3.99-5.99	182	4.66
Milk	All fat tests	gallon							4.39-5.99	210	5.19
Milk	All fat tests	8 oz UHT							1.00	174	1.00
Sour cream		16 oz	2.99	210	2.99						
Yogurt	Greek	4-6 oz	1.49	63	1.49						
Yogurt	Greek	32 oz				2.50	90	2.50			
Yogurt	Yogurt	4-6 oz							1.50	66	1.50
Yogurt	Yogurt	32 oz	2.50	141	2.50	2.50	120	2.50	4.50	61	4.50

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 #				2.50	3	2.50
Milk	All fat tests	half gallon	4.29	11	4.29	4.99	27	4.99

#### 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