



## 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>

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### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 03/18/2016 to 03/24/2016

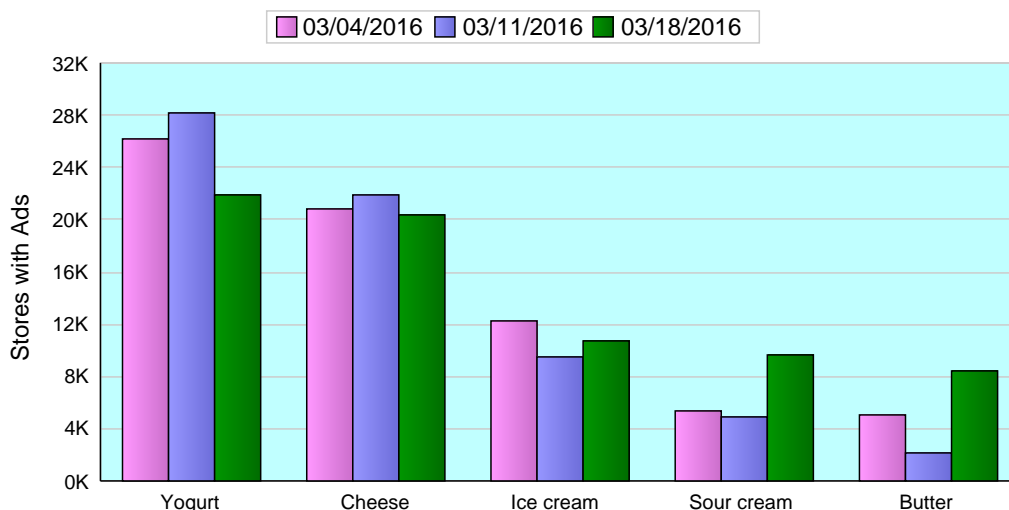
This week, dairy advertisements by volume primarily concentrated on conventional yogurt, ice cream, and sour cream. The total volume of conventional dairy ads increased 12%, but organic dairy ads decreased 35%. Ads for 1# packages of conventional butter increased 382%, with an average weighted price of \$3.07. Ads for 8 ounce conventional cream cheese increased 23%, with an average weighted price of \$1.36. Ads for 1# organic butter decreased 49%, with an average price of \$5.11. Ads for 8 ounce UHT milk increased 470%, with an average price of \$0.97.

The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.20, down 23 cents from last week; 8 ounce shred cheese averaged \$2.07, down 22 cent from last week. Organic 8 ounce blocks averaged \$4.99, up 53 cents from last week. Ads for conventional cheese are down 5%, and organic cheese ads are down 83% from last week.

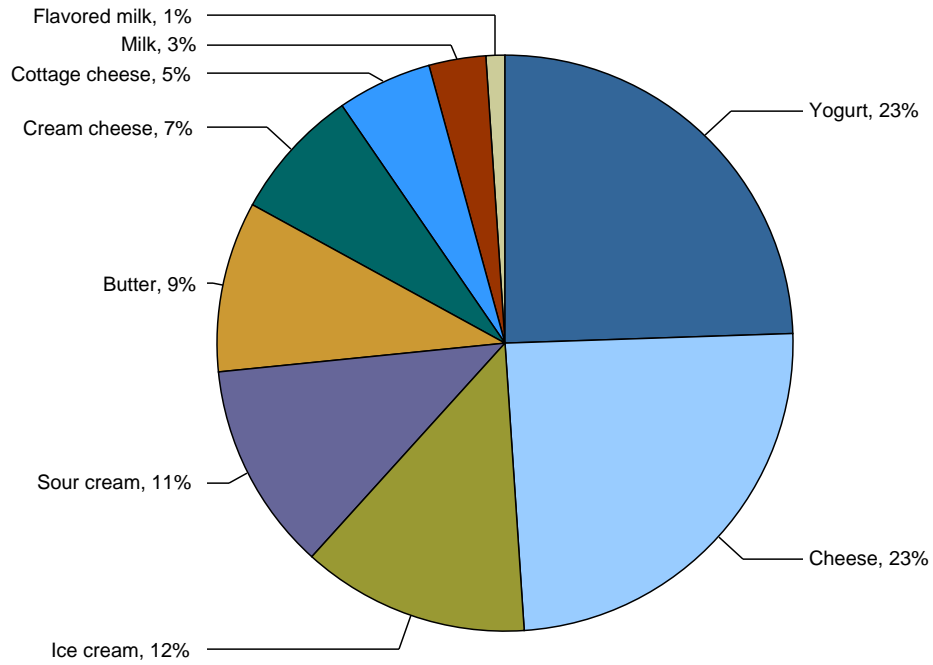
The average price for conventional yogurt in 4-6 ounce packages is \$.58, up 10 cents from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.97, up 6 cents from last week. Ads for 2 ounce Greek yogurt posted the largest increase in the yogurt category, 164% above the previous week. Conversely, organic 32 ounce Greek yogurt posted the largest yogurt decline, 77%, compared to the previous week. Conventional yogurt ad numbers are down 22% from the previous week. Organic yogurt ads are down 26% from the previous week.

The price spread between organic and conventional half gallon milk is \$2.30. The price spread is the difference between national weighted average prices for organic, \$4.28, and conventional, \$1.98. Conventional milk ads increased 24% from last week, while organic ads decreased 16%.

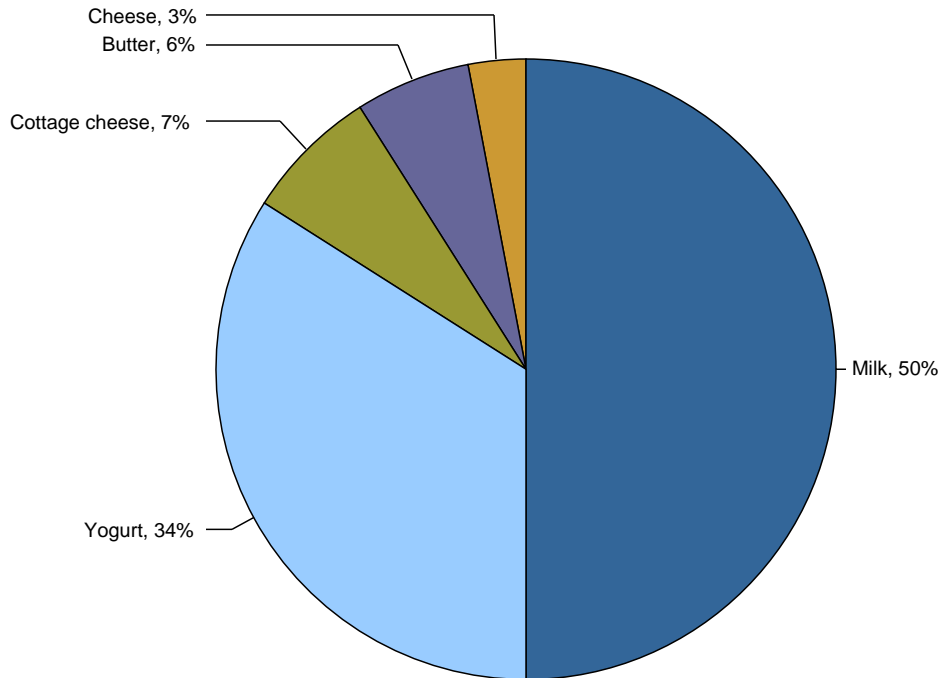
Top 5 Commodities Featured



### 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 #	8212	3.07	1703	3.43	Data currently Not available	Data currently Not available
Cheese	Natural Varieties	8 oz block	7615	2.20	7351	2.43	Data currently Not available	Data currently Not available
Cheese	Natural Varieties	1 # block	1767	4.07	3604	3.46	Data currently Not available	Data currently Not available
Cheese	Natural Varieties	2 # block	843	5.69	1217	5.84	Data currently Not available	Data currently Not available
Cheese	Natural Varieties	8 oz shred	8713	2.07	5999	2.29	Data currently Not available	Data currently Not available
Cheese	Natural Varieties	1 # shred	1384	4.22	3163	3.48	Data currently Not available	Data currently Not available
Cottage cheese		16 oz	4226	1.73	3155	2.07	Data currently Not available	Data currently Not available
Cream cheese		8 oz	6368	1.36	5191	1.70	Data currently Not available	Data currently Not available
Flavored milk	All fat tests	half gallon	495	2.98	308	2.76	Data currently Not available	Data currently Not available
Flavored milk	All fat tests	gallon	709	3.07	977	3.01	Data currently Not available	Data currently Not available
Ice cream		48-64oz	10770	3.04	9418	3.11	Data currently Not available	Data currently Not available
Milk	All fat tests	half gallon	325	1.98	536	2.54	Data currently Not available	Data currently Not available
Milk	All fat tests	gallon	2449	2.18	1797	2.54	Data currently Not available	Data currently Not available
Sour cream		16 oz	9701	1.57	4618	1.75	Data currently Not available	Data currently Not available
Yogurt	Greek	4-6 oz	10030	.97	16561	.91	Data currently Not available	Data currently Not available
Yogurt	Greek	32 oz	1492	3.66	565	4.58	Data currently Not available	Data currently Not available

Wtd Avg - Simple weighted average



Yogurt	Yogurt	4-6 oz	8417	.58	6799	.48	available Data currently Not available	available Data currently Not available
Yogurt	Yogurt	32 oz	619	2.51	2342	2.14	available Data currently Not available	available Data currently Not available

## 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 #	2.49-4.99	2348	3.23	2.99-3.49	2862	3.01	2.00-3.00	1093	2.93
Cheese	Natural Varieties	8 oz block	1.50-3.99	1573	2.39	1.99-2.50	2541	2.23	1.33-3.50	1587	1.97
Cheese	Natural Varieties	1 # block	2.49-3.99	260	3.55	4.50	1083	4.50	2.99-3.50	250	3.24
Cheese	Natural Varieties	8 oz shred	1.50-2.99	1804	2.10	1.95-2.25	1834	2.00	1.33-3.50	1206	1.99
Cheese	Natural Varieties	1 # shred				4.50	1083	4.50	2.99	127	2.99
Cottage cheese		16 oz	1.50-2.50	1524	2.04	1.00-2.00	1247	1.45	1.25-2.00	493	1.79
Cream cheese		8 oz	0.99-2.00	1477	1.45	0.99-1.50	1756	1.30	0.89-1.99	1714	1.11
Flavored milk	All fat tests	half gallon	2.99	84	2.99						
Flavored milk	All fat tests	gallon	4.99	137	4.99	1.99	184	1.99	1.99	69	1.99
Ice cream		48-64oz	1.99-3.79	2368	2.71	2.50-5.50	3067	3.39	1.99-3.99	2347	3.02
Milk	All fat tests	half gallon							0.99	69	.99
Milk	All fat tests	gallon	2.99	62	2.99	1.99	184	1.99	1.69-2.79	467	1.99
Sour cream		16 oz	1.29-2.00	2603	1.68	1.00-2.00	2766	1.51	1.00-2.00	1815	1.49
Yogurt	Greek	4-6 oz	0.79-1.25	2461	1.02	0.88-1.00	2397	.99	0.70-1.00	933	.94
Yogurt	Greek	32 oz	2.69-5.99	971	3.40	2.79	61	2.79	3.99	213	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.60	1816	.49	0.50-1.00	2619	.64	0.50-0.88	1442	.53
Yogurt	Yogurt	32 oz	2.50	147	2.50				2.00-3.49	225	2.70

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 #	1.99-3.50	1142	2.83	2.99	178	2.99	2.50-3.99	584	3.50
Cheese	Natural Varieties	8 oz block	1.50-2.50	963	2.02	1.99-2.99	625	2.38	1.79-2.00	264	1.94
Cheese	Natural Varieties	1 # block							2.99-3.99	174	3.39
Cheese	Natural Varieties	2 # block				4.99-7.98	485	6.20	4.99	358	4.99
Cheese	Natural Varieties	8 oz shred	1.50-2.49	1739	1.94	1.89-2.99	1633	2.32	1.67-2.50	466	1.99
Cheese	Natural Varieties	1 # shred							2.99-3.99	174	3.39
Cottage cheese		16 oz	1.00-2.99	531	1.41	1.00-1.99	257	1.64	1.99-2.00	174	2.00
Cream cheese		8 oz	0.89-1.68	403	1.30	1.00-1.99	690	1.73	1.49-2.50	304	1.81
Flavored milk	All fat tests	half gallon	1.99	62	1.99	2.79	244	2.79	3.99	105	3.99
Flavored milk	All fat tests	gallon	1.99	141	1.99	3.99	178	3.99			
Ice cream		48-64oz	1.99-5.50	1441	2.84	1.88-3.98	864	2.74	3.50	644	3.50

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
Milk	All fat tests	half gallon	1.00	78	1.00	2.79	178	2.79			
Milk	All fat tests	gallon	1.59-3.99	781	2.16	1.85-2.65	904	2.21			
Sour cream		16 oz	1.00-1.99	1634	1.46	1.00-1.99	335	1.35	1.99-2.50	524	2.05
Yogurt	Greek	4-6 oz	0.50-1.00	1594	.90	0.69-1.25	1277	.94	0.70-1.00	1312	.93
Yogurt	Greek	32 oz				4.99	178	4.99	3.69	69	3.69
Yogurt	Yogurt	4-6 oz	0.40-1.66	900	.64	0.50-1.00	825	.61	0.50-0.70	815	.56
Yogurt	Yogurt	32 oz	1.88	60	1.88				2.50	187	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	5	4.69			
Cheese	Natural Varieties	8 oz block	3.00	28	3.00	3.29	34	3.29
Cheese	Natural Varieties	8 oz shred	3.00	28	3.00	2.99	3	2.99
Cream cheese		8 oz	1.69-2.69	24	2.63			
Ice cream		48-64oz	4.99	9	4.99	3.99-5.99	30	4.19
Milk	All fat tests	gallon	3.49	17	3.49	3.49	34	3.49
Sour cream		16 oz				2.00	24	2.00
Yogurt	Greek	4-6 oz	1.00-1.50	52	1.37	1.00	4	1.00

## 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 #	250	5.11	486	5.10	137	6.99
Cheese	Natural Varieties	8 oz block	105	4.99	225	4.46		
Cheese	Natural Varieties	8 oz shred			393	3.09		
Cottage cheese		16 oz	276	2.99	550	3.00	137	5.79
Milk	All fat tests	half gallon	828	4.28	1757	4.30	1372	3.88
Milk	All fat tests	gallon	189	6.43	474	5.81	1536	5.40
Milk	All fat tests	8 oz UHT	992	.97	174	1.00		
Sour cream		16 oz			210	2.99		
Yogurt	Greek	4-6 oz	688	1.13	535	1.28	137	1.25
Yogurt	Greek	32 oz	121	3.50	518	3.03	2257	3.68
Yogurt	Yogurt	4-6 oz	351	1.25	462	.97		
Yogurt	Yogurt	32 oz	194	2.50	322	2.88		

Wtd Avg - Simple weighted average



## 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	3.99-4.99	363	4.55						
Milk	All fat tests	gallon	6.99	84	6.99						
Milk	All fat tests	8 oz UHT	0.92	396	.92						
Yogurt	Greek	4-6 oz				1.25	214	1.25			
Yogurt	Yogurt	4-6 oz				1.25	214	1.25			
Yogurt	Yogurt	32 oz				2.50	53	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	72	4.99	4.99	117	4.99	5.49	61	5.49
Cheese	Natural Varieties	8 oz block							4.99	105	4.99
Cottage cheese		16 oz	2.99-3.00	276	2.99						
Milk	All fat tests	half gallon				3.99	360	3.99	4.39	105	4.39
Milk	All fat tests	gallon							5.99	105	5.99
Milk	All fat tests	8 oz UHT				1.00	422	1.00	1.00	174	1.00
Yogurt	Greek	4-6 oz	1.49	63	1.49	0.69-1.50	411	1.02			
Yogurt	Greek	32 oz	3.50	121	3.50						
Yogurt	Yogurt	4-6 oz				1.25	137	1.25			
Yogurt	Yogurt	32 oz	2.50	141	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

### 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

Wtd Avg - Simple weighted average

