



Dairy Market News Branch

Agricultural
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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 04/08/2016 to 04/14/2016

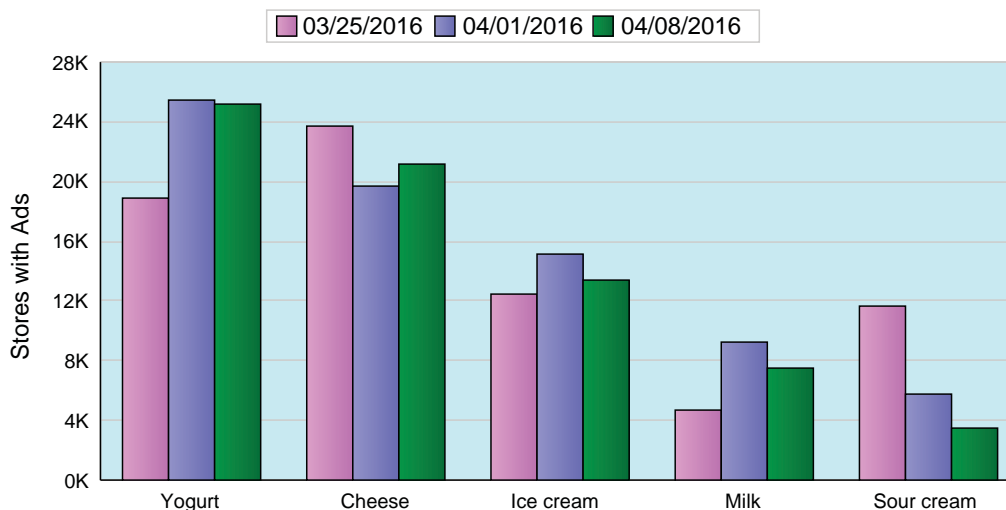
This week total conventional dairy ad numbers decreased 14% and organic dairy ad numbers decreased 27%. Conventional one-pound packages of butter, 16 oz. containers of cottage cheese, 8 oz. packages of cream cheese, and 32 oz. containers of yogurt all experienced decreases in ads by at least 40%. However, conventional one pound shred packages of cheese had a 355% increase in ads. Organic 8 oz. shred packages of cheese saw a 516% increase in ads. Milk was the highest advertised organic dairy commodity with an average price of \$3.22, a \$.59 decrease from last week.

The average price for conventional yogurt in 4-6 ounce packages is \$.60, up \$.10 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.96, up 1 cent from last week. Conventional yogurt ad numbers are up 2% from last week. The average price for organic yogurt in 4-6 ounce packages is \$1.22. Organic yogurt ads are down 30% from last week.

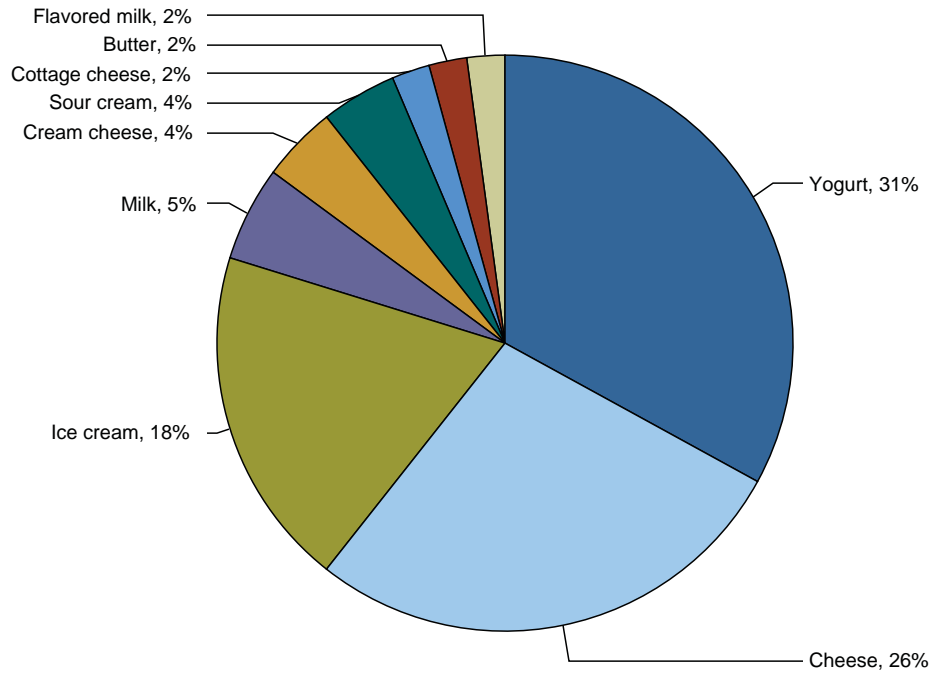
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.42, down 27 cents from last week; 8 ounce shred cheese averaged \$2.27, down 9 cents from last week. Ads for 8 ounce organic shred cheese averaged \$3.99 and 8 ounce organic cheese blocks averaged \$4.74. Ads for conventional cheese are up 5%, and organic cheese ads doubled from last week.

The price spread between organic and conventional half gallon milk is \$1.95. The price spread is the difference between national weighted average prices for organic, \$4.10, and conventional, \$2.15. Conventional milk ad numbers decreased 26% from last week while organic milk ad numbers decreased 12%.

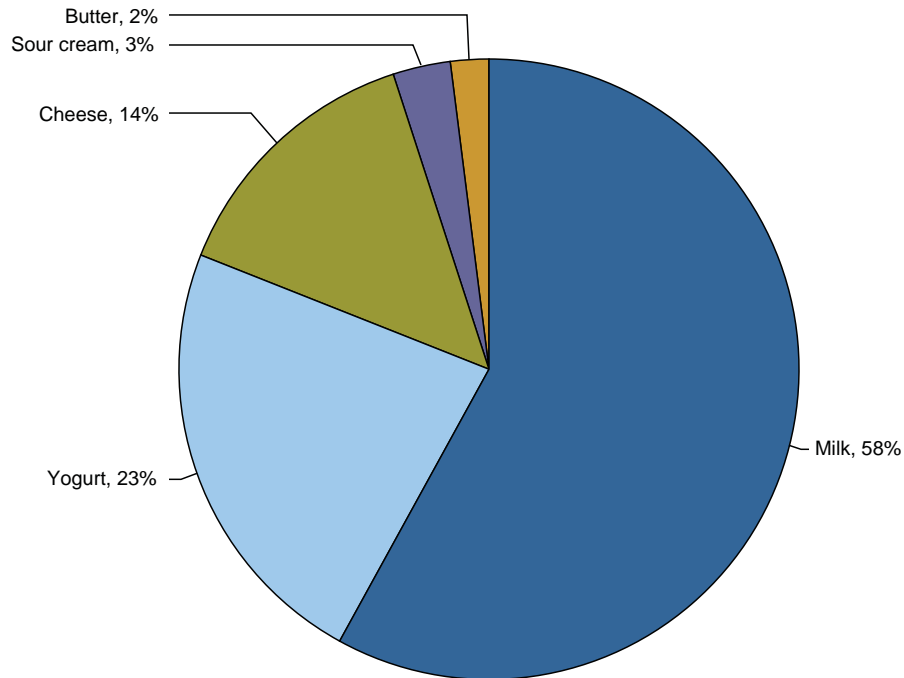
Top 5 Commodities Featured



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 #	1741	3.05	5121	2.96	6026	2.81
Cheese	Natural Varieties	8 oz block	7901	2.42	7313	2.15	4554	2.40
Cheese	Natural Varieties	1 # block	1675	3.12	640	3.62	1644	3.47
Cheese	Natural Varieties	2 # block	1059	6.67	1670	6.20	774	7.36
Cheese	Natural Varieties	8 oz shred	7903	2.27	9218	2.36	6192	2.35
Cheese	Natural Varieties	1 # shred	1592	3.09	350	2.77	1193	3.08
Cottage cheese		16 oz	1809	2.35	5586	1.87	2836	2.07
Cream cheese		8 oz	3367	1.97	5629	1.59	7054	1.58
Flavored milk	All fat tests	half gallon	656	2.56	732	1.73	110	1.00
Flavored milk	All fat tests	gallon	985	3.35	704	2.46	316	2.59
Ice cream		48-64oz	13420	3.22	14012	3.13	5925	3.14
Milk	All fat tests	half gallon	695	2.15	945	1.67	605	1.82
Milk	All fat tests	gallon	2803	2.42	3796	2.76	2525	2.80
Sour cream		16 oz	3321	1.81	5393	1.66	3045	1.64
Yogurt	Greek	4-6 oz	12665	.96	14086	.95	11008	1.00
Yogurt	Greek	32 oz	2997	4.79	2289	3.89	944	4.37
Yogurt	Yogurt	4-6 oz	7541	.60	6011	.50	5746	.47
Yogurt	Yogurt	32 oz	489	2.37	829	2.68	1051	2.64

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 #	2.50-3.00	1343	2.92						
Cheese	Natural Varieties	8 oz block	1.77-3.99	3172	2.35	2.00-2.99	1337	2.82	1.99-3.50	1170	2.38
Cheese	Natural Varieties	1 # block	3.99	135	3.99	2.50-3.79	424	3.37	2.99	247	2.99
Cheese	Natural Varieties	2 # block							5.99-6.99	228	6.53
Cheese	Natural Varieties	8 oz shred	1.77-3.59	2498	2.23	2.00-2.50	1227	2.37	1.99-2.50	1447	2.19
Cheese	Natural Varieties	1 # shred	3.99	100	3.99	2.50	90	2.50	2.99-3.99	363	3.31
Cottage cheese		16 oz	1.66-2.00	940	1.94	1.99	64	1.99			
Cream cheese		8 oz	1.25-2.50	1375	1.92	2.00-2.29	797	2.02	1.66-2.50	517	2.07
Flavored milk	All fat tests	half gallon	2.99	304	2.99				0.99-3.00	352	2.19
Flavored milk	All fat tests	gallon				4.99	84	4.99	2.50	69	2.50
Ice cream		48-64oz	1.97-4.99	3837	2.77	1.99-5.55	3365	3.82	0.80-3.50	2219	2.95
Milk	All fat tests	half gallon	2.28	62	2.28	1.00-3.99	304	2.81	1.00-1.50	229	1.26
Milk	All fat tests	gallon	2.50-3.69	309	3.14	2.50	1083	2.50	1.69-2.50	607	1.92
Sour cream		16 oz	0.79-2.49	1787	1.72	1.28-2.00	259	1.46	1.50-1.68	299	1.61
Yogurt	Greek	4-6 oz	0.75-1.25	3338	1.00	0.99-1.00	3621	1.00	0.50-1.00	1498	.90
Yogurt	Greek	32 oz	3.99-4.98	680	4.67	3.49	87	3.49	3.50-4.98	990	4.71
Yogurt	Yogurt	4-6 oz	0.45-2.00	3637	.65	0.44-0.50	2333	.49	0.50	180	.50

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	2.39-2.49	177	2.46						

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	51	2.99	3.50	246	3.50	3.50	61	3.50
Cheese	Natural Varieties	8 oz block	1.50-2.99	850	2.23	1.88-3.00	928	2.26	1.88-2.50	358	2.38
Cheese	Natural Varieties	1 # block	1.25-2.99	234	2.44	2.88-3.99	514	3.09	2.99	121	2.99
Cheese	Natural Varieties	2 # block				7.99	178	7.99	4.99-7.99	621	6.33
Cheese	Natural Varieties	8 oz shred	1.25-2.99	1044	2.10	1.88-3.00	1098	2.33	1.88-3.00	551	2.60
Cheese	Natural Varieties	1 # shred	2.99	160	2.99	2.88-2.99	692	2.97	2.99-3.00	187	2.99
Cottage cheese		16 oz				2.29-3.49	663	2.99	2.00	105	2.00
Cream cheese		8 oz	1.75-2.00	133	1.85	1.67-1.99	490	1.83			
Flavored milk	All fat tests	gallon	1.88-1.99	201	1.95	1.99-3.99	604	3.61			
Ice cream		48-64oz	1.99-5.50	1198	3.40	1.88-4.99	1689	3.16	2.49-4.99	981	3.16
Milk	All fat tests	half gallon							0.99	66	.99
Milk	All fat tests	gallon	1.88-3.69	366	2.49	1.89-3.49	294	2.57	1.79	138	1.79
Sour cream		16 oz	1.25-1.69	183	1.40	1.99-2.99	766	2.31			
Yogurt	Greek	4-6 oz	0.69-1.00	946	.91	0.79-1.00	1750	.97	0.60-1.00	1446	.86
Yogurt	Greek	32 oz	4.98	973	4.98	4.99	244	4.99			
Yogurt	Yogurt	4-6 oz	0.40-0.89	399	.61	0.40-0.99	790	.58	0.50-1.67	166	1.24
Yogurt	Yogurt	32 oz	2.00	54	2.00	2.50	114	2.50	1.99-2.50	127	2.23

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 #	3.50-3.99	13	3.91	3.99	27	3.99
Cheese	Natural Varieties	8 oz block	3.00	21	3.00	2.49-3.50	65	3.02
Cheese	Natural Varieties	2 # block	5.98-7.29	32	6.89			
Cheese	Natural Varieties	8 oz shred				2.50-3.50	38	3.39
Cottage cheese		16 oz				2.50-2.89	37	2.86
Cream cheese		8 oz	3.98	28	3.98	2.00	27	2.00
Flavored milk	All fat tests	gallon				4.99	27	4.99
Ice cream		48-64oz	3.98-4.00	39	3.99	3.29-5.99	92	4.96
Milk	All fat tests	half gallon				4.29	34	4.29
Milk	All fat tests	gallon	2.98	3	2.98	4.97	3	4.97
Sour cream		16 oz				2.50	27	2.50
Yogurt	Greek	4-6 oz	0.70-1.60	62	1.21	1.00	4	1.00
Yogurt	Greek	32 oz	6.28	8	6.28	5.99-6.28	15	6.22
Yogurt	Yogurt	4-6 oz	0.59-0.60	9	.59	0.50	27	.50
Yogurt	Yogurt	32 oz	2.39-2.99	17	2.78			



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 #	114	4.99	555	5.23	90	5.49
Cheese	Natural Varieties	8 oz block	307	4.74	420	4.40		
Cheese	Natural Varieties	8 oz shred	425	3.99	69	3.99	59	3.99
Cheese	Natural Varieties	1 # shred	244	5.99				
Cottage cheese		16 oz			114	3.00		
Ice cream		48-64oz			1083	4.00		
Milk	All fat tests	half gallon	2130	4.10	3503	4.13	165	4.14
Milk	All fat tests	gallon	524	4.93	448	4.69	1128	5.91
Milk	All fat tests	8 oz UHT	1231	.96	539	1.03	69	1.00
Sour cream		16 oz	180	3.49	310	2.02		
Yogurt	Greek	4-6 oz			1360	1.28		
Yogurt	Greek	32 oz			289	5.49		
Yogurt	Yogurt	4-6 oz	833	1.22			59	.99
Yogurt	Yogurt	32 oz	710	2.86	543	3.59	214	2.50

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
Cheese	Natural Varieties	8 oz shred				3.99	210	3.99	3.99	137	3.99
Milk	All fat tests	half gallon	3.97-4.99	756	4.14				3.79-4.79	389	4.25
Milk	All fat tests	gallon							3.99-5.99	458	4.92
Milk	All fat tests	8 oz UHT	0.92-1.00	1170	.96	1.00	61	1.00			
Sour cream		16 oz							3.49	180	3.49
Yogurt	Yogurt	4-6 oz	1.50	253	1.50						
Yogurt	Yogurt	32 oz	2.49	255	2.49	2.49	227	2.49			



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						
Cheese	Natural Varieties	8 oz block				4.49	244	4.49	5.69	61	5.69
Cheese	Natural Varieties	8 oz shred	3.99	78	3.99						
Cheese	Natural Varieties	1 # shred				5.99	244	5.99			
Milk	All fat tests	half gallon	2.99-3.99	351	3.59	3.98-4.49	631	4.24			
Milk	All fat tests	gallon							4.99	66	4.99
Yogurt	Yogurt	4-6 oz				0.58-1.50	580	1.10			
Yogurt	Yogurt	32 oz				3.50	167	3.50	3.99	61	3.99

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	5.99	2	5.99			
Milk	All fat tests	half gallon				5.97	3	5.97

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