



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 15

Issued Weekly

Friday, April 15, 2016

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 04/15/2016 to 04/21/2016

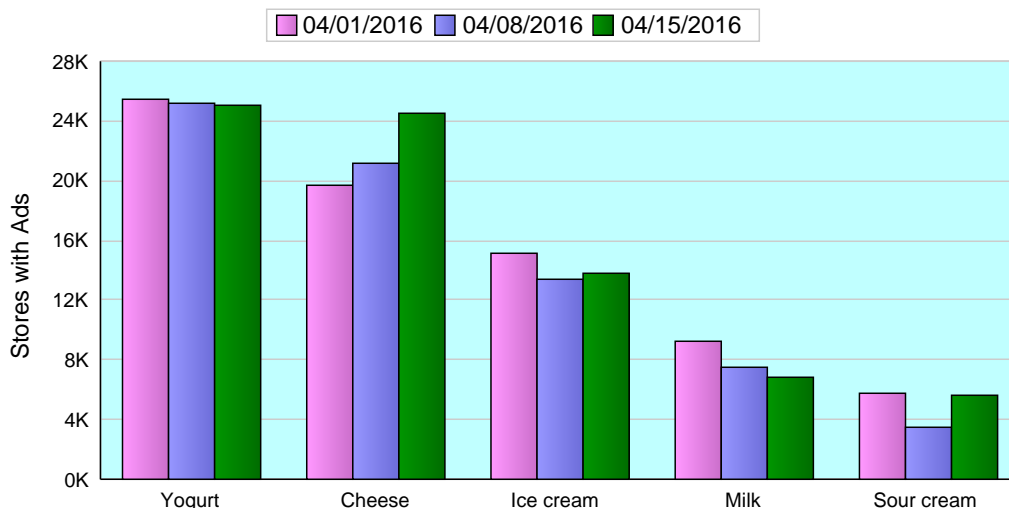
This week total conventional dairy ad numbers increased 16% and organic dairy ad numbers decreased 23%. Conventional 16 oz. containers of cottage cheese and half gallons of flavored milk both had substantial rises in ad numbers this week registering at a 121% and 72% increase respectively. However, 48-64 oz. containers of ice cream and 4-6 oz. containers of Greek yogurt were the most heavily advertised times in the dairy case. One pound packages of butter had a 39% increase in ad numbers and a \$.06 decrease in price this week.

The average price for conventional yogurt in 4-6 ounce packages is \$.53, up \$.07 from last week. The average price of 4-6 ounce conventional Greek yogurt is \$.92, down \$.04 from last week. Conventional yogurt ad numbers are up 1% from last week. The average price for organic yogurt in 4-6 ounce packages is \$1.25. Organic yogurt ads are down 26% from last week.

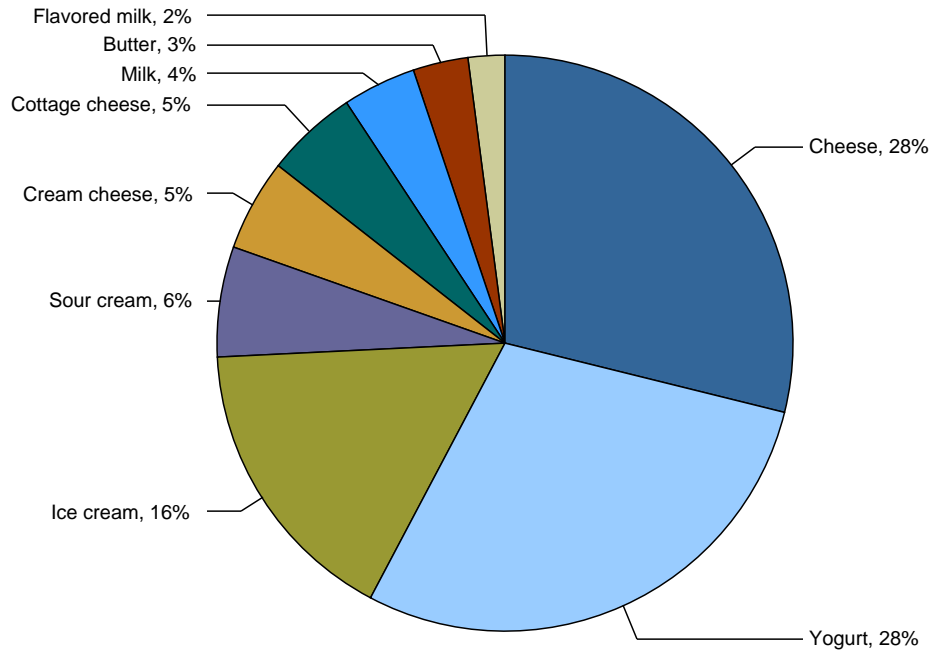
The U.S. advertised price for 8 ounce conventional cheese blocks averaged \$2.33, down \$.09 from last week; 8 ounce shred cheese averaged \$2.50, up \$.23 from last week. There were no advertisements this week for organic cheese. Ads for all varieties and package sizes of conventional cheese are up 22%, and the weighted average price for conventional cheese experienced a 1% increase in price averaging \$2.72.

The price spread between organic and conventional half gallon milk is \$2.74. The price spread is the difference between national weighted average prices for organic, \$4.05, and conventional, \$1.31. Conventional milk ad numbers increased 4% from last week while organic milk ad numbers decreased 19%.

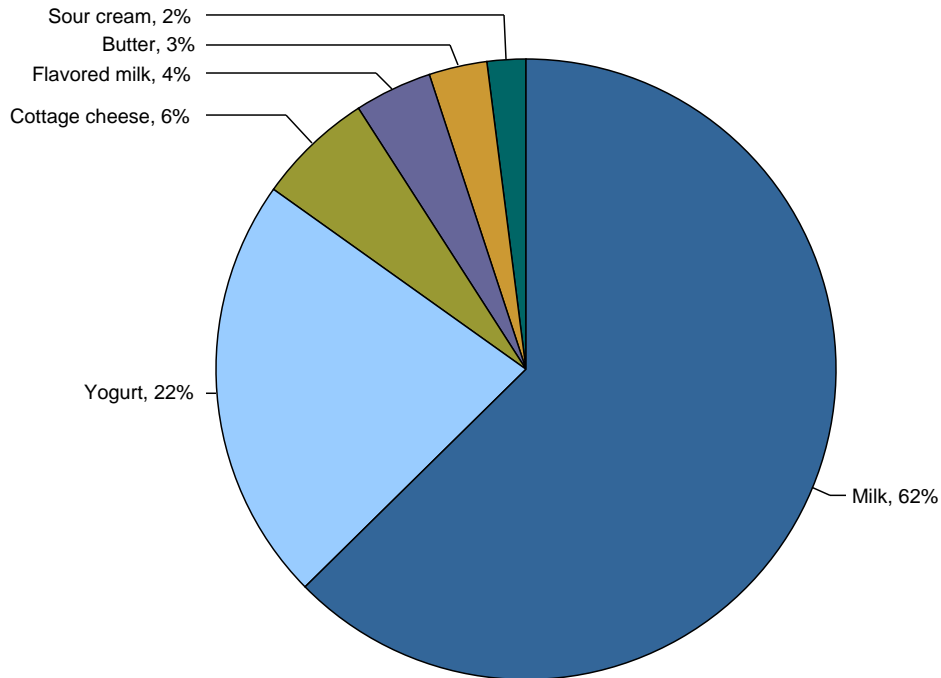
Top 5 Commodities Featured



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 #	2420	2.99	1741	3.05	2005	3.26
Cheese	Natural Varieties	8 oz block	9972	2.33	7901	2.42	6815	2.22
Cheese	Natural Varieties	1 # block	2074	3.64	1675	3.12	2645	3.94
Cheese	Natural Varieties	2 # block	649	5.82	1059	6.67	408	6.17
Cheese	Natural Varieties	8 oz shred	9518	2.50	7903	2.27	8558	2.30
Cheese	Natural Varieties	1 # shred	2275	3.59	1592	3.09	1839	3.99
Cottage cheese		16 oz	4004	1.90	1809	2.35	1319	2.31
Cream cheese		8 oz	4152	1.93	3367	1.97	4264	1.87
Flavored milk	All fat tests	half gallon	442	2.73	656	2.56		
Flavored milk	All fat tests	gallon	1695	2.63	985	3.35	221	3.51
Ice cream		48-64oz	13795	3.04	13420	3.22	9430	3.23
Milk	All fat tests	half gallon	510	1.31	695	2.15	726	2.13
Milk	All fat tests	gallon	3114	2.41	2803	2.42	2018	2.85
Sour cream		16 oz	5453	1.64	3321	1.81	4535	1.64
Yogurt	Greek	4-6 oz	13131	.92	12665	.96	14901	.98
Yogurt	Greek	32 oz	3823	4.77	2997	4.79	638	4.94
Yogurt	Yogurt	4-6 oz	6559	.53	7541	.60	8915	.48
Yogurt	Yogurt	32 oz	433	2.98	489	2.37	582	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 #	2.50-4.49	557	3.50	2.34-3.48	781	2.73	2.49-3.00	450	2.76
Cheese	Natural Varieties	8 oz block	1.66-3.00	2501	2.26	1.79-2.99	4630	2.42	1.79-2.99	1377	2.24
Cheese	Natural Varieties	1 # block	2.50-3.50	144	3.00	3.79	274	3.79	2.69-3.99	845	3.48
Cheese	Natural Varieties	8 oz shred	1.66-3.49	2173	2.47	2.00-3.00	3375	2.51	1.98-2.99	1132	2.42
Cheese	Natural Varieties	1 # shred	3.99	167	3.99	3.00-3.79	304	3.48	2.99-4.49	796	3.73
Cottage cheese		16 oz	1.79-2.99	1120	2.29	1.25-3.00	1610	1.95	1.00-1.25	350	1.10
Cream cheese		8 oz	0.99-2.50	2012	1.96	1.66-2.50	1085	1.91	1.69-2.00	222	1.85
Flavored milk	All fat tests	half gallon	2.99	304	2.99	1.99	64	1.99			
Flavored milk	All fat tests	gallon	3.99	167	3.99	1.99-3.00	353	2.66	2.99-3.49	175	3.29
Ice cream		48-64oz	1.99-3.99	3569	2.86	1.99-3.99	4734	3.21	1.99-3.99	1333	2.94
Milk	All fat tests	half gallon	1.99	137	1.99				1.00	233	1.00
Milk	All fat tests	gallon	2.99-3.00	162	3.00	1.99-2.39	394	2.08	1.69-3.00	525	2.46
Sour cream		16 oz	1.50-2.00	927	1.65	1.25-2.00	2215	1.76	1.25-1.67	378	1.43
Yogurt	Greek	4-6 oz	0.80-1.33	2778	.99	0.70-1.29	3835	.92	0.50-1.00	2078	.89
Yogurt	Greek	32 oz	3.99-4.98	627	4.70	3.68-4.79	1278	4.62	4.98	810	4.98
Yogurt	Yogurt	4-6 oz	0.45-0.60	1894	.50	0.44-0.98	1587	.55	0.39-0.55	1264	.47
Yogurt	Yogurt	32 oz	2.50	60	2.50	3.68	195	3.68			

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 #	2.50	197	2.50	2.99-3.50	176	3.17	2.50-2.99	190	2.81
Cheese	Natural Varieties	8 oz block	1.66-2.50	749	2.01	1.99-2.50	607	2.40	3.00	105	3.00
Cheese	Natural Varieties	1 # block	2.99-4.49	333	3.62	3.79-3.99	451	3.94			
Cheese	Natural Varieties	2 # block				4.99-5.99	580	5.57	7.99	61	7.99
Cheese	Natural Varieties	8 oz shred	1.66-2.99	1050	2.36	1.89-2.99	1068	2.57	1.88-3.00	637	2.71
Cheese	Natural Varieties	1 # shred	2.99-3.49	429	3.08	2.99-3.99	513	3.82	3.00	66	3.00
Cottage cheese		16 oz	1.25-1.99	527	1.47	1.50-1.99	152	1.70	0.99-2.50	182	1.50
Cream cheese		8 oz	1.50-2.50	312	1.95	1.79	244	1.79	0.99-3.00	251	1.91
Flavored milk	All fat tests	half gallon	2.29	74	2.29						
Flavored milk	All fat tests	gallon	1.79-3.99	697	2.42	1.89-1.99	234	1.94	1.89	69	1.89
Ice cream		48-64oz	1.99-4.00	1632	2.92	1.88-3.50	1816	2.95	2.99-3.99	551	3.37
Milk	All fat tests	half gallon	1.28	74	1.28				0.99	66	.99
Milk	All fat tests	gallon	1.79-3.69	986	2.53	1.85-2.99	978	2.34	1.89	69	1.89
Sour cream		16 oz	1.25-1.99	741	1.45	1.25-1.89	620	1.71	0.99-1.50	515	1.38
Yogurt	Greek	4-6 oz	0.70-1.00	1287	.87	0.70-1.00	2399	.89	0.88-1.00	695	.92
Yogurt	Greek	32 oz	4.98-4.99	1027	4.98				2.00	61	2.00
Yogurt	Yogurt	4-6 oz	0.38-1.00	308	.56	0.50-0.88	775	.59	0.40-0.60	639	.54
Yogurt	Yogurt	32 oz				2.49	62	2.49	1.99	66	1.99

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
Butter		1 #	3.99-5.48	39	5.06	3.99-4.29	30	4.02
Cheese	Natural Varieties	8 oz block				2.99	3	2.99
Cheese	Natural Varieties	1 # block				5.99	27	5.99
Cheese	Natural Varieties	2 # block	7.49-7.99	8	7.62			
Cheese	Natural Varieties	8 oz shred	3.00-3.49	49	3.21	3.25	34	3.25
Cottage cheese		16 oz	2.50-3.98	36	3.68	2.50	27	2.50
Cream cheese		8 oz	3.00	2	3.00	2.00	24	2.00
Ice cream		48-64oz	3.98-4.00	35	4.00	3.50-5.29	125	4.38
Sour cream		16 oz	2.00-2.48	30	2.09	2.50	27	2.50
Yogurt	Greek	4-6 oz	1.00-1.48	25	1.23	1.00-1.25	34	1.20
Yogurt	Greek	32 oz	6.28	8	6.28	6.28	12	6.28
Yogurt	Yogurt	4-6 oz	0.70	21	.70	0.50-1.00	71	.58
Yogurt	Yogurt	32 oz	2.50-2.99	13	2.91	2.50-2.69	37	2.67

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 #	161	4.99	114	4.99		
Cheese	Natural Varieties	8 oz block			307	4.74		
Cheese	Natural Varieties	8 oz shred			425	3.99		
Cheese	Natural Varieties	1 # shred			244	5.99		
Cottage cheese		16 oz	328	3.00				
Flavored milk	All fat tests	half gallon	195	4.28				
Milk	All fat tests	half gallon	2388	4.05	2130	4.10	1405	3.80
Milk	All fat tests	gallon	280	4.97	524	4.93	221	6.98
Milk	All fat tests	8 oz UHT	543	1.00	1231	.96		
Sour cream		16 oz	114	1.99	180	3.49		
Yogurt	Greek	4-6 oz	656	1.25			568	1.21
Yogurt	Yogurt	4-6 oz			833	1.22	34	1.25
Yogurt	Yogurt	32 oz	482	2.49	710	2.86	166	2.96

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	161	4.99						
Cottage cheese		16 oz				3.00	214	3.00			
Flavored milk	All fat tests	half gallon				4.28	195	4.28			
Milk	All fat tests	half gallon	3.99-4.99	750	4.66	2.99-4.28	499	3.49	2.99-4.79	218	3.66
Milk	All fat tests	gallon				4.97	214	4.97			
Milk	All fat tests	8 oz UHT	1.00	543	1.00						
Yogurt	Greek	4-6 oz				0.88	184	.88			
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
Cottage cheese		16 oz	2.99	114	2.99						
Milk	All fat tests	half gallon	2.99-4.49	192	3.88	2.99-4.49	695	3.86			
Milk	All fat tests	gallon							4.99	66	4.99
Sour cream		16 oz	1.99	114	1.99						
Yogurt	Greek	4-6 oz				1.25-1.50	411	1.35	1.69	61	1.69

Wtd Avg - Simple weighted average



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				5.99	34	5.99

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